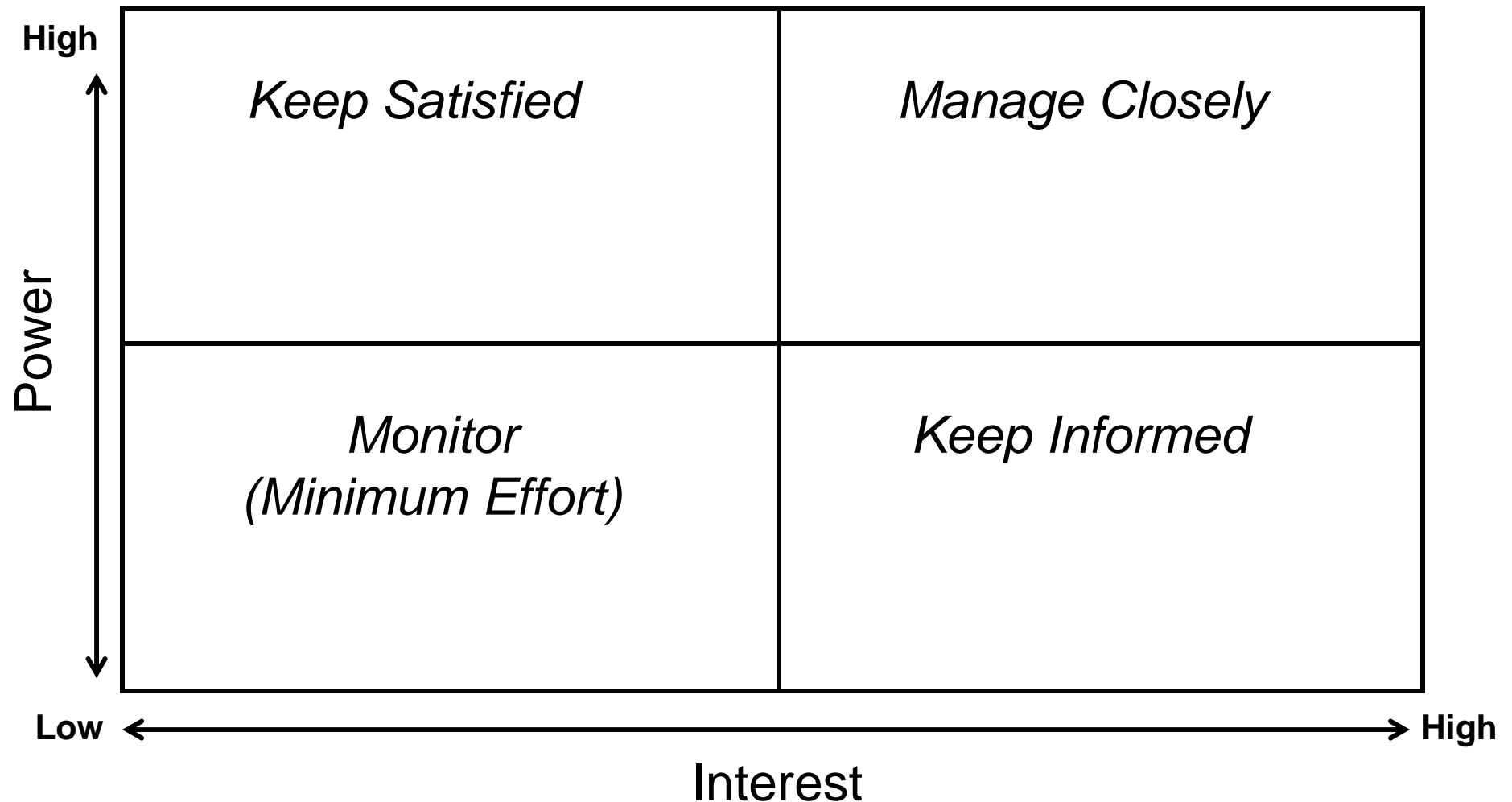


Power, Interest, and Support Matrix



- Map current and prospective constituents within one of the 4 quadrants and use the direction to guide your engagement strategy with each constituent.
- Identify each as a supporter, neutral, or a critic.