

Community Coalition Guide: Mapping Stakeholders



COMMUNITY COALITIONS

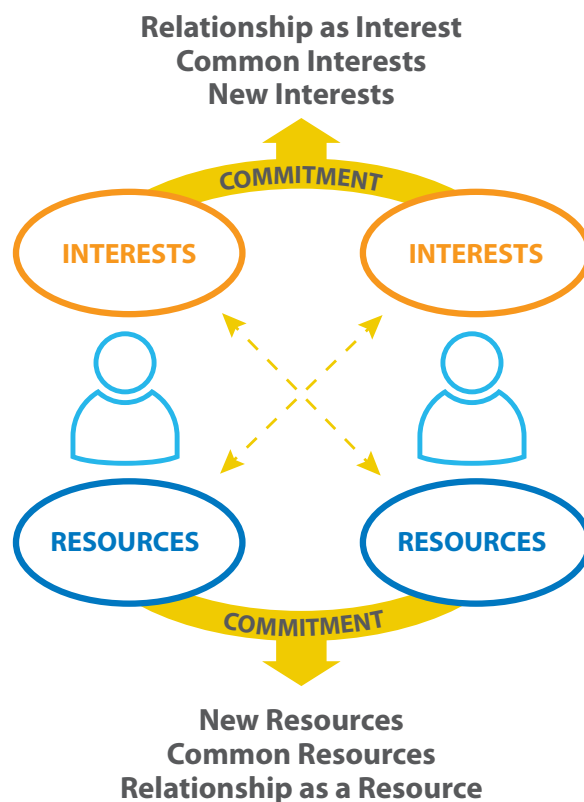
Who Should Be at the Table to Strengthen Your Community Coalition?

As your community coalition is getting started or re-energizing, you may be thinking, “who is missing from the table?” or “who do we need to invite the next time we meet?” **Taking the time to map stakeholders (actors), assets and power, and develop a relationship strategy can make all the difference.**

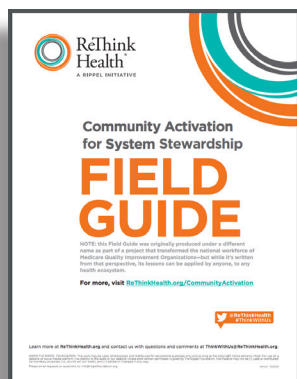
How Does the Mapping Process Work?

The mapping process can be done individually or as a team endeavor. Mapping can be started at any time and revisited as your coalition expands and engages new stakeholders.

- **Map Actors** - look at organizations, community groups, and communities individuals belong to
- **Map Values** - look at the choices and values of the organizations and community groups represented
- **Map Interests** - remember that the same stakeholder may be representing conflicting interests. Consider stakeholders’ interests in the work of the coalition
- **Map Power** - look at decision making authority and span of influence across networks
- **Map Resources** - look at direct and indirect access to resources related to project needs



Field Guide for Multi-stakeholder Mobilization and Coalition Building



A relational strategy can ensure your coalition is positioned for success. The tools and techniques from the **ReThink Health® Community Activation for System Stewardship Field Guide** can help you build collective leadership capacity, enlist stakeholders’ commitments to your coalition’s shared purpose, and help your coalition move forward in action to meet or exceed established goals.

[Click Here to Download the Field Guide](#)