**Stakeholder engagement tool**

**This tool can help you engage and approach appropriate stakeholders. First, answer the following questions to help you identify appropriate stakeholders.**

| Question | Considerations | Answer |
| --- | --- | --- |
| **What am I aiming to do and why** | What are the outcomes you are trying to achieve? |  |
| **What support do I need to achieve this?** | Think about training (see [Mental health training](https://www.mind.org.uk/about-us/our-policy-work/sport-physical-activity-and-mental-health/mental-health-and-physical-activity-toolkit/guide-1-introduction-to-mental-health/)), expertise, funding, promotion and links to target audience. |  |
| * **Who can provide this support?** | What organisations provide the support you need to achieve your aims and outcomes? Organisations in the voluntary sector may be a good starting place. |  |

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| --- | --- | --- |
| **What are the stakeholder’s key priorities?** | Look at their website and search for information like their strategy, priorities and the challenges they are trying to overcome. Research the key national and regional strategies and mental health campaigns shaping their work  See [Guide 1: Introduction to mental health](https://www.mind.org.uk/about-us/our-policy-work/sport-physical-activity-and-mental-health/mental-health-and-physical-activity-toolkit/guide-1-introduction-to-mental-health/) for strategies and campaigns. |  |
| * **How can my service help them to achieve this?** | Think about the support you can provide them. For example, a service they can refer their users to, equipment, venue, coaches and workforce, promotion and training. |  |
| **Have they been involved or used physical activity to achieve their outcomes before?** | See if they have any information on their website or contact them directly. |  |

**Next, answer the questions below for ideas on how to approach your identified stakeholders.**

| Question | Considerations | Answer |
| --- | --- | --- |
| **Is there any research, statistics or case studies demonstrating the positive impact of working together?** | This may encourage them to work with you.  [Guide 2: The relationship between physical activity and mental health](https://www.mind.org.uk/about-us/our-policy-work/sport-physical-activity-and-mental-health/mental-health-and-physical-activity-toolkit/guide-2-the-relationship-between-physical-activity-and-mental-health/), showcases the benefits of physical activity on mental health which may be useful when contacting stakeholders. |  |
| **Who is the best person to contact?** | Can you find out who is the organisation’s decision-maker? Are there any staff who could champion your enquiry? Maybe they have a passion for, or are involved in, sport and physical activity. |  |
| **How is best to contact them?** | If you have a named contact then it may be best to email them and follow up with a phone call. |  |

