

Building Successful Relationships With Stakeholders

Sigma Kappa National Housing Corporation
8733 Founders Road
Indianapolis, IN 46268
(317)381-5542
www.sigmakappahousing.org



Building Positive Relationships with Stakeholders

Workshop 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

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 Andreason
Strategic Marketing for Nonprofit Organizations*

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 with Stakeholders

- Identify the relevant stakeholders
- Measure your 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

Primary Stakeholders	What is your image/ relationship with this individual or group?	Are you happy with this?	How would you like it to change?

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.

Mission

What is your Corporation Board's mission?

Has the mission been clearly communicated to your stakeholders?

Are there any changes needed in your mission?

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

Developing Your Message

What are some colorful and descriptive words that further describe the image you desire?

What are the special characteristics of the people for whom your message is intended?

What resistance to your message might you encounter?

How will you overcome the resistance?

How do you want stakeholders to react to your message?

What is your message?

Preparing for Crisis

Responding to stakeholders

- Keep your cool
- Keep it short
- Keep it positive
- Keep it focused
- Keep the audience in mind

Getting Your Message Out to Stakeholders

What methods will you use to build relationships?

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

Implementing Your Stakeholder Relations Plan

Stakeholder	Steps	Responsible	Deadline	Budget

Measuring the Response

- Awareness
- Comprehension
- Attitude change
- Increase in volunteer involvement
 - More board or committee members
 - More hours
 - Greater impact

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 and Changing

How has the campus and/or community changed in the last 10 years?

How has the campus and/or community changed in the last 6 months?

How has your Corporation Board responded to those changes?

What changes do you anticipate over the next two to three years?

How do you adapt/prepare your corporation board to be responsive to changes?

Building Collaborative Relationships

How have you reduced boundaries between the corporation board and stakeholders?

Do you share success stories with your stakeholders?

Are you engaging in relationship building and partnerships?