

Building Positive Relationships with Stakeholders

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Objectives

- Identify key stakeholders
- Describe the corporation board's image/relationship with each stakeholder group
- Develop strategies to strengthen the corporation board's relationships
- Formulate a plan for addressing any negative factors in the corporation board's relationships

Who are Your Stakeholders?

A person, group, organization, or system who affects or can be affected by an organization's actions



Why is a positive image with stakeholders important?



Public Relations

“To achieve their strategic objectives, organizations must influence the behavior of a great many publics. The behaviors they seek are of three types: responses, participation, and support.”

*Philip Kotler & Alan Andreasen
Strategic Marketing for Nonprofit Organizations*



Current Relationships

- What, if anything, may be hurting your relationship with stakeholders?
- How is it affecting your corporation?
- What has caused the negative relationship to occur?

Planning for Relationships

- Identify the relevant stakeholders
- Measure you image: how are you perceived by each group?
- Establish image/relationship goals
- Decide on a communication strategy
- Choose communication tools
- Prepare for crisis
- Implement and evaluate

Assessing Your Current Image & Relationships



Mission

The mission of the Sigma Kappa National Housing Corporation is to foster safe and attractive accommodations for Sigma Kappa undergraduate members by providing support and direction to house corporations, decorating and property committees in the management of their properties.



Image Goal

How do you want your image to change and with whom?



Developing Your Image

- Colorful and descriptive words
- Special characteristics of audience
- Possible resistance to message
- Overcoming resistance
- The reaction you want
- What is the message?

Preparing for Crisis

Long-term

- Prepare for the unexpected by building strong relationships
- Prepare key volunteers to communicate with stakeholders

Short-term

- Don't make things worse
- Get the story over with
- Don't burn any bridges

What Can Make Things Worse

- Blaming
- Pretending things are fine
- Stalling or stonewalling
- Telling lies
- Speculating
- Rumors
- Showing indifference
- Cover-up
- Panic

Getting Your Message Out

- Annual reports
- Brochures
- Direct mail
- Networking
- Newsletters
- Public speaking
- Special events
- Social media
- Word of mouth
- Meetings
- Other

Implementing Your Stakeholder Relations Plan



Measuring the Response

- Awareness
- Comprehension
- Attitude change
- Increase in volunteer involvement

Inclusive Volunteer Involvement

- Mobilize
- Mission
- Environment

Barriers to Inclusion

- Fear/uncertainty
- Resource relationships
- Too much time
- Concentric circles
- Perceptions vs. reality
- Recruitment without management

Inclusive Recruiting

- Build new relationships and networks
- Focus on the needs/interests of prospective volunteers
- Target recruitment messages



Learning, Growing & Changing



Building Collaborative Relationships

- Reduce boundaries
- Share success stories
- Engage in relationship-building

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