

the peer-to-peer notion, or already-established relationships -- approach them about joining your Campaign.

Constituency Group

“Peer” who invites them to join in

This will be an on-going process that lasts as long as you keep adding to your network. You can use the “Do You Know Who You Know” exercise when you meet with groups of supporters; you’ll find that collectively you have connections to more groups and people than you think.

Step Four: Reach out to relevant groups in the community you don’t already have ties to. E.g., depending on the issue, it could be a Rotary, Kiwanis, Junior League, military, senior citizen, business, or any group here-to-for not involved in your issue (a.k.a. “odd couples”). This will also be an on-going process; re-visit often.

New Groups

Peer who invites them to join in
