



## Develop Plan | **Community Map Tool**

A fast way to capture and prioritize stakeholders.

### **WHEN**

Early in the process, Community Map identifies all the impacted or interested stakeholders.

### **WHY**

Bring a thorough understanding of who your stakeholders are, how they will be impacted, and how to interface with them throughout the process. Develop a clearer prioritization of individuals to work with and engage.

### **HOW**

- STEP 1: Identify all the potential allies, audiences, and influencers for the topic. These may be individuals, organizations, or groups.
- STEP 2: Write their names in the circles below—some may fit into more than one category.
- STEP 3: Identify which individuals are the primary contact for any individuals or groups identified on the map, if applicable.
- STEP 4: Identify which individuals on the map are most important. Determine how best to connect and build relationships with them.
- STEP 5: Talk to these people to help refine your ideas, or figure out how to fold them into your research process later to validate your work.



## Community Map Tool | Worksheet

