



SESSION 4

List of Potential Stakeholders to be Included in a Communications Plan and Strategy

Various stakeholder¹ groups should be informed about a religious institute's strategic property planning process, although some stakeholders will be engaged at different phases of the process:

- | | |
|---|---|
| <input type="checkbox"/> Members | <input type="checkbox"/> Associates |
| <input type="checkbox"/> Employees | <input type="checkbox"/> Sponsored ministries and governing boards |
| <input type="checkbox"/> Individuals or groups that lease or regularly use institute properties | <input type="checkbox"/> Worshippers or other frequent visitors |
| <input type="checkbox"/> Blood family of institute members | <input type="checkbox"/> Major benefactors |
| <input type="checkbox"/> Church officials in the Diocese | <input type="checkbox"/> Other religious institutes with whom there is an existing relationship |
| <input type="checkbox"/> Close neighbors of the affected properties | <input type="checkbox"/> Selected civic officials in the immediate area |
| <input type="checkbox"/> Investment and other lay advisors | <input type="checkbox"/> Civic community at large |
| <input type="checkbox"/> Others affected by the plan | <input type="checkbox"/> Others integral to implementation of the plan |

¹ A stakeholder is an individual or group that has a direct interest in, is affected by or who is integral to the religious institute's strategic property planning process.

