

Annual Stakeholder Recruitment Plan Example

NCMI Requirements

Build and nurture effective community partnerships with multiple stakeholders: educational leaders, corporate/business leaders, non-profit leaders, and faith-based leaders

Tasks

- Create and Implement a Stakeholder Recruitment Plan with timelines, strategies to engage deliverables, tasks, etc.
- Identify potential Stakeholder relationships and collaborations for MOU(s)

Definition

Stakeholder: a person, group, organization, or system who affects or can be affected by an organization's actions.

"The importance of stakeholder management is to support an organization in achieving its strategic objectives by interpreting and influencing both the external and internal environments and by creating positive relationships with stakeholders through the appropriate management of their expectations and agreed objectives¹."

Stakeholder Identification & Analysis

The agency seeks to engage stakeholders to contribute four broad areas: Policy development, implementation, outcomes and evaluation, and funding:

Policy Development

- Advise program direction

Implementation

- Refer participant families and youth
- Refer mentoring volunteers
- Assist with program operations
- Provide community service opportunities for mentors/mentees

Outcomes and Evaluation

- Provide information for program evaluation

Funding

- Promote programs to potential funders
- Provide funding
- Participate and assist in writing funding proposals to potential grantors, foundations, corporations
- Assist in researching potential funding streams

The following table identifies potential stakeholders and the type of role they may play in relationship to the youth mentoring program.

¹ From http://en.wikipedia.org/wiki/Stakeholder_management accessed 9/14/2010

Stakeholder Engagement Strategies

Recruitment Objective

Enter into MOU with three stakeholder organizations in Year One, three additional in Year Two and three additional in Year Three. Develop informal partnerships with two organizations in Year One, two additional in Year Two and two additional in Year Three.

Needed Materials

- Program brochure with goal/outcome statements
- Statement of opportunity for engagement with each particular organization
- MOU customized for each formal partnership

Specific Strategies

Strategies for recruitment include:

- 1) Initially target agencies with which we currently have a working relationship.
- 2) Prior to conversation, identify the goals of a partner agreement.
- 3) Meet with the agency to discuss the goals of the agencies/programs, define the advantages of working together, and present the idea of formalizing a partnership

The following describes the potential partnership advantages with agencies that this agency is targeting for an MOU or informal partner arrangement in Year One:

Formal MOUs

Partner Church Name

Develop a formal partnership (MOU) with the following objectives:

- Church refers at least # families annually to the mentoring program.
- Church staff provides anecdotal information about youth behavior for those youth in mentoring who attend church activities.
- Program provides services to help strengthen and prosper families as a whole, including youth mentoring services.

Informal Partnerships

Informal Partnership Organizational Name

Develop an informal partnership with the following objectives:

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Informal Partnership Organizational Name

Develop an informal partnership with the following objectives:

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Task	Due Date	Completed Date
Initial conversation with Partner Church		
Draft MOU		

Follow-up meeting & sign MOU		
Introduce program & referral idea to Formal Partnership		
Draft MOU		
Follow-up meeting & sign MOU		
Introduce program & referral idea to Formal Partnership		
Draft MOU		
Follow-up meeting & sign MOU		
Initial conversation with Informal Partnership		
Follow-up meeting		

EXAMPLE