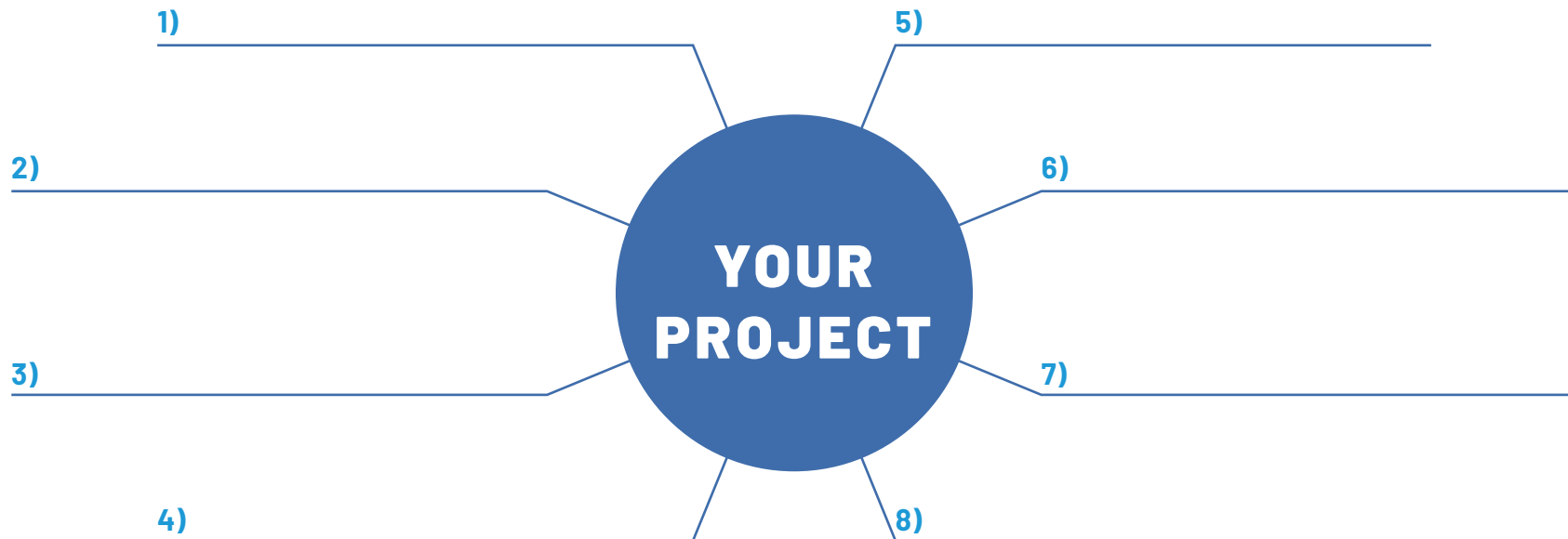


Stakeholder Mapping and Assessment Tool

Stakeholder Identification



- 1) Who is the mayor or other key elected city officials in your community/region?
- 2) Who is the lead of the local board or bureau that governs the issue/issues your project is about?
- 3) What state and federal agencies are charged with funding and overseeing the issue/sector your project falls within?
- 4) Who are the core local businesses/business leaders who have influence in the community?
- 5) Who has already invested in your project or organization? [e.g., Foundation, individuals, government sources]
- 6) Who is impacted by your project and stands to benefit if the project is successful?
- 7) Who is doing work in your community/region on issues that are intersectional? [e.g. public health, climate justice, etc.]
- 8) Are there key trusted messengers in the community or region who have deep rapport with a spectrum of stakeholders? [e.g., faith or other community leaders]



Stakeholder Mapping and Assessment Tool

Stakeholder Identification



For each of the stakeholders/groups identified above assess the following:

Stakeholder Group	Influence/Impact Potential (Rate 1-3)*	Characterization of Current Relationship (Rate 1-3)*	Desired Action	Potential Barriers to Action	Next Steps to Engage

* Use 1 for the highest/strongest; use 3 for the lowest/weakest.

Priority Engagement

If you only have capacity to deepen relationships with a small number of stakeholders, identify your top 2–3 stakeholder actions here.

Stakeholder/Stakeholder Group	Desired Action	Engagement Strategy