



IDENTIFYING STAKEHOLDERS & BEGINNING QUESTIONS

As you gather information about your issue, particularly when you are researching policy and practice information, you'll soon realize that there are people and organizations that care about this issue in some way. These people are called STAKEHOLDERS.

Stakeholders are important to identify because they can be an ally to your project, may already be working to resolve the issue, or may be playing a part to keep it in place. All types of stakeholders are important to hear from and try to understand their perspectives.

IDENTIFYING STAKEHOLDERS

As you research policy and practice information, stakeholders will naturally arise. Consider the following common stakeholders:

- Local government agencies
- Small businesses
- Local environmental groups and nonprofits
- Schools
- Homeowners
- Large industry
- Agriculture
- *Any other ideas?*

If targeting a specific geographic area, use **GOOGLE MAPS** to target your search. See **TIP Card 14 Finding & Using Maps** for more information.

Once you have a list of stakeholders you'd like to request information from, a standard set of questions might be helpful to start the conversation. You can always make changes to your questions depending on stakeholder answers as you go.

ASKING QUESTIONS

These questions could help begin a conversation with any stakeholder to help gain further insight into their stance on your issue, their knowledge base, and how they might support or challenge you.

- What do you already know about this issue in our community?
- Do you know of anything already being done about this issue?
- Do you know of any possibilities for addressing this issue?
- Do you know if anyone else is working on this issue? Is interested in this issue? And/or affected by this issue?
- Do you have ideas on other stakeholders we should contact?



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Did you contact any stakeholders? Keep your notes or ask permission to record your conversations! These are great portfolio additions, and contacts to have in the future!