

STAKEHOLDER ENGAGEMENT STRATEGY

Community groups and stakeholder mapping is an activity to help you determine who your stakeholders are and how much engagement, communication or consideration they need.

Start by creating a list of stakeholders in your community. Reflect on whether each of these groups or individuals have high or low power to impact your programme, and if they have high or low interest in your programme.

By mapping these groups onto the matrix below, you can determine how to focus your attention on each of these stakeholders in the most impactful way.

YOUR MAP WILL LOOK SOMETHING LIKE THIS:



CATEGORISING YOUR STAKEHOLDERS

Map out your stakeholder list by identifying which category each stakeholder fits into.



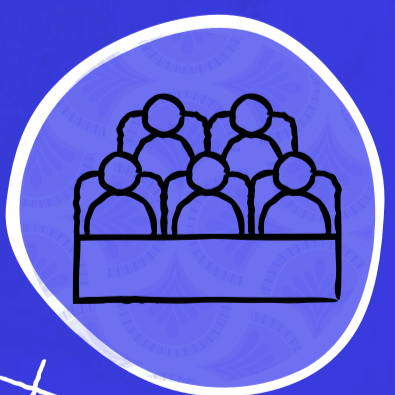
1 PROMOTERS

Stakeholders that have a high interest in your programme and hold power in the community. You need to manage these relationships closely as they will promote your programme's needs to other stakeholders.



2 DEFENDERS

Stakeholders who have a high interest in your programme but do not hold a lot of power. They will defend the rights of your programme so although you may not need to manage them closely for impact, you should keep them informed to keep up their interest.



3 SPECTATORS

Stakeholders who have low interest in your programme and do not hold a lot of power. You should still try to engage them but not spend too much energy or resources focusing on higher impact strategies.



4 GATEKEEPERS

Stakeholders who have high power but low interest in your programme. You need to find a way to keep them happy and satisfied in order to keep your programme running. They do not need to be 'Promoters' but they do need to be satisfied enough.