



Building a Base and Power Mapping

Ifeolu A.C. Claytor

Deputy Director of Issue & Electoral Organizing

(GOTV) State Voices

(Pronounced: Ee-Fay-Oh-Loo)

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He/Him/His

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Requests:

- **Participation**
- **Authenticity**
- **Inquiry**
- **Vulnerability**
- **Grace**

AGENDA

01. Grounding Exercise
02. What is Base Building?
03. Engaging the Base
04. Defining Power
05. Power Grid
06. Do the Research
07. Feedback



TODAY'S
AGENDA

GOALS

1. Ground Ourselves
2. Know how to Build and Maintain a Base
3. Map Power Players
4. Understand Influence

TEACHERS



01. Grounding Exercise





Who Are You? Who Are Your People?

- **I Am From:** familiar foods, especially those associated with family gatherings
- **I Am From:** sights, sounds, and smells from your neighborhood
- **I Am From:** familiar sayings heard repeatedly growing up
- **I Am From:** familiar people, family members, friends, and ancestors

02. What is Building a Base?



Base Building

Consists of 3 things:

1. Go to the People/ Start where They are
2. Relational Skills
3. Discipline

Warning: The next few slides will be interactive.

1. Go to the People/ Start where They are

How do We **identify**
Our Base?

Share with Your Table/Share Out:

- What are our issues?
- Which communities are most impacted?
- Where are these communities?
- How do we reach them?





2. Relational Skills

(Name some that Come to Mind)

3. Discipline

This discipline is not just a discipline or commitment to the work. It is a commitment to ourselves, our values, and our communities

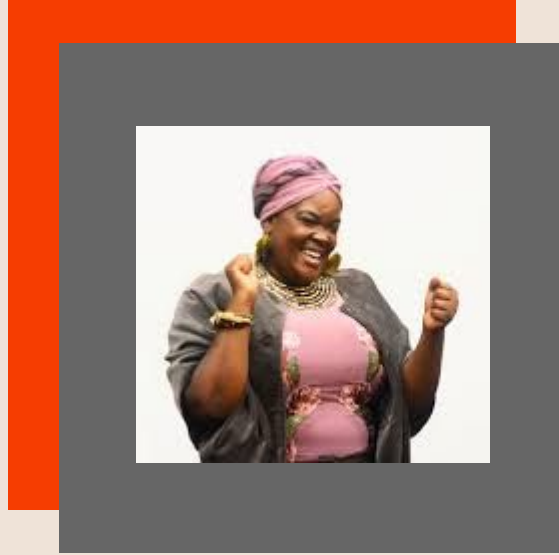


The Discipline of Self-Renewal

Consists of 4 parts:

- **Physical:** Exercise, Nutrition, Sleep
- **Social/Emotional:** Family, Friends, Therapy
- **Spiritual:** Faith, Meditation, Art, Culture, Nature
- **Mental:** Reading, Studying





“Radical self-love is honoring how we are all products of a rigged system designed to keep us stuck in stigma and shame. The only way to beat that system is by giving ourselves something the system will never: compassion.”

— **Sonya Renee Taylor**, Author

03. Engaging the Base



What **Engages** People?

The people in our communities of interest are going to be drawn to this work because of the **issues** and how those issues affect them.

