

STAKEHOLDER ANALYSIS

To undertake effective advocacy, it is important to identify people or organizations who are most likely to be your allies, including those who can be persuaded to become allies, or at least facilitators to help you. You will also need to identify those who stand in the way of you achieving your advocacy goals. This section will help to identify exactly who you need to persuade and influence to build a culture of evaluation. These are your advocacy targets.

You'll need to ask your stakeholders questions such as:

- What do you think about your issue?
- Who is already working on this issue, and are they making a difference?
- Do you have suggestions or ideas on how to improve the situation?

1 Brainstorm a list of all the main people and groups who influence or are influenced by the issue. It's a good idea to ask for support from experts or those affected by the issue when brainstorming.

2 Using the tool on the next page write the name of the stakeholders into each box, depending on whether you think they have a lot of power to influence change on the problem you want to address.

STAKEHOLDER ANALYSIS GRID		
High Power to influence change	<p>Identify</p> <p>Identify the key stakeholders who would potentially influence your issue.</p> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>Assess interests and impact</p> <p>Assess stakeholder interests and the potential impact of advocacy on these interests.</p> <ol style="list-style-type: none"> 1. What benefits are likely to result for the stakeholders from this advocacy work? 2. What resources might the stakeholder be able to mobilize for it? <hr/> <hr/> <hr/> <hr/> <hr/>
Little power to influence change	<p>Assess importance and influence</p> <p>Assess the importance and influence of the identified stakeholders. This could relate to how important the active involvement of the stakeholder is for achieving the advocacy goal.</p> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>Outline strategy</p> <p>Outline a stakeholder participation strategy. This plan should state ways in which the different stakeholders will be involved in different stages of the advocacy planning and implementation.</p> <hr/> <hr/> <hr/> <hr/> <hr/>
	It doesn't matter much to them	It matters a lot to them