

TOOL B. STAKEHOLDER ANALYSIS MATRIX

Instructions: Use this template to identify the stakeholders for the partnership or coalition, including their level of influence, which issues are important to them, and how they will be engaged.

Stakeholder Name and Affiliation	Contact Person Email, Phone	Impact <i>How much do the coalition and its activities impact them? (Low, Medium, High)</i>	Influence <i>How much influence do they have over the coalition and its activities? (Low, Medium, High)</i>	What is important to the stakeholder?	How could the stakeholder contribute to the coalition or project?	How could the stakeholder block the coalition or project?	Strategy for engaging the stakeholder
EXAMPLE Tom Jones, Riverdale Partners for Health	tjones@rph.org 123-456-7890	High	Medium	Improving access to healthy foods in Riverdale county	Leverage reputation and experience in community to build support	Withdraw support for the project, which would lead to less community support overall	Invite to monthly coalition meetings

Source: <http://www.tools4dev.org/resources/stakeholder-analysis-matrix-template/>