

# How to create an asset map in your community.

#1

“ABCD Mapping is a guide for relationship building” – Mike Green and Henry Moore, When People Care Enough to Act.



First – answer these questions

1. What is our purpose?
2. Who is doing the mapping?
  - A. Are they here?
  - B. Do we need to engage them first?
3. How will we collect the data?
4. How will we use the data to build relationships?



Then – do something like this

Asset Mapping Steps

1. Build your infrastructure
  - A. Who will manage process?
  - B. Who will direct the engagement (relationship building) process after the mapping is complete?
  - C. What is the geographic focus?
  - D. What is the plan for storing data?
2. Identify and Inventory Assets

<p><b>Talk with colleagues</b></p> <p><b>Google search</b>      <b>Review newsletters, newspapers, directories</b></p> <p><b>Telephone survey</b>      <b>Walk the neighborhood</b></p> <p><b>Door-to-Door Canvassing</b>      <b>Focus group with activists, issue leaders, faith leaders</b></p> <p><b>Interview leaders of associations and institutions</b></p> <p><b>Sit down in places people gather and ask questions</b></p> <p><b>Always ask, “who else should we talk to?”</b></p>
--

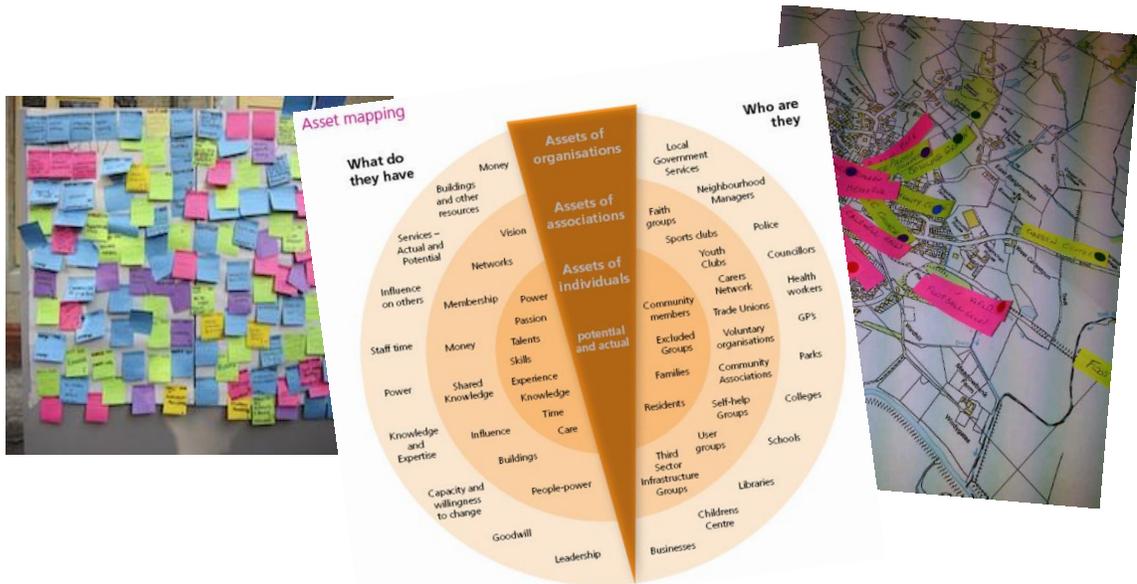
**Most community assets fall into one or more of these 6 categories. This is a helpful way to organize them as you identify them.**

- ✓ Individual skills and talents
- ✓ Associations (common interest groups comprised primarily of volunteers)
- ✓ Institutions (organizations where paid people do the work)
- ✓ Physical (land, buildings, art, space, place)

- ✓ Economic (any productive work done in our community)
- ✓ Culture and Stories (what are our stories, how do we express)

### 3. Map the Identified Assets

This means writing them down in a way that helps you see how the assets are connected, are not connected, and might be connected. Using a physical map can help. Sometimes just writing each asset down on a colored 4x6 card, then arranging those cards on butcher paper, or wall, or a floor, or a table...you get the idea.



### 4. Utilize Assets to Build, Organize or Re-organize Community!

**A Video Training**  
 “Mapping and Mobilizing Assets in Your Community”,  
 National Service Knowledge Network (AmeriCorps)  
<http://youtu.be/mJ7pSoJ25Hc>

**A Step-by-Step**  
 “Map Assets in Your Community”  
<http://www.brighterfuturestogether.co.uk/brighter-futures-together-toolkit/map-assets-in-your-community/>

**Some handouts, worksheets & guidelines.**

“Asset Mapping”  
[http://www.mike-green.org/wkshop2/Q\\_Mapping%20Assets\\_mike.pdf](http://www.mike-green.org/wkshop2/Q_Mapping%20Assets_mike.pdf)