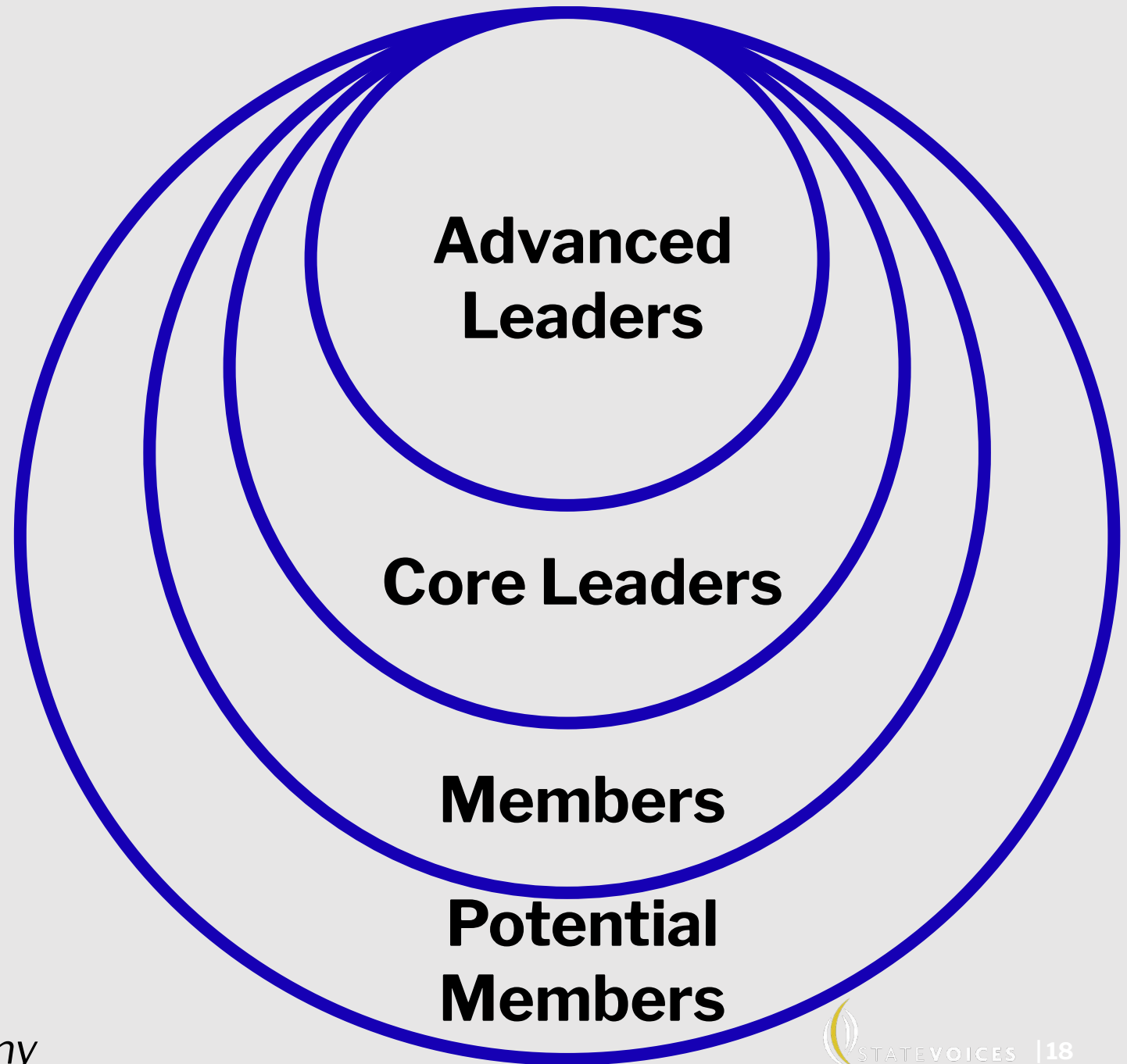


What Keeps the **Base?**

- You
- The Culture You Build
- The Community You Create
- The Work You can/will Do
- The Victories You will Win



Facilitating Member Stages of Engagement



Ladder of Engagement





If there is no struggle, there is no progress... Power concedes nothing without a demand. It never has and it never will.

