

Stakeholders

DEFINITION:

A person (such as a volunteer, client, donor, or employee) who has a special vested interest in the activities and decisions of an organization.

WHAT DO STAKEHOLDERS WANT?

People who have a stake in something need to be offered the opportunity to contribute their opinion and input into:

How the project starts...

- what's the vision?
- who's "at the table?"
- what methods will be used to meet the goal?
- who's eligible?
- how and where and when are services offered?

How it expands...

- what else is needed?
- who could provide complementary services?
- who controls the money?
- what's said about the program to the community?
- who gets credit?
- how is it evaluated?
- how do we know it works?
- other?

Giving potential stakeholders the opportunity to provide input, and using that input to make the project better, builds the support or "buy-in" for your project or program.



The Stakeholder Cultivation Process is a Lot Like Farming...

- One seed today does not yield a full-blown harvest tomorrow.
- Cultivation takes time.
- Just like plants need attention, fertilization, soil aeration, stakeholders need the same care, feeding and space to move around.
- Picking the fruit too early will yield an unripe result that will not be what it should be.
- Patience and continued cultivation are key to spectacular results.

Stakeholder Worksheet

Identify existing stakeholders or stakeholder groups already within your circle of influence. Use this worksheet to record strategies cultivating the stakeholders you identify.

STAKEHOLDER	SELF-INTEREST	LINK TO PROGRAM:	NEXT OPPORTUNITY TO CONNECT IS:	CULTIVATION STRATEGY