Exercise 23: Develop a Stakeholder Outreach Strategy

**Objective(s) for participants:**

* Create an outreach strategy for each priority stakeholder group.

**Instructions:**

Using the priority stakeholder groups identified in Exercise 21, answer the following for each and record on the flipchart:

* + What is our objective for this group? That is, taking into account their current level of support, where would we like to move them? What ideal role will they play?
  + What is the tailored message for this group? That is, what from the core messages we identified in Exercise 20 is most important for this group to know and understand?
  + What are the existing or new channels of communication needed to reach them?
  + What is the timeline for engagement with this group? When and how often? Who is responsible, and what are the deadlines?
  + Who are our key messengers or communicators drawn from each stakeholder group? How will we recruit them and ensure that they remain engaged and informed?
  + What will our feedback loops be for this group? That is, how will we know our messages have been successful? What processes do we have in place or will we put in place to collect and respond to feedback?

**Materials needed:**

Flipchart

Markers

* List of priority stakeholders identified in Exercise 21

**Template for Exercise 23**

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| **Stakeholder Group** | **Objective** | **Tailored Message** | **Channels or Activities** | **Timeline for Engagement** | **Surrogates from This Group** | **Feedback Loops** |
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