

Stakeholder Marketing for Nonprofits

Worksheet

1. Mission Statement

Write out your organization's mission statement. Circle words/phrases that identify stakeholders.

2. Stakeholders

Select three stakeholder groups for your organization. Identify each by stakeholder category: target, client, general.

3. Map the Exchanges

List each selected stakeholder's expectation from nonprofit. List nonprofit's expectation from each stakeholder. Determine means of delivering value to each stakeholder. Identify opportunities for additional and/or heightened exchanges.