~ **Frederick Douglass**

04. Defining Power

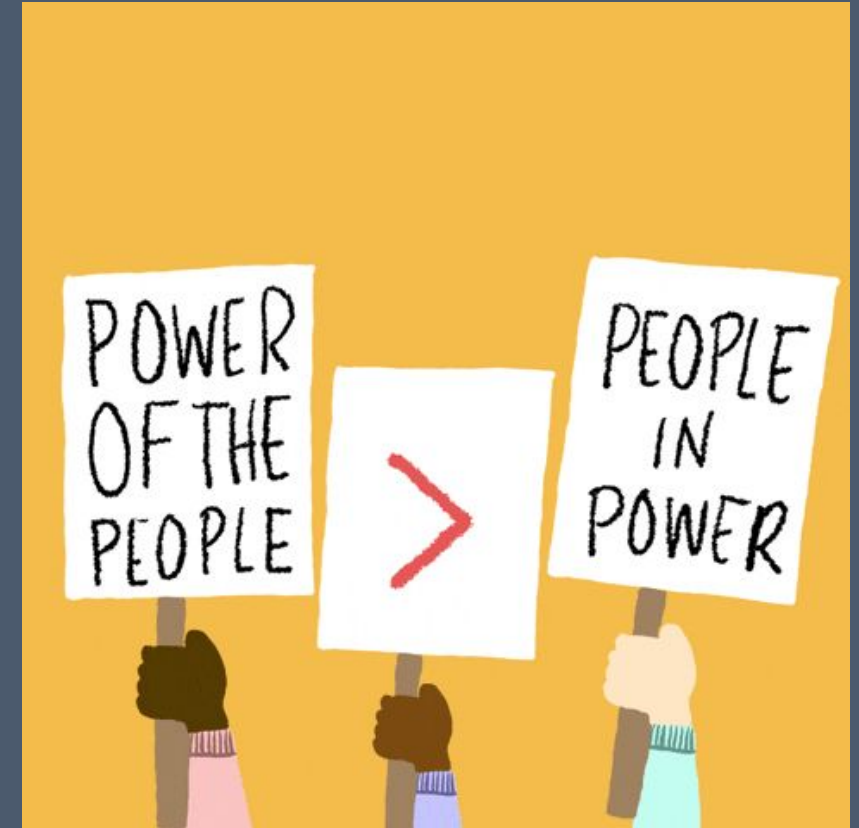


Power can be defined as:

The ability or capacity to achieve a collectively agreed upon goal.

Power is not abstract. It is specific to:

- Relationship(s)
- Context(s)



Basic Assumptions of Power Analysis

- Power relationships in our society are unequal
- There is a conscious political, economic, and social agenda at work causing these problems
- A more systematic way of understanding power is essential in our efforts to work for and win social change.



Power Mapping is...

Looking **Strategically** at who the decision makers are with regard to a specific issue and how to get their attention - bringing them to agree with your perspective on said issue(s).

Why Power-Map?



- Create a picture of the landscape of power relationships
- Develop more effective strategies to permanently or significantly alter power relationships
- Provide political education

05. Power Grid



STATUS QUO/
OPPOSING AGENDA

Major Problem/Condition

SOCIAL
JUSTICE AGENDA



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POWER ANALYSIS GRID

Who are the people? What is their problem?

**STATUS QUO/
OPPOSING AGENDA**

**Competing Agenda,
Positions, Policies, etc.**

**SOCIAL
JUSTICE AGENDA**

POWER ANALYSIS GRID

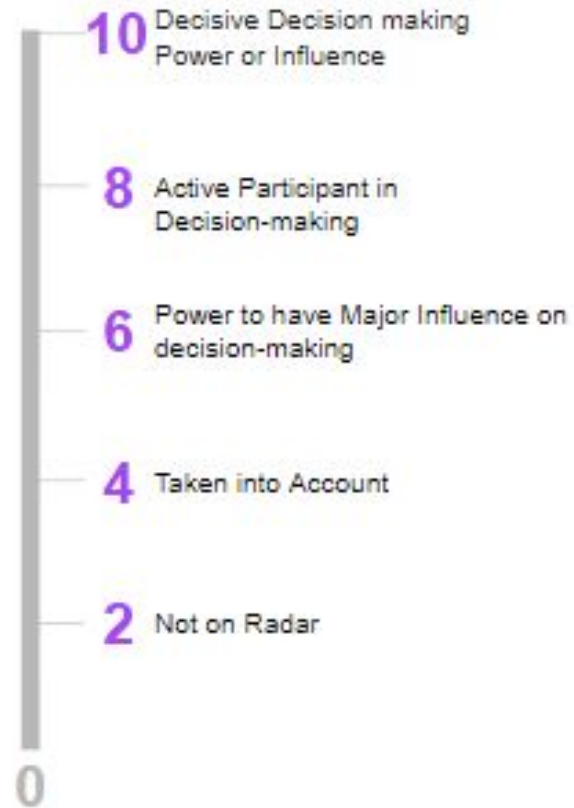
Who are the people? What is their problem?

