Brainstorming Stakeholders

Answer the following questions to help develop a list of stakeholders in your evaluation.

1. Who is impacted by the program or by the evaluation?

2. Who makes decisions about the program and its implementation? Who makes decisions about the evaluation and how it is implemented?

3. Whose voices need to be included during the process of evaluation planning? Think about: participants, funders, staff, community members, etc.

4. Who are the audiences for the evaluation? Who needs to hear the story of your work?

5. What areas of expertise do you need to plan the evaluation? Who can you draw on for that expertise? (This question will likely need to be revisited as the evaluation takes shape.)

