



Sample Stakeholder Communication Worksheet

Preparing a summary on how you intend to communicate with major stakeholders makes sure that you are not leaving important relationships to chance and provides a guide for everyone in the organisation. The summary can be prepared for relationships with the organisation as a whole or for specific projects.

Stakeholder name and/or type	From your stakeholder map	Motivating forces	Blockers, critics, neutral, supporters or raving fans	What you want the stakeholder to do	The messages you need to get through	The actions you need to take to get your messages across	
Stakeholder	Contact Name/s	Approach	Key issues and interests	Current Status	Desired Actions	Messages Needed	Action
Members	As per member register	Keep Informed	Member benefits Advocacy Peer support Information	Supporters	Membership renewal Participation	Benefits of membership Advocacy updates Opportunities for interaction Information Hub	Monthly email bulletin Up-to-date and informative website Social media pages Special Interest Group hubs Email alerts
XYZ Company (Major Sponsor)	Brian Jones Susan Smith	Actively Engage	Brand promotion to members Brand alignment Sales results	Supporter	Sponsorship renewal Influence others positively	Benefits of partnership Member engagement with brand Continuing brand alignment Opportunities for further engagement	Quarterly reports Face-to-face meetings monthly Further proposals as appropriate
Government (Project funder)	Zeke Allan Jessica Brown	Keep Satisfied	Alignment with State Strategic Plan Positive results	Neutral	Funding renewal Funding for additional projects	Effectiveness of project Appropriate use of funds Benefits arising from project contributing to State strategic goals	Reporting as per funding agreement Face-to-face meetings every 6 months. Further submissions as appropriate



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What you want the
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