**TASK 5.6 ▪ SWOT ANALYSIS**

- Use the following table to analyze the external opportunities and threats (challenges) facing your Polarus organization as it seeks to achieve its draft advocacy objective.
- Complete the analysis on this task sheet first, and if you have time, assign someone from your team to copy the analysis on a sheet of flipchart paper and hang it on the wall for others to see.

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Weaknesses</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Internal Factors</th>
<th>External Conditions</th>
</tr>
</thead>
</table>
**TASK 5.7 ■ POWERBROKERS IN SUNRISE STATE**

In your Polarus groups, complete the following:

a. Who might be an ally, a soft supporter, a fence sitter, and an opponent of your advocacy strategy?

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

b. List one way you could engage with each of these stakeholders.

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________
**TASK 5.8 • STAKEHOLDER ANALYSIS FOR SUNRISE STATE**

a) Choose the 6 most relevant stakeholders for the achievement of your advocacy objective and classify them into primary and secondary audiences. When you are done, write this information on a sheet of flipchart paper to share with other participants.

**Primary Audiences:**

1. __________________________________________
2. __________________________________________
3. __________________________________________

**Secondary Audiences:**

4. __________________________________________
5. __________________________________________
6. __________________________________________

b) Describe the 4 most important characteristics of the stakeholders in your primary and secondary audiences. Explain how these attributes could positively influence the achievement of your budget advocacy objective.

**Stakeholder 1**

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

**Stakeholder 2**

________________________________________________________________________
________________________________________________________________________
Stakeholder 3

Stakeholder 4

Stakeholder 5

Stakeholder 6