

## Involving Stakeholders

- ❑ Define Roles and Responsibilities (R/R)
  - Specific R/R of agencies/orgs
  - Agreements to manage participation
  - Understanding of R/R of others
  - Nurture relationships
  - Recruit new agencies/orgs

You are already familiar with MOU's, MOA's, M&M's... Your TA resource can help you with new MOU's and MOA's. The critical insight to impart here is that attention to detail and task specificity is extremely critical when making arrangements with organizations that will have particular roles and responsibilities. After a disaster or emergency, inevitably there will be something that did not go just right and people will want to point fingers and shift blame away from their organizations. Hence the need to be very specific when detailing the roles and responsibilities of each participating organization in an emergency plan.

On the flipside, a Planning Team cannot think of everything! Therefore, formal arrangements must allow for and encourage creativity and flexibility to use one's expertise to deal with new situations for which there is no protocol or governing MOU/MOA.

### **Reaching out to more resources and stakeholders:**

How can the Planning Team work collaboratively with resource owners, and involve more Regional and local stakeholders? This question has boggled public service and non-profit leaders for as long as they've been around (in other words, EM's don't have a monopoly on this particular challenge). The best piece of advice we can share is that when it comes down to it, the Planning Team needs to act as a sales team and in many cases must compete among other organizations for the attention and buy-in of resource providers. The five steps below to guide your discussions sales tactic when approaching a new stakeholder to play a role in EM. These five steps can be used to guide a variety of efforts by the Planning Team to create buy-in and to increase participation among stakeholders and resource providers:

1. Define the need that requires the presence of an additional resource or stakeholder.
2. Identify the possible providers or partners who can help out with this need.
3. From each possible partner's perspective, consider how the possible threat will impact them and make a list of considerations they might want to be aware of, and then choose the stakeholder that offers the best combination of exposure to the threat and resources to contribute (It may be possible to bring several together and facilitate a conversation to discuss how to share the provision of the needed resources to the benefit of everyone). Finally, there might be other things they would value if they don't see emergencies as having a direct impact on them, for example the opportunity to purchase equipment and receive advertising exposure.
4. Prepare a "sales pitch" as to how the planned emergency response would provide the best opportunity to mitigate some or all of the impacts, and that the stakeholder's participation and contribution of the needed resource is critical to first responders' ability to implement the response plan.
5. Ask for their participation and contribution of resources, and then close the deal by documenting the agreement with an MOU or MOA.

### **Some things to do to keep the stakeholder bought into the EM mindset:**

1. Involve the new stakeholder in training exercises.
2. Provide updates to the new stakeholder (and all partners) regarding ongoing progress and the ongoing need to remain prepared.
3. In the form of newsletters, editorials, blogs, etc., discuss threats and impacts (in general terms) so as to continue to elevate the community's and partners' understanding of and appreciation for emergencies and how you have planned for them.
4. Publicly honor participants and contributors, stakeholders, community partners, etc. whenever possible (make sure that you have their permission to do so).
5. Personally thank leaders of participating organizations, contributors, partners, etc. Try to do this at least once a year in "human" form (i.e., in person, phone call, hand written note on stationery).