



Recruiting New Stakeholders and Allies

This new stakeholder recruitment tool is designed to help you to build capacity and amplify the impact of your tobacco policy campaign or coalition. Recruiting others to support your coalition’s activities or campaigns will strengthen your efforts while broadening your reach and influence.



Steps to Engaging New Partners

1. Develop a List of Potential New Stakeholders and Allies

First, you will conduct some research and create a list of potential stakeholders. Begin by researching and compiling a list of potential stakeholders and allies. The aim is to identify individuals and organizations that could enhance your coalition or campaign. Consider recruiting allies who may not formally join but can still contribute to the cause, broadening your community reach. Brainstorm with coalition members to generate 10-20 prospects and consider how both the coalition and the organization could benefit from a collaboration. Remember to leverage existing relationships and coalition members’ connections with influential community organizations (PTA, NAACP, Soroptomists, Union locals, etc.)

Utilize the Prospective Stakeholder Chart to manage information about target individuals and organizations and track recruitment progress. Strategically analyze prospects based on factors like size, mission, and influence to finalize your recruitment list.

[Download 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
<i>Ex: Happy Health Organization</i>	<i>Ex: Giving people hope and health</i>	<i>Ex: 256 followers on Facebook including Supervisor Smith</i>	<i>Ex: 40 Employees</i>	<i>High</i>	<i>Ex: Somewhat supportive of tobacco policies. Has not publicly supported</i>	<i>Sue Smith: Sue Smith@happyhealth.org</i>	<i>Attend their monthly meetings</i>	<i>Ex: Jaime from the coalition is good friends with Sue and will follow up with a meeting to make the ask</i>

2. Start Reaching Out, Begin Build the Relationships

Building relationships with new influential individuals and stakeholders organizations is vital for fostering a strong coalition. Start by leveraging existing connections, including friends and family of those in your coalition. Attend community gatherings where influential figures are likely to be present. Initiate conversations, show genuine interest in their work, and follow up with them regularly, offering support whenever possible. Building trust and rapport takes time, so be patient and consistent in your efforts.

Build a Mutually Beneficial Relationship

Engage with new stakeholders by demonstrating interest in their mission or work. Attend their events, volunteer, or join a committee.

3. Make a Compelling Pitch

Once you have established a relationship with the organization, it's time to request their commitment with a compelling pitch highlighting mutual benefits. Initiating a one-on-one conversation can kick-start this partnership, providing insight into the organization's community involvement, mission, and goals. While building rapport is crucial for a favorable response, when that isn't possible, pitching via email to someone unfamiliar can be an effective alternative. Craft an attention-grabbing email, expressing professionalism and courtesy. Propose a meeting to discuss collaboration further. Once you've sparked the interest of a new stakeholder prospect, focus on asking them questions to understand their interests and goals in getting involved. The priority is to streamline the organization's recruitment process.



In preparation for your meeting:

- 1) Research the individual and organization.
- 2) Write down goals and intention of the meeting
- 3) Prepare your "Ask" – frame the ask in a way that shows how they could benefit from joining the coalition or campaign.

▶ Check out the Center's Resources at organizingtoendtobacco.org

"Prospective Stakeholder Chart"

"Identifying New Stakeholders and Allies: A Facilitator's Overview"

California Tobacco Endgame Center for Organizing and Engagement

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