

Stakeholder Brainstorm

Throughout the activity, keep the following question in mind

Who may be affected by or have an effect on the work our organization does?

Stakeholders

- Who is *directly* affected, either positively or negatively by our work?
- Who is *indirectly* affected, either positively or negatively by our work?
- Who has a positive or negative effect on our work?
- Who are the beneficiaries or targets of our work?
- Who is directly involved with or responsible for beneficiaries or targets of our work?
- Consider a particular population: residents of a particular geographic area, people experiencing or at risk for a particular problem or condition, a particular organization or institution, policymakers and agencies, parents, spouses, siblings, children, other family members, significant others, friends, schools, community volunteers in various capacities.
- Consider those whose jobs or lives might be affected by our work: emergency room personnel, teachers, landlords, contractors, employers, and community members.
- Within our organization?
- Consider government officials: people who introduce and pass laws, control public budgets, executives that carry out laws and administer budgets, local civic boards through their power to issue permits and regulations.
- Policymakers. These people or groups often have no official power – they may be “advisers” to those with real power – but their opinions and ideas are often followed closely.
- Consider those who can influence others: the media, people in positions that convey influence, community leaders.

Interests

While interest in an effort or organization could be just that – intellectually, academically, philosophically, or politically motivated attention – the more they stand to benefit or lose by it, the stronger their interest is likely to be. The more heavily involved they are in an organization, the stronger their interest as well.

- Economics.
- Social change.
- Work.
- Time.
- Environment.
- Physical health.
- Safety and security.
- Mental health

Mapping

Influence - ability to influence the direction, decisions, and needs of the organization.

Consider:

- Do they influence the organization economically in any way?
- Are they financially tied to the organization?
- Do they donate in-kind?
- Are they necessary for the functioning of the organization?
- Does their feedback shape the organization's programming?
- Do their decisions affect the organization as a whole?

Interest - whether or not they are interested or invested in the organization.

Consider:

- How supportive are they of the work our organization does?
- Wildly supportive? Ambivalent? Resentful? Distrustful?
- Do they need the organization?
- Do they want the organization to succeed and thrive?