

STAKEHOLDER MAP

PURPOSES & BENEFITS

This tool provides a process for identifying the right stakeholders to be involved in the collaborative group and when to form collaborative partnerships.

HOW TO USE THIS TOOL

Sometimes when convening a collaborative group, little or no thought is put into considering who should be involved based upon the initial purpose(s) identified for the collaborative group. This frequently results in a convening of “the usual suspects” and overlooks other important stakeholder groups in the community who may also have a passion for the issues of ending sexual and domestic violence. This tool helps you consider who to convene for your community organizing collaborative group beyond just “the usual suspects.”

Use the stakeholder maps on the following pages to identify:

- Those with a passion for community organizing to end sexual and domestic violence.
- Those with a position related to addressing or ending sexual and domestic violence.

There are two stakeholder maps included on the following pages:

- One that identifies the groups above based upon community sectors that are commonly involved in addressing sexual and domestic violence in the local community.
- One that identifies common groups involved in sexual and domestic violence issues in the local community.

In completing the maps, place the names of individuals from that sector or group who are relevant to the issue and passionate about it in the center ring. Place the names of individuals from a given sector or group who are relevant to the issue based primarily on position in the outer ring. In the second stakeholder map, based on common groups involved in sexual and domestic violence issues in the local community, most of the categories are self-explanatory. Two of the categories, influencers and connectors, may be new to you. Influencers are individuals who, due to position or social capital, have the potential to influence others. Connectors are the individuals in every community who seem to know everyone and always have a name at the ready when asked to suggest someone who might answer a question, provide assistance or help in other ways.

Who Should Serve in the Collaborative Group?

It is recommended that both stakeholder maps included in this tool be completed in order to see where the overlap is, especially in terms of those with passion. Everyone identified, regardless of passion or position, can be invited to participate in the collaborative group; however, recognize that those with a position may not necessarily be part of the core collaborative group and that’s ok. Rather, they may be called in for certain aspects of the work to be accomplished (i.e., developing the community organizing strategic plan and/or implementing pieces of the strategic plan once it is developed). Also, those without passion or position do not have to be invited to the table – that’s ok too!



