

Who are Decision Makers?

A decision maker is someone, big or small, who can make decisions on your chosen environmental topic. This person has responsibilities directly related to this topic. You can direct an eCard to almost anyone who can influence the desired outcome of your environmental advocacy. For example: sending an eCard about non-renewable gas usage to an energy company.

This mind map can help you understand who decision makers are, what your options could be, and how big or small you want to direct your eCard. This mind map is only to be used as a guide, there are many other options for decision makers you can choose from!

