

Identifying and Understanding Stakeholders Form

Board member: _____

Date: _____

Definition and Categories: Stakeholders are people or organizations that have a vested interest in your organization’s success, and can help it succeed or fail. They may include: clients, customers, staff, partners, board members, volunteers, organizational funders, individual donors, subcontractors, rule making bodies, political allies, other agencies/organizations/businesses that serve your clients/customers, local neighborhood/community groups, other members of your “industry,” and others.

Directions:

Due:

- A. List every person or organization you can think of that fit this description in column 1. Do this by category (see above).
- B. List the values, goals or needs held by these stakeholders that overlap with those of your organization in column 2.
- C. In column 3, list what they want or need from your organization.
- D. In column 4, list what a strong relationship with them could offer your organization

Stakeholder (Individual or Organization)	Values/Goals/Needs of that Individual or Organization	What They Want/Need from Your Organization	What They Could Offer Your Organization

Stakeholder (Individual or Organization)	Values/Goals/Needs of that Individual or Organization	What They Want/Need from Your Organization	What They Could Offer Your Organization