**Creating Your Stakeholder Engagement Matrix**

Who Cares & Who Helps: Stakeholder Engagement

Community issues are best solved with input from all of the stakeholder groups (ex. abandoned and dilapidated property). To effectively address the issues, you will need to identify all potential stakeholder groups and find ways to get them involved. This activity will help you identify those stakeholders, understand how they can be involved, and find ways for them to contribute to the community solution.

**Task 1:**

Identify each community group or member potentially impacted the issue. Consider groups you might not traditionally associate with this issue. What social groups are you part of? Are there groups surrounding hobbies like gardening in your town? Why should these groups care about the issue? Why should they be engaged?

List all of these stakeholder groups and the reason they should be engaged in the Stakeholder Engagement Matrix on the reverse page.

**Task 2:**

Remember: community “buy-in” and engagement are critical to the success of your efforts. A strategic approach to engaging impacted individuals and groups about an issue can facilitate maximum short-term stakeholder “buy-in” and long-term stakeholder involvement.

Consider all of the stakeholder groups you have identified. In the third column of your matrix, add a strategy for recruiting and encouraging their involvement. How can they be reached? What will help galvanize their support?

**Task 3:**

Getting stakeholders engaged and involved in your efforts means more than getting them to attend meetings. Now that you have recruited them, how can they best contribute to the community’s success? What skills or resources do they bring to the table that can be employed for the benefit of the community? How can they have a positive impact on the issues in your community? List these in the last column of your matrix.

**Stakeholder Engagement Matrix**

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| **Who needs to be engaged?** | **Why should they be engaged?** | **How can you get them engaged?** | **What action steps can they take?** |
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