

# GEORGIA STAKEHOLDER ENGAGEMENT MODEL

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**1. Identify Key Stakeholders and Issues**

**2. Analysis and Planning**

**Transparency**

**Stakeholder Engagement**

**Responsiveness**

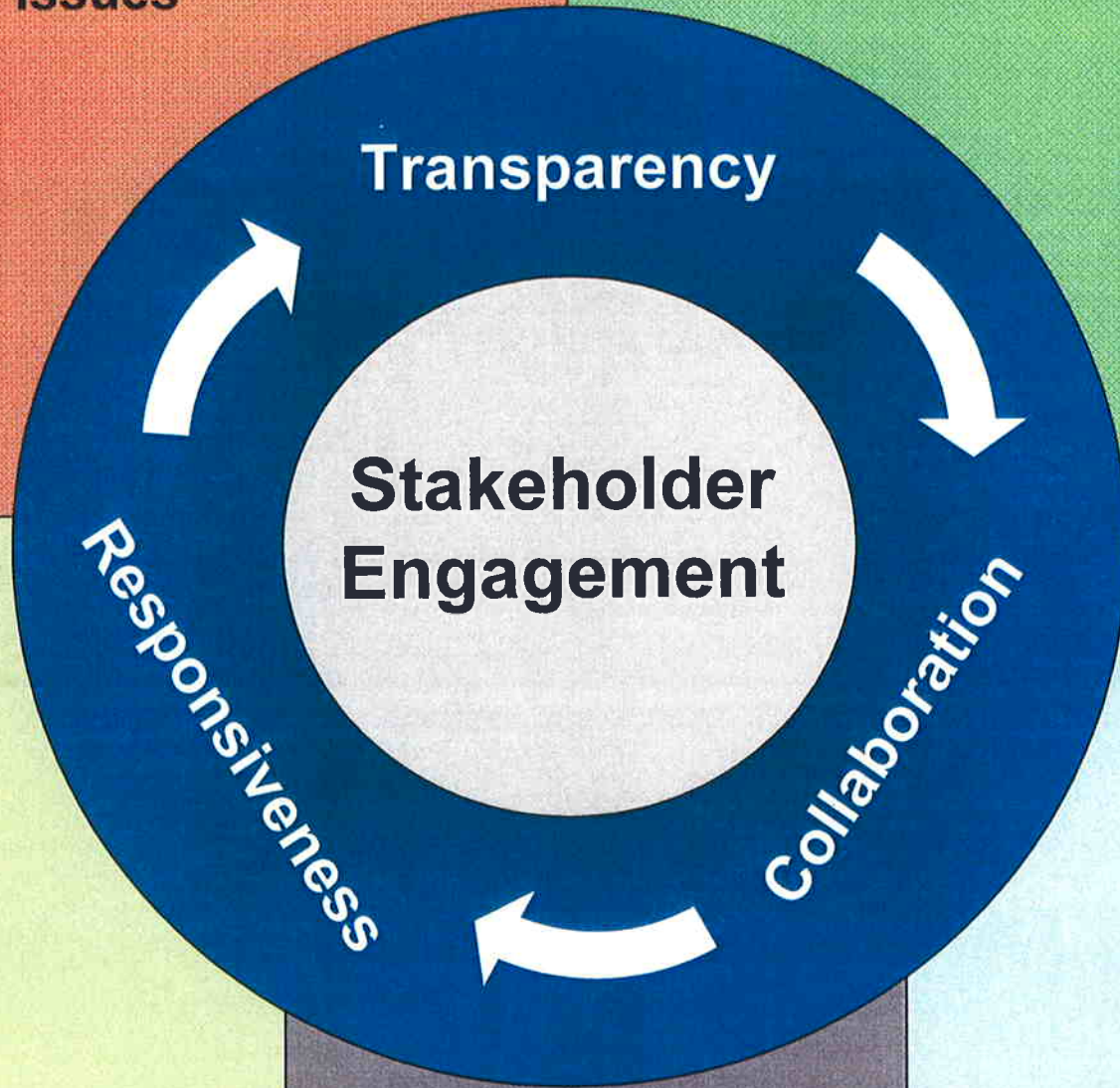
**Collaboration**

**3. Strengthen Engagement Capacities**

**4. Engage Stakeholders**

**5. Regular Evaluation**

Adapted from Institute of Social and Ethical Accountability, 2005)



# Suggestions for Agencies

- Assign an agency liaison/liaisons to key stakeholder groups
- Assure quick follow-up on questions/concerns/requests
- Welcome everyone to the table
- Create regular opportunities for engagement and collaboration with a wide variety of stakeholders!

# Raise Me Up Campaign: An Example of Stakeholder Engagement

- Metro Atlanta was selected by Casey Family Programs to participate in the successful Raise Me Up campaign (visit [www.RaiseMeUp.org](http://www.RaiseMeUp.org))
- Georgia partnered with 13 other community organizations
- Pre/Post polling results and partner experiences demonstrate that the campaign is very effective in raising awareness and getting people involved
- Another positive result was that DFCS was able to form new stakeholder relationships and strengthen existing ones