



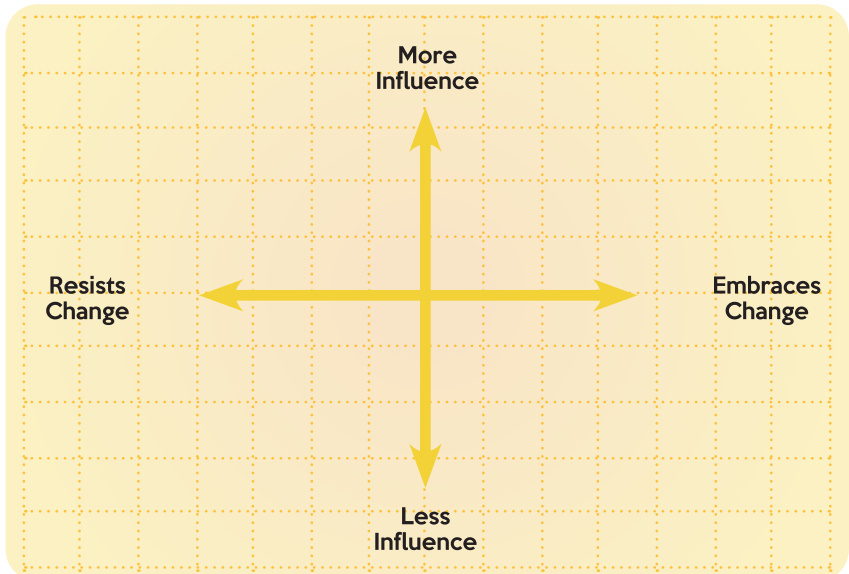
Step 3: Who's Who?

Every campaign affects people, whether that's your supporters, people that may benefit, decision-makers that you need to get on-side, or even people that might oppose your campaign. All these people make up your campaign stakeholders.

To start, try listing all the people or groups from the categories above that may be involved somehow in your campaign – try to be specific where possible.

Stakeholders

Next, we're going to think about which of your stakeholders might be supporters, and which may need some convincing. Put your stakeholders on the map below according to whether they would resist/embrace the change you're trying to create, and how much influence they have.



As you map out your stakeholders, have a think about who your supporters on the right-hand side can help to influence and what resources or support they'll need. Plus, think about what you can do to persuade any decision-makers in the top-left corner.