**STATUS QUO/
OPPOSING AGENDA**

**Competing Agenda,
Positions, Policies, etc.**

**SOCIAL
JUSTICE AGENDA**

**Vertical Axis:
Amount of Power**



POWER ANALYSIS GRID

Who are the people? What is their problem?

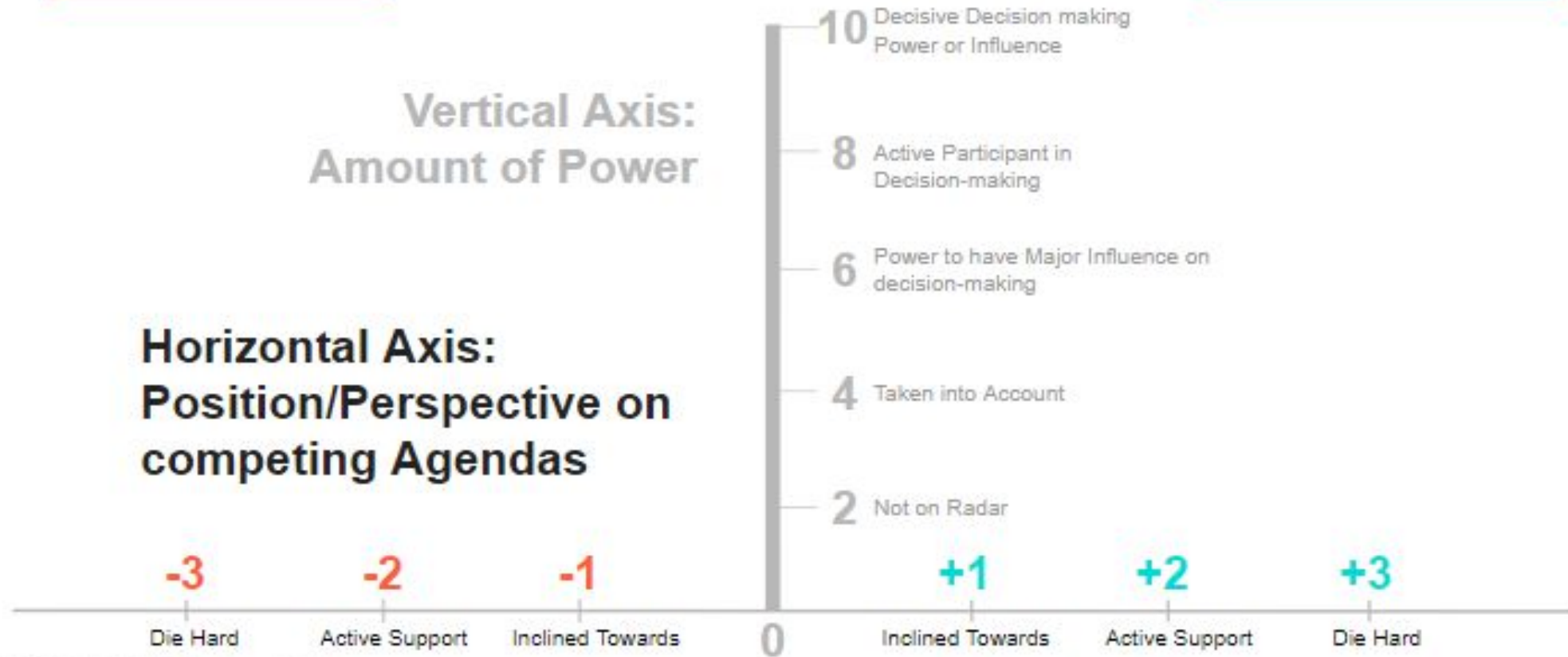
**STATUS QUO/
OPPOSING AGENDA**

**Competing Agenda,
Positions, Policies, etc.**

**SOCIAL
JUSTICE AGENDA**

**Vertical Axis:
Amount of Power**

**Horizontal Axis:
Position/Perspective on
competing Agendas**



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POWER ANALYSIS GRID

Who are the people? What is their problem?

STATUS QUO/
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SOCIAL
JUSTICE AGENDA

Vertical Axis:
Amount of Power

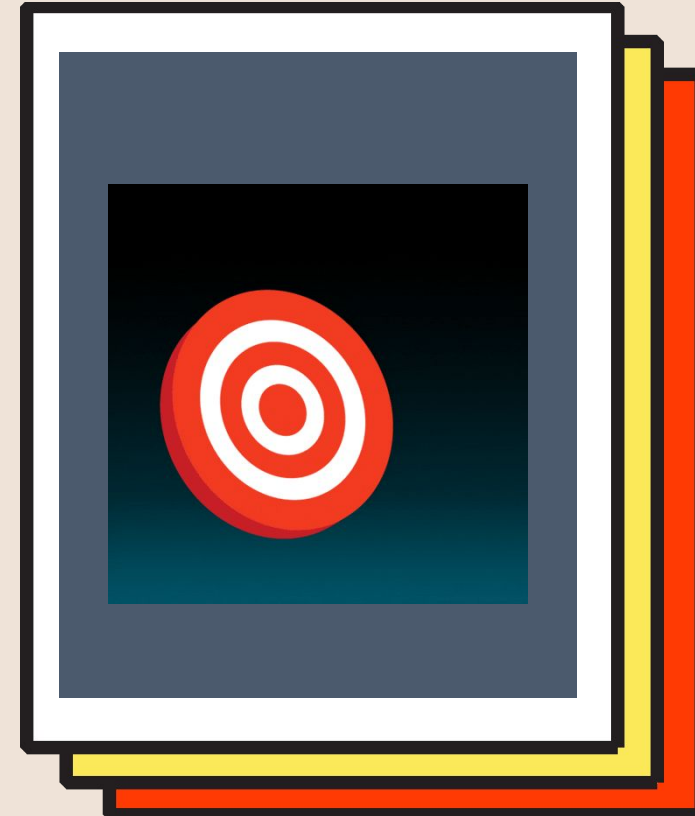
Horizontal Axis:
Position/Perspective on
competing Agendas



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Steps to Mapping Power

- Define the major **Problems or Conditions**
- Identify the **Competing Agendas**
- Identify the major **Issue/Policy Battles** related to the problems or conditions
- Identify the major centers of **Decision-makers** over the problems or conditions
- Identify the major organized **Opposition**
- Identify the Organized **Progressive Groups**
- Sketch the key **Unorganized** social sectors



06. Do the Research





Know the Type of Power You Need To Utilize

- Political/Legislative
- Legal/Regulatory
- Corporate
- Disruption

Know also what Matters with each of these potential strategies.

Do the Research:

Find Opportunities to move Elected decision makers

- Election Results (close margin of victory)
- Campaign Donors (conflicts of interest or allies)
- Higher Ambitions
- Past connections to allies or opponents
- Values, Policy Goals, Voting Record
- Public Image and Potential Rivals



Do the Research:

