



## *Seeking Support and Developing Partnerships*

### **STAKEHOLDERS**

**What is a Stakeholder?** A Stakeholder is someone who you are asking to support your project, and who is affected by your project. Remember when asking stakeholders for help that you will be more likely to get a positive answer if you ask them for something they have in abundance. For this reason, we suggest asking for in-kind donations. Some businesses will be more willing to donate refreshments, or tools than money. The activity below will help you think of local businesses you can ask for support. The activity provides a template that can also be useful when seeking volunteers.

Here are some questions to get you prepared for the activity:

- What does your project need that local businesses might be able to provide (Tools, refreshments, raffle prizes, money, advertising)?
- Do you know of any area non-profits or businesses whose work is directly affected by the planned project (Where will your project take place? Are there businesses in this area? Are there local non-profits with the same work goals?)
- What could these businesses or non-profits do that would help you realize your goal?
- How does realization of your goal impact them?
- Do you have personal connections with these businesses/people who work at or own them?
- If these people approached are unwilling to donate money or goods, can they donate time?

## Activity---Identify Donors

Who is the stakeholder?

1)

2)

What are you asking them for?

1)

2)

How will your project benefit from participation by this stakeholder?

1)

2)

3)

What will the stakeholder receive for their participation?

1)

2)

3)

Now develop a short spiel that addresses these points when asking for help and you may be more successful.



**Make sure to acknowledge all donations and volunteers after the event. This includes acknowledging the Office of Sustainable Development and Metro in your advertisements and at the event.**