Chapter 1 | Stakeholders

- Find Your Audience
- Power Mapping
- Needs Mapping
- Checklist

Find Your Audience

Why should an organisation be discoverable?

- **to create awareness about your work among the general public**
- **to be visible to funders**
- **finding volunteers/new hires**
- **information for government bodies**
- **to be an authentic source of information and contact space for everyone, like researchers, policy makers, media**
- **for some of you, it may be that you have products or services that need to be reached out to the public**
- **telling your story the way it should be told | brand building**



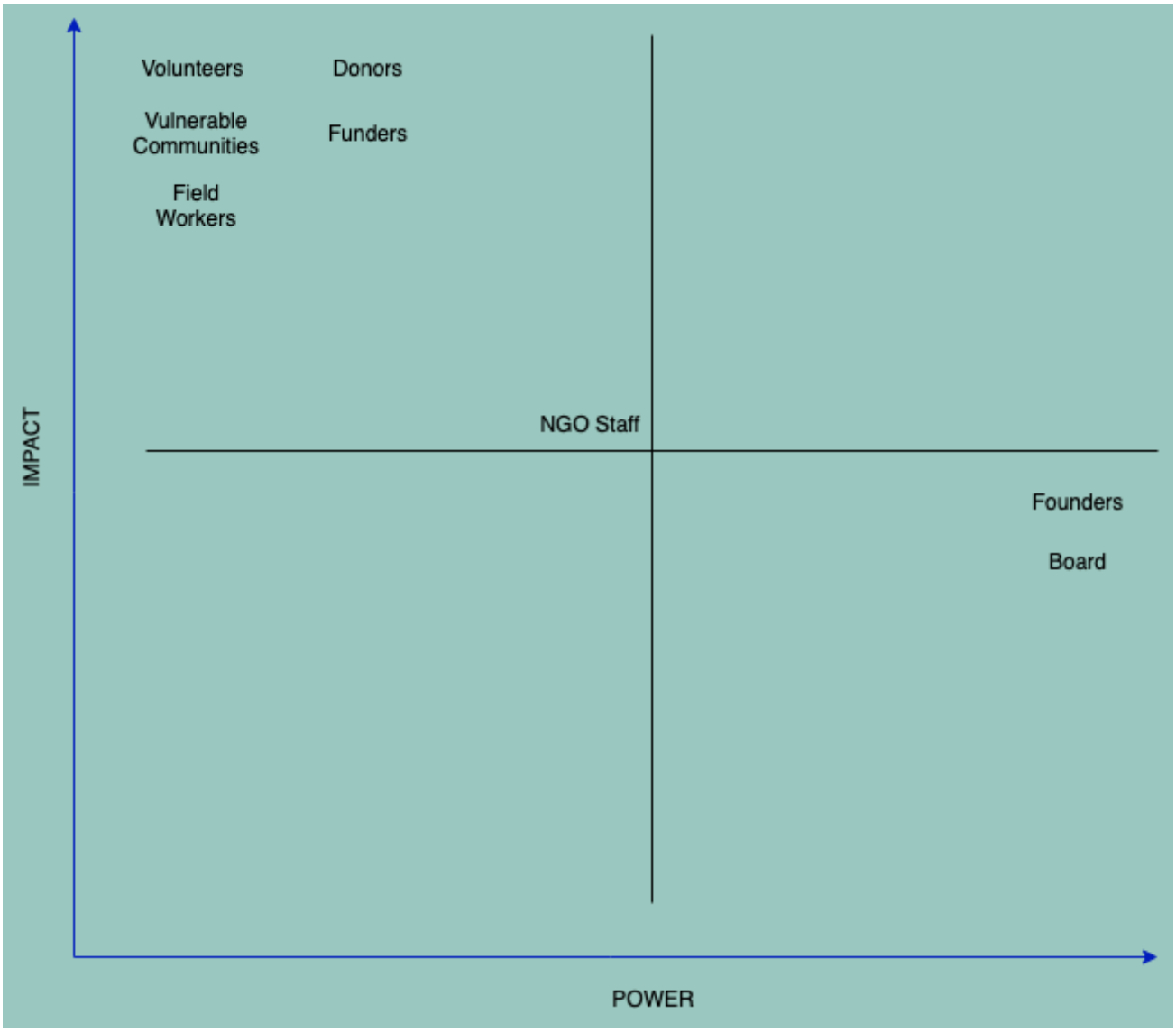
Who are the stakeholders?

- **organisation staff**
- **board**
- **volunteers**

- **vulnerable communities**
- **field workers**
- **funders**
- **donors**
- **govt departments/compliance**

Power Mapping

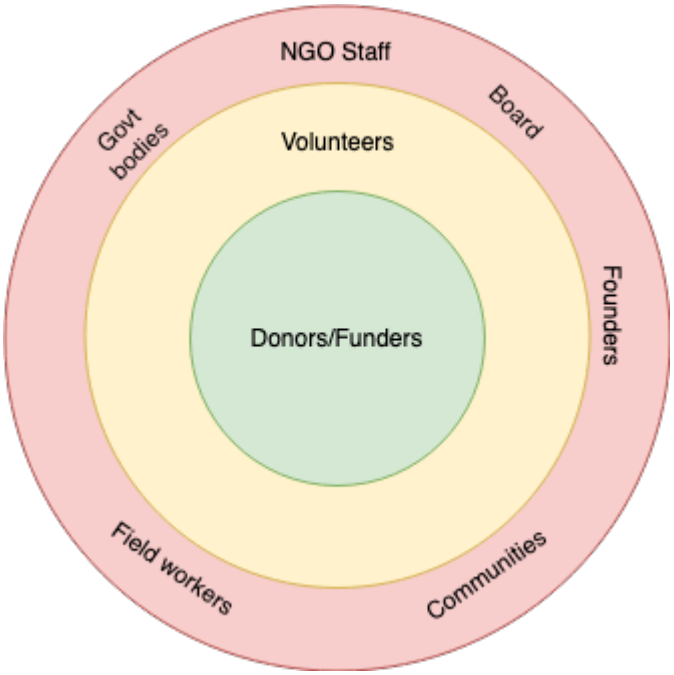
We can now take a look at a power-impact when it comes to the stakeholders for the website. Which is essentially, the audience. We will figure out two things. Who has the most power in terms of deciding what goes on the website and how it looks? Who is most impacted by the information available there?



Needs Mapping

Let us pick two of the primary stakeholders.

From this list that most of you have shared, two stand out: volunteers and funders/donors



Let's look at volunteers. What information do you think they need from a website?

- **how to volunteer**
- **information about programmes**
- **what is the impact of the programme**
- **getting in touch for more information**

Now let's do the same exercise with funders/donors.

What is the information that they need from an organisation's website?

- **programmes**
- **impact**
- **details of the team**

Checklist

- ☐ Identify primary reason for having a website
- ☐ Identify all stakeholders
- ☐ Figure out key stakeholders
- ☐ Identify content that is important for key stakeholders