



SPiN: Strategic Planning in Nonprofits

Stakeholder Engagement

Why is stakeholder engagement important for strategic planning?

- To get an outside perspective on your organization’s strengths, weaknesses and reputation in the community
- To spot trends that may impact the organization in the coming years.
- To build relationships and increase community investment in your organization and its mission
- To hear new and different ideas and encourage out-of-the-box thinking

What do you mean by stakeholders?

Stakeholders are groups of people that care about your work—have a stake in it. In some cases, you may also consider talking with and taking input from potential partners and people who you hope will become more invested in your work in the future.

Typical stakeholder groups for a nonprofit organization to consider getting input from:

- Board
- Staff
- Clients/program participants/constituents
- Volunteers
- Donors
- Funders (foundations, corporations and government)
- Collaborative partners
- Peer organizations
- Community/Neighborhood/General public

Stakeholder Engagement Methods

- Interviews (in person or via telephone)
- Surveys
- Focus groups
- Community meetings
- Invitation to join strategic planning committee
- Informal consultation

Stakeholder input can be given at the beginning of the planning process and/or later in response to specific ideas (feasibility testing).

