

COMMUNICATING WITH YOUR STAKEHOLDERS

1. Identify all your stakeholder or constituency groups – those that have an interest in and connection to your organization (such as board members, clients, donors, volunteers, government officials, etc.):

2. Rank them from closest to the organization (1 being closest) and therefore most likely to give, to furthest removed and therefore least likely to give.
3. For your top four stakeholder groups, list the resources they bring to the organization (for example, expertise, contacts, etc.)

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4. For these same four stakeholder groups, list the benefits they get from your organization (what's in it for them, for example making a difference, meeting new people, etc.)

5. List your comments and ideas about how this exercise may change the way you communicate with your stakeholders.