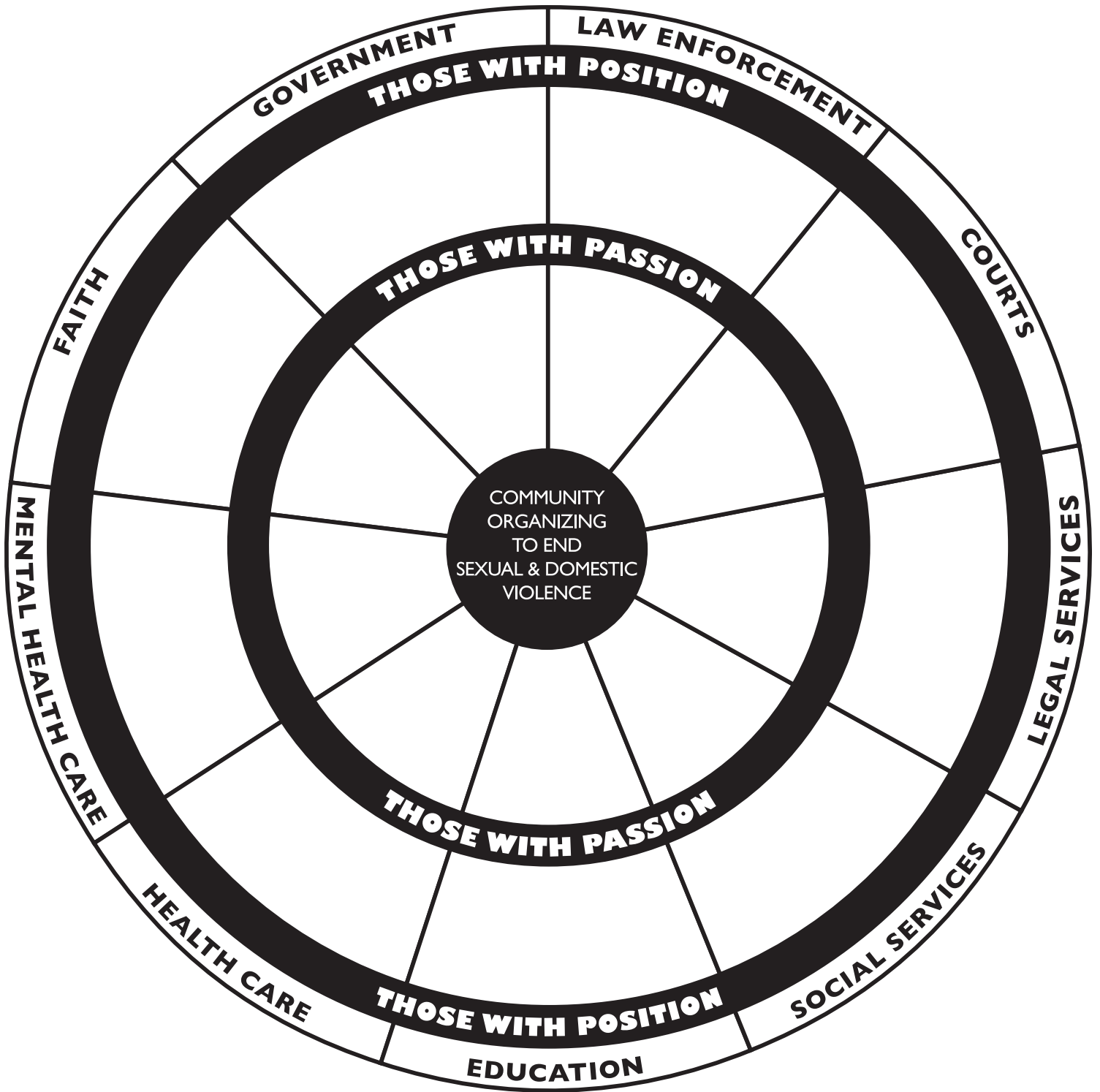
COMMUNITY SECTORS STAKEHOLDER MAP

Use this stakeholder map to identify community stakeholders by important community sectors who are frequently involved in helping to address issues of sexual and domestic violence in the local community. As you identify people, include those with a passion for the issues in the inner circle and those with a position in the outer circle. When completing this stakeholder map remember these important points:

- Everyone identified, regardless of passion or position, can be invited to participate in the collaborative group; however, recognize that those with a position may not necessarily be part of the core collaborative group and that's ok. Rather, they may be called in for certain aspects of the work to be accomplished (i.e., developing the community organizing strategic plan and/or implementing pieces of the strategic plan once it is developed).
- Those without passion or position (i.e., don't show up on this wheel at all) do not have to be invited to the table – that's ok too!
- If there are other important community sectors you need to add, simply list those by sector, subdividing each sector with the names of those identified with a passion for the issues and those with a position.

The Community Sectors Stakeholder Map can be found on the following page.





COMMON GROUPS STAKEHOLDER MAP

In addition to the Community Sectors Stakeholder Map, use this stakeholder map to identify common groups in local communities who are frequently involved in helping to address issues of sexual and domestic violence in the local community. As you identify people, include those with a passion for the issues in the inner circle and those with a position in the outer circle. The common groups are as follows:

- **Natural issue advocates**
- **People with intersecting or overlapping issues** (e.g., teen pregnancy, business people, etc.)
- **Influencers** – Think about these people both in terms of what the collaborative group is trying to accomplish but also in the community in general. Influencers are not necessarily always people with a formal position in the community.
- **Connectors** – These are people in the local community who can connect you to important resources, including people, that you might otherwise have difficulty connecting to. Connectors are not necessarily leaders with formal positions in the local community.
- **Content Experts** – These are people with content expertise you need to successfully achieve the work of the collaborative group, not just about sexual and domestic violence (e.g., media representatives, community organizers, etc.)
- **Persons affected/impacted by the issues of sexual and domestic violence**

When completing this stakeholder map remember these important points:

- Compare the results of this map to the results from the Community Sectors Stakeholder Map, looking for an overlap of persons identified.
- Everyone identified, regardless of passion or position, can be invited to participate in the collaborative group; however, recognize that those with a position may not necessarily be part of the core collaborative group and that's ok. Rather, they may be called in for certain aspects of the work to be accomplished (i.e., developing the community organizing strategic plan and/or implementing pieces of the strategic plan once it is developed).
- Those without passion or position (i.e., don't show up on this wheel at all) do not have to be invited to the table – that's ok too!
- If there are other important common groups you need to add, simply list those by group, subdividing each group with the names of those identified with a passion for the issues and those with a position.

The Common Groups Stakeholder Map can be found on the following page.

