



Identifying New Stakeholders and Allies – A Facilitator’s Overview

From labor unions to social justice organizations to early childhood education organizations there are dozens of stakeholder constituencies from which to pick and engage in the growing effort to defeat the Tobacco Industry. This tool is designed for the person guiding the coalition through the process of identifying and recruiting new stakeholders for the coalition or campaign. It complements the "Recruiting a New Stakeholder" tool, which is designed for all participants.

The Meeting

To set your session up for success, start with reviewing your coalition’s goals and discussing the importance of bringing in new stakeholders to support your work. For example, increasing the size and diversity of your coalition.

Benefits of New Stakeholders

- ❖ Leveraging Expertise
- ❖ Expanding Reach, Influence, & Capacity
- ❖ Enhancing Credibility
- ❖ Strengthen Advocacy Efforts

Brainstorm Potential Stakeholders & Allies

After reviewing the coalition’s goals and objectives, get the participants to think broadly about the different sectors and stakeholders in your community. Who might have an interest in the coalition’s goals and/or bring a diverse perspective? Ask yourself, “who is not at the coalition table who should be?” Encourage participants to share their ideas freely and record each suggestion on a flip chart, whiteboard or on the *Prospective Stakeholders Chart*.

[Download Prospective Stakeholder Chart](#)

| Prospective Stakeholder Chart | | | | | | | | | |
|-------------------------------|--|--|------------------|---------------------|---|--------------------------------------|-------------------------------|---|------------------------------|
| Name of group or organization | Mission and Values: What is important to them? | Size of Audience | Size of Org | Sphere of Influence | Position on Issue | Contact | Strategy for Engagement | Primary Relationship Manager | Type of Relationship |
| Ex: Happy Health Organization | Ex: Giving people hope and health | Ex: 256 followers on Facebook including Supervisor Smith | Ex: 40 Employees | High | Ex: Somewhat supportive of tobacco policies. Has not publicly supported | Sue Smith: Sue Smith@happyhealth.org | Attend their monthly meetings | Ex: Jaime from the coalition is good friends with Sue and will follow up with a meeting to make the ask | Ex: Coalition Member or Ally |

Facilitate a discussion to identify key criteria for identifying stakeholders such as alignment with the coalition’s mission, capacity for collaboration, and potential impact to the campaign objectives.

Some Questions to Help Facilitate the Session:

- What are some stakeholders that may be affected?
- Why would we want to engage with them?
- Why would they want to engage with us?
- What are their key interests or concerns and are they compatible?
- How does tobacco policy impact them?
- Are there stakeholders with significant public or political influence that share our views?
- What can this prospective partner bring to the table? (finances, expertise, networks, other resources)
- How can the coalition potentially contribute or support their goals?
- What is the timeline for engaging with this stakeholder throughout the campaign?
- Does anyone on your coalition currently have a relationship with the stakeholder?

Plan Engagement Strategies

After prioritizing which prospective stakeholders to approach, discuss strategies for engagement.

Consider:

- Initiate a One-on-One Meeting with the prospective stakeholder/ally
- Personalized outreach and relationship-building
- Clearly articulating the benefits of getting involved
- Offering opportunities for meaningful involvement
- Addressing potential barriers or concerns
- Developing a communication plan tailored to each partner



Make sure to designate a staff/coalition member to connect with each prospective stakeholder.

▶ Check out the Center's Resources at organizingtoendtobacco.org
"Prospective Stakeholder Chart"
"Recruiting a New Stakeholder"

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organizingtoendtobacco@heart.org | organizingtoendtobacco.org