**STAKEHOLDER ANALYSIS**

ABM has a complex variety of stakeholders and audiences to communicate with. As part of the review of ABM’s marketing, a summary of key internal stakeholders is provided below and recommendations as to how the groups and committees can be used to further effectively promote ABM’s work are offered.

This analysis is a small part of the research conducted as part of the project plan and will feed the broader recommendations to the draft strategic marketing plan. The research conducted includes interviews and a survey with stakeholders.

**Groups:**

Board
Board members are not directly involved in the daily happenings of marketing of ABM. However, the members themselves are a key tool to share the work of ABM during their other roles in the wider Anglican Church. Those who completed the survey indicated they had the necessary resources to promote ABM.

Staff
As with board members, staff members can be used as marketers for ABM. Staff indicated they had the information required to market ABM, particularly the Project Book and website.

Committees
ABM relies on the hard work and dedication of volunteer representatives in each diocese. These people have a passion for the mission of ABM but each diocese has different needs and each is served by an ABM representative in many different ways. Some are sole representatives that have to cover a geographically large area, and some are chairs of a committee with a team of volunteer helpers to support them. The diversity in these committees and Diocesan Representatives makes it complicated to communicate with them in a streamlined manner. However, most in this group of stakeholders indicated they feel resourced appropriately to promote the work of ABM.

Auxiliary
The ABM Auxiliary began in 1910 and today it prays for, promotes and supports the work of ABM. Membership of the Auxiliary is open to all members of the Anglican Church. Each year the Auxiliary selects a project to be the focus of prayer and fundraising and over the years the Auxiliary has raised over one million dollars. Those of the Auxiliary Executive surveyed indicated the marketing resources provided were of a professional nature and met their needs.

Associates
ABM Associates are supporters who choose to pay a $30 annual fee as an expression of commitment to ABM. Associates of ABM have an opportunity to participate in the running of the organisation as they elect a member of ABM's Board and a member to each of ABM's Committees (Church to Church and Community Development). These Associate members are elected for a term of three years and each year a meeting of Associates will be called and the Board will report.

Supporters
Supporters include ABM’s financial donors as well as those who support the organisation in other ways. Please see a detailed analysis in the review of Fundraising Tactics.

**Recommendations:**

The below recommendations are offered to achieve part of Objective 3 in the project plan, to suggest how ABM’s groups and committees might further effectively market ABM’s work.

1. Whilst the committee structure could certainly be streamlined to improve efficiencies, it is recognised this is almost impossible given the voluntary nature of the committees and the history behind each diocese’s establishment of its group. Therefore, it is recommended the committees continue to be communicated with as is currently done and consequently they will be used as engaged, useful local resources.
2. It has been identified that some stakeholders would benefit from a new resource that clearly but simply highlights the work of ABM or explains the complex nature of some of ABM’s work. It is recommended that an info-graphic be developed. (See example on page 3). This tool will simplify ABM’s complex messages but may also appeal to a younger audience. It could be shared electronically and as a hard copy flyer.
3. It is evident that the Diocesan Representatives Conference is a key tool to communicate with the representatives and is highly valued by this audience. It is recommended that this conference continue to be used as a marketing tactic and perhaps as part of the conference, representatives be further resourced with tools they can take back to their Diocese. Eg: posters, videos on usb and the new info-graphic. Some representatives also indicated they would find general marketing education useful such as speaking tools (below) or social media education and this teaching could be a part of the conference.
4. Many of ABM’s stakeholders may be used as or deal with ABM speakers. Feedback from different audiences indicated that they would like more ABM speakers or that as an ABM speaker they would like more training and presentations made available. While there are many challenges in sourcing quality speakers and tracking speakers, it is recommended that the Speaker Program administration be reviewed and tools such as speaking presentations, training, feedback and donation tracking be further developed. This may not require new resources but simply existing tools being presented to potential speakers in a different format as a training package. This may encourage new speakers as well as motivate existing ones.
5. The Auxiliary is an effective fundraising group. Feedback received indicated that the Project Kit for the Auxiliary project is well presented and useful so it is therefore recommended that these tools be continued.
6. ABM’s Associates pay a fee as an “expression of commitment to ABM”. It is recommended that as part of this commitment the Associates be encouraged to market ABM further in their own circles. Associates could receive a welcome pack (electronic or hard copy) upon payment of their fee which could include resources to both inform them and be shared with others. As with the above speaker tools, these may simply be existing resources like videos, flyers and the new info-graphic that can be packaged as an Associate Welcome Pack.
7. Please also see the detailed recommendations for growing supporters and financial donations in the Fundraising Tactic Review.

**Info-graphic example:**

