**Target influence analysis**

Your campaign target should be the person or people with the power to make the change you’re campaigning for. Getting a better understanding of who they are and what influences them will help you develop a strategic campaign plan. Use this table to explore how you can influence your target and their wider networks.

We’ve split the types of influence into 4 categories, and given some examples to help get you started.

|  |  |
| --- | --- |
| **Public influences**  Media  General public  Voters  Specific regions or groups  Organisational affiliations | **Financial influences**  Experts  Elected officials  Special interest groups  Government agencies  Important businesses |
| **Personal influences**  Family  Friends  Inner circle  Values  Future ambitions | **VIP influences**  Campaign contributions  Investors  Consumers  Competitors |