

Advocacy Map – Example

Stakeholder Category	Stakeholder Example	Influence	Interest	Engagement Strategy
Key Players (High Influence, High Interest)	<ul style="list-style-type: none"> • CEO / Executive • Head of People & Culture • Director of Clinical Services 	High	High	<i>Manage closely:</i> Involve in planning and updates; highlight how volunteers align with strategic goals and enhance service delivery.
Keep Satisfied (High Influence, Low Interest)	<ul style="list-style-type: none"> • CFO • Risk & Compliance Manager • Legal team 	High	Low	<i>Keep informed and satisfied:</i> Show how volunteer programs mitigate cost, meet regulatory needs, and reduce workload.
Keep Informed (Low Influence, High Interest)	<ul style="list-style-type: none"> • Volunteer Coordinators • Frontline Managers • Staff who work directly with volunteers 	Low	High	<i>Empower and involve:</i> Gather feedback, share wins, co-design volunteer experiences. Your everyday advocates.
Minimal Effort (Low Influence, Low Interest)	<ul style="list-style-type: none"> • Admin support staff not involved with volunteers • New staff still onboarding 	Low	Low	<i>Light touch:</i> Provide occasional updates and celebrate volunteer stories to build awareness and positive sentiment.