

## TOOL

# Create an Asset Map

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## Pre-work

Read the [first chapter](#) of John P. Kretzmann and John L. McKnight, *Building Communities from the Inside Out: A Path Toward Finding and Mobilizing a Community's Assets* (ACTA Publications: 1993).

Reflect on interviews with community partners and [organizational scans](#).

## Creating a map

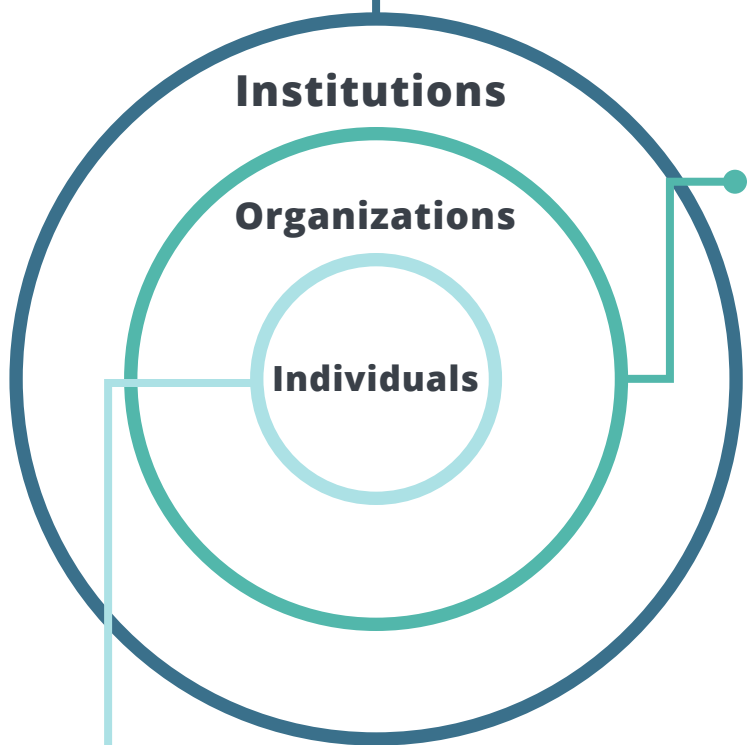
Create a visual to represent all assets related to your identified community. Ward against deficits or problems; the value of an asset map is to document strengths that already exist and can be mobilized to improve outcomes. You may draw your map by hand or create one using software. Consider concentric circles starting with individuals and expanding out to institutions. Include the categories on the following page.



# Guided

## Institutions

- Physical (e.g., parks, landscape, buildings)
- Infrastructure (e.g., internet, electricity, transportation, water)
- Economic — what the community produces and consumes (e.g., Goodwill)
- Educational and social (e.g., schools, libraries, community centers)
- Health and safety (e.g., police, fire department, medical resources)



## Organizations

- Identify organizations that offer similar services as well as organizations that might be used for other purposes (e.g., recreational, religious, cultural, athletic, social, educational, safety).
- Also include informal associations (e.g., a pickup basketball group, home schoolers, neighborhood watch).

## Individuals

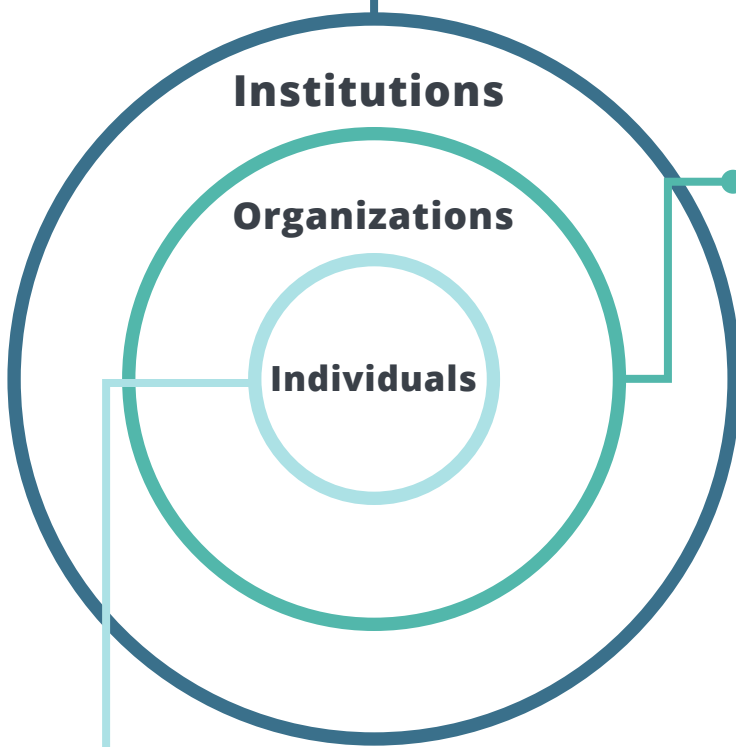
- Individual community members (e.g., families and households who benefit from the partner organization's services, other families and households, specific donors, clients, community leaders, community advocates)
- Individuals within the community partner organization (e.g., specific employees with specialized skills, dedication, or history; specific board members)



# Template

## ● Institutions

- What broader institutional assets exist?



## ● Organizations

- What organizational assets exist?

## ● Individuals

- What individual strengths, gifts, and talents exist?

