

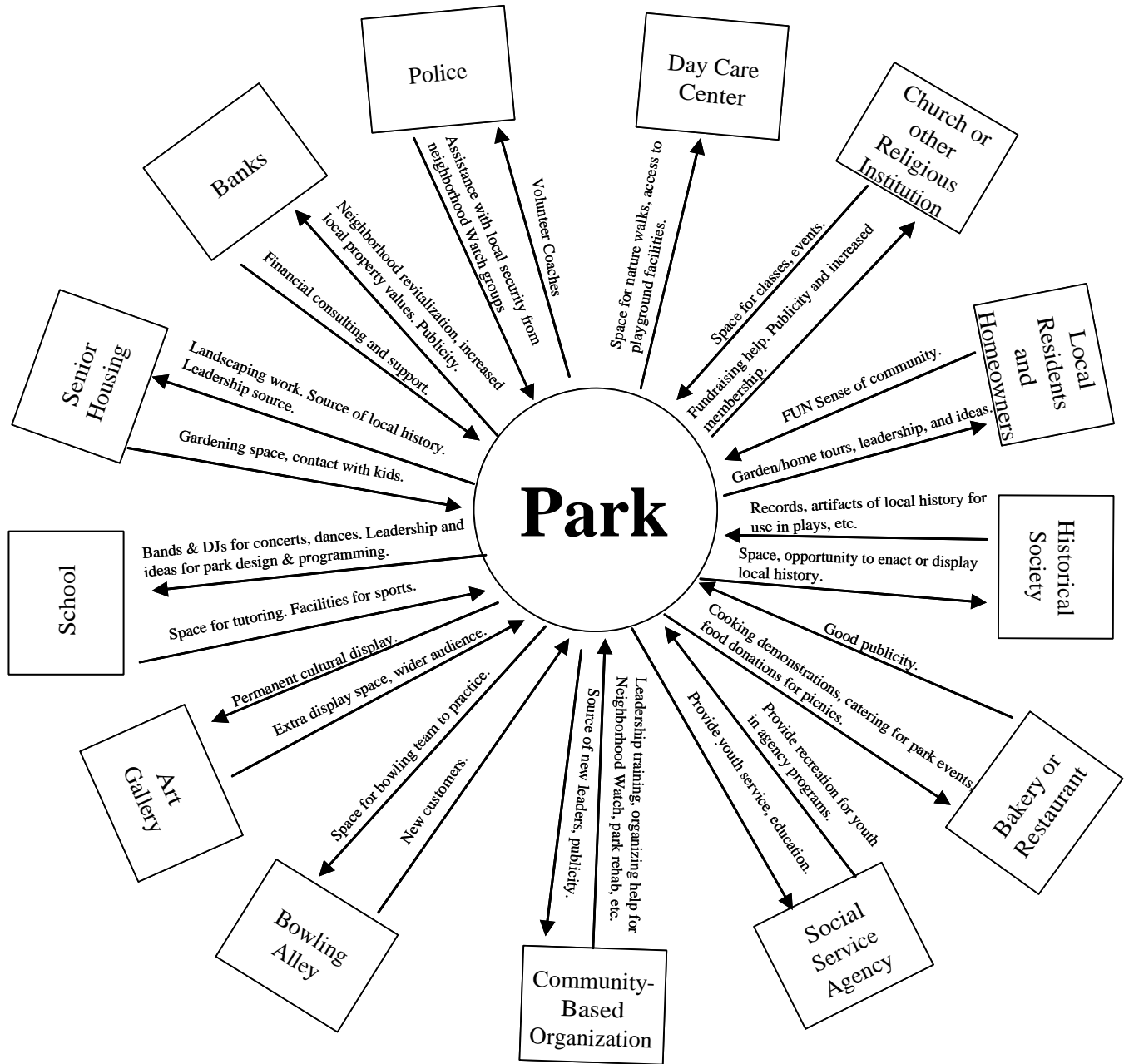


Exercise: Asset Mapping

1. Choose an action you want to accomplish (this action will serve as the subject of your asset map).
2. Choose one or more categories: institutions, groups/organizations and/or individuals that have some relationship to the subject you chose in #1. (See Handout: Asset Mapping)
3. Select 2-3 entities from within each category you selected in #2. Entities are specific to each category, e.g., institutions: Department of Environmental Quality; organizations: 4-H Club; individuals: Professor Ship. (See Handout: Asset Mapping)
4. List the specific assets belonging to these entities. (See Handout: Asset Mapping for some ideas)
5. List the assets of the subject of your asset map (selected in #1).
6. Identify and briefly describe the mutually beneficial relationships that exist/can be built between the entities (selected in #3) and the subject (selected in #1) based on their assets.
7. Map these relationships as shown in the example asset map attached.
8. Time permitting, map additional existing, or potential, relationships.



Example Asset Map



Source: Kretzmann, J.P., and J.L. McKnight. 1993. *Building Communities from the Inside Out: A Path Toward Finding and Mobilizing a Community's Assets*. Center for Urban Affairs and Policy Research, Northwestern University, Evanston, IL.



Asset Map



Handout: Asset Mapping

Asset maps are used to identify the strengths, skills, capabilities, and talents that a community can use to create beneficial changes. Community assets are grouped into three general categories: institutions, groups/organizations, and individuals.

Category: Institutions

Entities: e.g., State Dept. of Environmental Quality, Sharper High School, First American Bank

Assets:

- funding (grants, donations)
- sponsorships
- clout and influence
- media exposure
- other

Category: Groups/Organizations

Entities: e.g., 4-H Club, Sierra Club

Assets:

- volunteer base
- meeting space and facilities
- office space and equipment
- outreach capabilities
- organizational clout and respect
- other

Category: Individuals

Entities: e.g., Professor Ship, Ph.D., Mayor Johnson

Assets:

- technical skills
- political influence
- social research skills
- management experience and skills
- fundraising experience and skills
- journalism/public relations
- others