



Developing Outreach Strategies

Once you have mapped out a situation and identified key actors, you should begin thinking about how you can develop strategies to motivate them. You do not want to spend limited time and resources trying to involve a marginal, disinterested outside party. Similarly, you do not want to overlook any potential sources of support or opposition that might be operating “below the radar.”

Potential Supporters

- What information or resources do potential supporters need to become effective advocates and participants?
- What opportunities can you create for involvement or action by potential supporters?
- How can your supporters use their own relationships to build broader support for your project?

Undecided, persuadable actors

- What interests need to be met to turn undecided actors into supporters?
- What information or resources do they need in order to decide to become supporters?
- What other connections or relationships can you use to bring undecided actors into the fold?

Potential Opponents

- Do you fully understand the interests behind their opposition?
- Can you address or neutralize their concerns in order to turn them into supporters?
- How can you anticipate and mitigate their criticism or interference with your project?
- What other connections or relationships do you have that can help build bridges to potential opponents and minimize or modify their opposition?