

Participant Guidance

This is a 25 minute, facilitated activity in a group of 6-8 people. Goal: generate ideas for how to identify and communicate with stakeholders who have influence over a project's funding and finance prospects.

Materials: [Jamboard](#)

1. **Group Introductions:** Share your name, pronouns (optional), affiliation (optional), location (including [land acknowledgement](#)), what you are hoping to get from the training and what you can give to the group.
2. **Identify a case study:** Your facilitator will ask for a volunteer to share about a climate resilience project or process for which someone is seeking funding or finance. The volunteer will share a bit about that project or process. This will serve as a case study to ground the rest of the activity.
3. **Identify key stakeholders and their motivations:** Building on information the volunteer shares, the group will come up with three stakeholders to focus on for the activity and identify a key motivation for each with respect to the project/process in question. These can be stakeholders internal or external to the local government; from the public or private sector.
4. **Develop talking points:** Using information gleaned during the expert presentation, the group will brainstorm ~3 talking points for each stakeholder.

Example:

- *Project: Transportation corridor upgrade to add green infrastructure and improve pedestrian/bike safety.*
- *Stakeholder: Private investor*
- *Key motivation: See a high return on investment (ROI) for the project*
- *Talking points: Dollar value of avoided losses from reduced injuries, reduced fatalities, and reduced property damage due to flooding; potential for additional investment in the same corridor, which will now benefit from increased foot traffic.*

See more ideas: [Ready-to-Fund Resilience Toolkit \(10 Characteristics → Characteristic 2\)](#)