**Promoters** have both great interest in the effort and the power to help make it successful (or to derail it.

**Defenders** have a vested interest and can voice their support in the community but have little actual power to influence the effort in any way.

**Latents** have no particular interest or involvement in the effort, but have the power to influence it greatly if they become interested.

**Apathetics** have little interest and little power, and may not even know the effort exists

[Chapter 7. Encouraging Involvement in Community Work | Section 8. Identifying and Analyzing Stakeholders and Their Interests | Main Section | Community Tool Box (ku.edu)](https://ctb.ku.edu/en/table-of-contents/participation/encouraging-involvement/identify-stakeholders/main)

Retrieved May 23, 2024



<https://www.forbes.com/advisor/business/what-is-stakeholder-analysis/> Retrieved May 23 2024