



STRATEGIC ALLY MAPPING TEMPLATE

Use this template to map out and analyse potential strategic allies for your campaign based on shared interests and the benefits they bring. Select a controversial issue relevant to your region and identify allies who might not typically support your cause but could provide valuable assistance.

Controversial Topic:

Topic of Legislation/Campaign:

(e.g., A bill proposing stricter environmental regulations, criminal justice reform, or healthcare expansion)

Campaign Objective:

(e.g., Promote sustainable development, advocate for social justice, expand access to healthcare)

1. Ally #1:

Name of Organisation/Group:

(e.g., Business Association, Farmers Coalition, or Veterans Group)

Common Ground:

- Explain the shared values or interests between your campaign and this group, even though they might not traditionally align with your cause.
- Highlight specific areas where your goals overlap (e.g., both care about balancing economic stability with environmental sustainability).

Strategic Benefits:

- **Influence:** How does this group's influence benefit your campaign? (e.g., access to local business leaders, rural communities, or influential veterans).
- **Voter Reach:** Identify how this ally can help you engage key voter groups that you've had difficulty reaching (e.g., conservative voters, rural communities, or moderate professionals).
- **Credibility:** How does their endorsement boost your campaign's credibility with specific voter groups?



2. Ally #2:

Name of Organisation/Group:

(e.g., Health Advocates, Minority Rights Group, or Local Religious Organisations)

Common Ground:

- Describe how your campaign shares goals with this group (e.g., both support health equity or social protections).
- Identify shared values or objectives, even if this group is outside your usual base of support (e.g., both prioritise community health or family values).

Strategic Benefits:

- **Influence:** How can this group's influence help your campaign gain traction? (e.g., sway healthcare professionals, religious voters, or community activists).
- **Voter Reach:** Explain how this group helps you connect with previously untapped voters (e.g., healthcare workers, faith-based voters, or minority communities).
- **Credibility:** How does their involvement lend credibility to your campaign's messaging, especially for more sceptical voters?

3. Ally #3:

Name of Organisation/Group:

(e.g., Environmental Nonprofit, Police Unions, or Industry Coalition)

Common Ground:

- Explain how your campaign aligns with this group's goals or values (e.g., both support environmental responsibility or responsible governance).
- Identify where your campaign intersects with their interests, even if your typical bases are different.

Strategic Benefits:

- **Influence:** How can this group's influence improve your campaign's reach? (e.g., sway law enforcement professionals, rural voters, or industry stakeholders).
- **Voter Reach:** How can this group help you engage previously unreachable voter groups (e.g., rural workers, blue-collar voters, or industry professionals)?
- **Credibility:** How does their endorsement bolster your campaign's credibility, particularly on sensitive or controversial issues?