Find opportunities to move **Corporate** decision makers

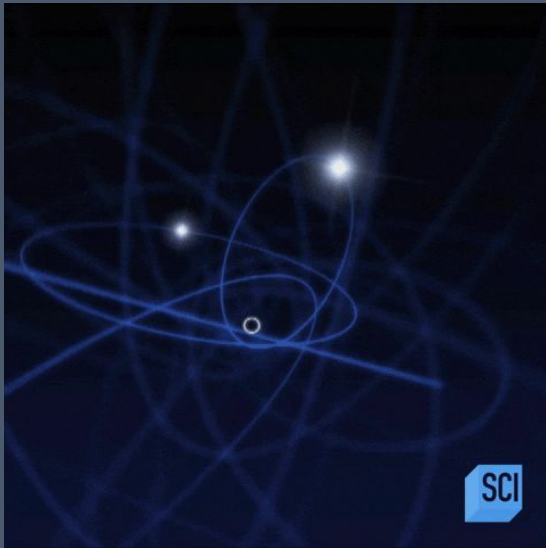
- Profits (Rising or Falling)
- Changing Consumer Market
- Employees (are they organized)
- Board of Directors/Other Stakeholders
- Regulations
- Public Image and Potential Rivals



Let's talk about the Orbit of our Target(s)

Once You've Identified the Target(s), **Who/What is in their Sphere of Influence?**

- **School(s) Attended**
- **Boards they're on**
- **Fraternities/Sororities**
- **Church/Affiliations**
- **Issues They've Championed**
- **What else?**

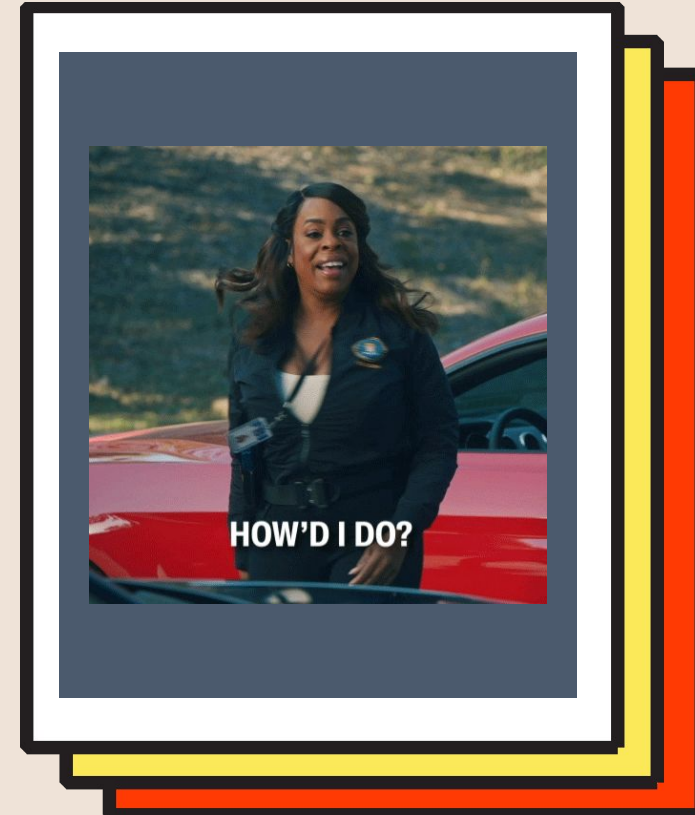


*“I alone cannot change the world,
but I can cast a stone across the
waters to create many ripples.”*

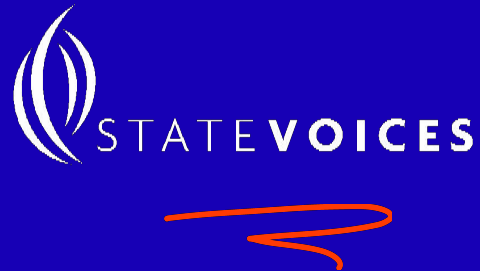
~ Mother Teresa

Feedback Time...

- What Did We Learn?
- Did We Achieve the Goals?
 - Ground Ourselves
 - Know how to Build and Maintain
 - a Base
 - Map Power Players
 - Understand Influence
- Questions?



*Thank You for your time, energy,
participation, and feedback!*



CONTACT

voicesforpower.statevoices.org | statevoices.org

iclaylor@statevoices.org

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