AfriLead
Empowering African Thought Leaders

FREE STRATEGIC RESOURCE

THE STAKEHOLDER ENGAGEMENT TOOLKIT

Map the Right People. Build Trust. Mobilise Support. Multiply Impact.

A PRACTICAL GUIDE FOR NGOS, DEVELOPMENT ORGANISATIONS & SOCIAL IMPACT LEADERS



THE BUSINESS CASE

STAKEHOLDER ENGAGEMENT IS MORE THAN MEETINGS.

> The strength of your mission is not enough. Sustainable impact also depends on the strength of the relationships surrounding that mission.

NGOs and development organisations do not operate alone. Every programme sits inside an interconnected stakeholder ecosystem, and each group within it can accelerate, delay, fund, legitimise or obstruct the work.

GOVERNMENT | DONORS | COMMUNITIES | BENEFICIARIES | DEVELOPMENT PARTNERS | CORPORATE PARTNERS | IMPLEMENTING PARTNERS | BOARDS | EMPLOYEES | MEDIA

THE SHIFT

FROM ACTIVITY TO STRATEGY

Reactive stakeholder engagement	→	**Strategic stakeholder management**
Meetings	→	**Meaningful relationships**
Communication	→	**Trust**
Contacts	→	**Strategic partnerships**

MOVE FROM STAKEHOLDER CONTACT TO STAKEHOLDER COMMITMENT.

PURPOSE · RELATIONSHIPS · WEALTH

STAKEHOLDER HEALTH CHECK

HOW STRONG IS YOUR STAKEHOLDER STRATEGY?

		YES	NO
01	Do we clearly know our 10 most important stakeholders?	☐	☐
02	Do we understand what each stakeholder wants?	☐	☐
03	Do we know who has the greatest influence over our objectives?	☐	☐
04	Do we know who could accelerate or delay our programmes?	☐	☐
05	Does every priority stakeholder have a relationship owner?	☐	☐
06	Do we engage stakeholders consistently—not only when we need something?	☐	☐
07	Can stakeholders clearly articulate our value and impact?	☐	☐

> Every “no” is a gap in influence, funding or credibility — and a place this toolkit is designed to strengthen.