

Stakeholder analysis template

Stakeholder Analysis Matrix¹

Program issue: _____

Proposed activity: _____

Date: _____

Name of stakeholder organization, group, or individual National, regional, or local?	Stakeholder description Primary purpose, affiliation, funding	Potential role in the issue or activity Vested interest in the activity	Level of knowledge of the issue Specific areas of expertise	Level of commitment Support or oppose the activity, to what extent, and why?	Available resources Staff, volunteers, money, technology, information, influence	Constraints Limitations: need funds to participate, lack of personnel, political or other barriers
Government sector						
Political sector						
Commercial sector						

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Non-governmental sector						
Other civil society target audiences						
International donors						

¹ Adapted from Brinkerhoff, D. and B. Crosby, *Managing Policy Reform: Concepts and Tools for Decision-makers in Developing and Transitioning Countries*, Kumarian Press, CT, 2002 and POLICY, *Networking for Policy Change: An Advocacy Training Manual*, 1999.

Stakeholder engagement plan

Stakeholder Engagement Plan²

Program issue: _____

Proposed activity: _____

Date: _____

Stakeholder organization, group, or individual	Potential role in the activity	Engagement strategy How will you engage this stakeholder in the activity?	Follow-up strategy Plans for feedback or continued involvement
Government sector			
Political sector			
Commercial sector			

Stakeholder engagement plan

Stakeholder organization, group, or individual	Potential role in the activity	Engagement strategy <small>How will you engage this stakeholder in the activity?</small>	Follow-up strategy <small>Plans for feedback or continued involvement</small>
Non-governmental sector			
Other civil society target audiences			
International donors			

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