

# Stakeholder Mapping

## Advocacy Audience Analysis



# Stakeholder mapping and analysis

Reference to the stakeholder framework

1. Identify the various types and categories of stakeholders in relation to your advocacy / policy issue and undertake a mapping exercise
2. Use the stakeholder analysis tool to establish: (a) agreement of stakeholder with your position (b) importance of the issue to each stakeholder and (c) level of influence.

# Advocacy Targets

- Advocacy targets are the people who a group wants to influence so that they will support the group's policy goals
- Advocacy targets are almost always defined as people / individuals rather than institutions.
- Identifying particular individuals helps tailor strategies and tactics more effectively

# Primary targets

- those who have the direct power to give groups what they want, such as members of parliament, the head of a government agency, or the chair of the District Council.

# Secondary targets

- those who have power or influence over those who have direct power, such as members of the media, prominent religious leaders, donors (development partners) or higher level government officials.
- Individuals – spouses, assistants, associates, peers / friends

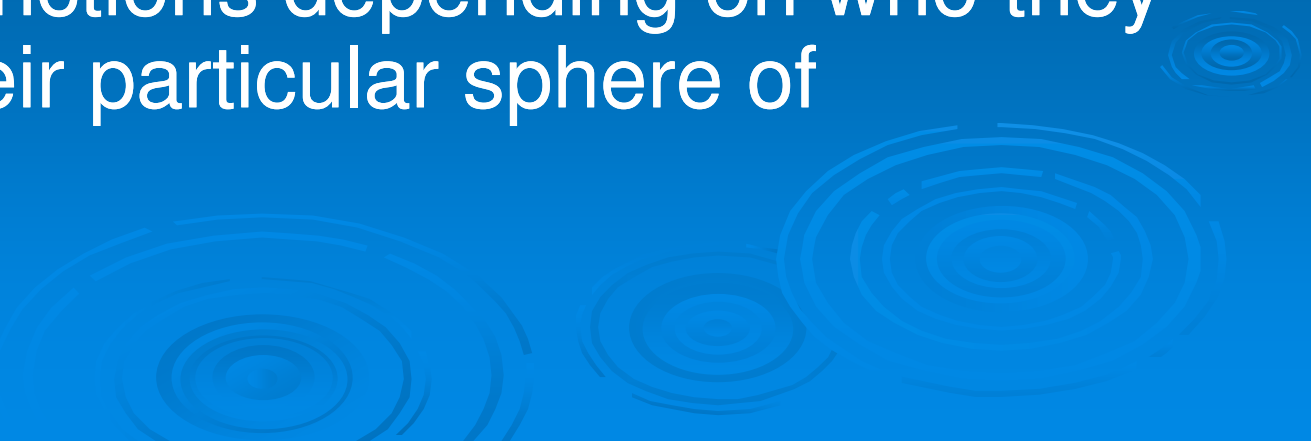
# Opposition Targets

- are people who an organization knows are their opponents on a given issue;
- individuals who have power and want to stop a group from reaching their advocacy goals
- Strategy should identify and analyze the power of opposition, then develop concrete tactics to counter that power

# Organisations and Constituents

- can be defined as those people who are concerned about a problem and have a relationship with an organization e.g.
  - members of a group engaged in advocacy
  - people associated with the organization
  - communities served by it
  - people in the broader society who may not suffer from the problem themselves but who care about its outcome and want to work for change

# Allies

- those people and groups who have enough of a stake or interest in an organization to join it in an alliance or a coalition.
  - Allies are used in different ways and have different functions depending on who they are and their particular sphere of influence.
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# Advocacy audience exercise

- With reference to the stakeholder map and stakeholder analysis:
  1. Who are your primary; secondary and opposition targets?
  2. Who are your potential allies and constituents?  
[Please use the same groups and issues identified earlier]