

WHAT IS ASSET MAPPING?

A strengths-based approach to community development.

Identifies current community resources, institutions, and individuals that contribute to the collective ecosystem in our community.



**Adapted from Visible Network Labs

ASSET VS DEFICIT THINKING

ASSET BASED

- Possibilities
- Shared Ownership
- Strengths
- Citizen-Led
- Courageous Leadership
- Capacities
- What's there
- Relationships are the key resource
- Assets are relationships to be discovered
- Asset mapping is leadership development

DEFICIT BASED

- Problems
- What's Missing
- Scarcity
- Risks
- Top-Down
- Do to
- Blame
- Money is the key resource
- Assets are system input
- Asset mapping is data collection

COMMUNITY-LED EFFORTS OVER TOP-DOWN PROGRAMS
CAPACITY-BUILDING RATHER THAN CHARITY
RELATIONSHIP-BUILDING AS A MEANS TO SYSTEMIC CHANGE
REDISTRIBUTION OF POWER, NOT JUST DISTRIBUTION OF
RESOURCES



DEFINE YOUR COMMUNITY

- **Geographic:** a neighborhood, school district, city, or region.
- **Demographic:** specific populations like youth, seniors, or immigrant communities.
- **Thematic:** coalitions, organizations, or networks centered on a shared goal or issue (e.g., food security, health equity).



DETERMINE YOUR GOALS - WHY?

- **Strategic Planning:** Discover who's already working on your goals.
- **Grant Readiness:** Showcase existing assets and collaborations to funders.
- **Program Launch:** Identify gaps and partners to ensure alignment.
- **Policy Advocacy:** Build coalitions and show community capacity.
- **Network Building:** Strengthen collaboration and reduce duplication.
- **Other?**



IDENTIFY ASSET CATEGORIES

- **Individuals:** leaders, volunteers, connectors, storytellers.
- **Organizations:** nonprofits, businesses, schools, faith-based groups, government.
- **Physical Spaces:** parks, libraries, clinics, community centers.
- **Networks & Coalitions:** formal or informal groups sharing knowledge or resources.
- **Intangible Assets:** trust, influence, lived experience, and cultural traditions.

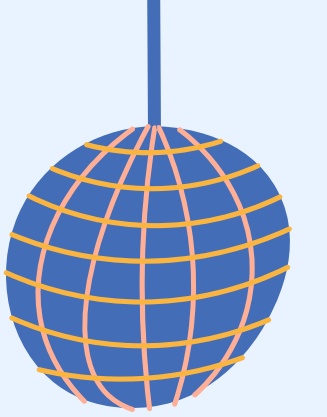
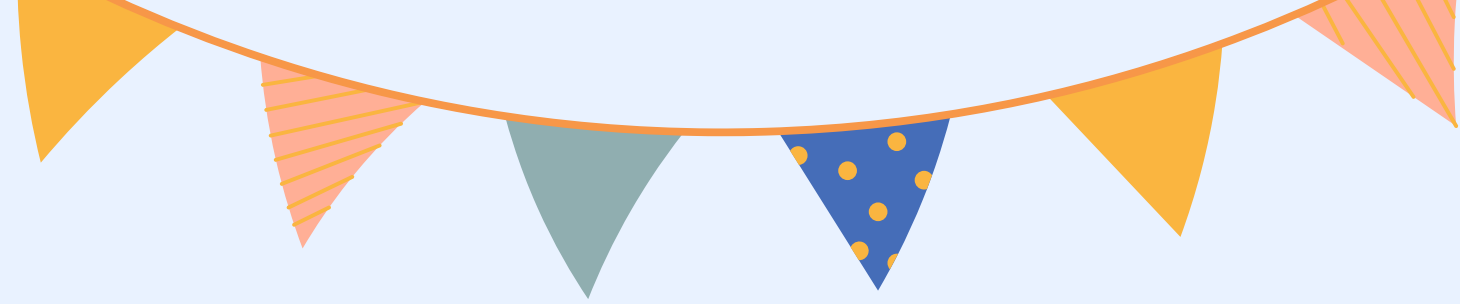


ENGAGE STAKEHOLDERS

- **Focus Groups**
- **Interviews**
- **Surveys**
- **Participatory Mapping**

Who is missing from the table? How can we ensure their voice is reflected in our assets?





PUTTING IT INTO PRACTICE



IDENTIFY HIGH CENTRALITY ASSETS

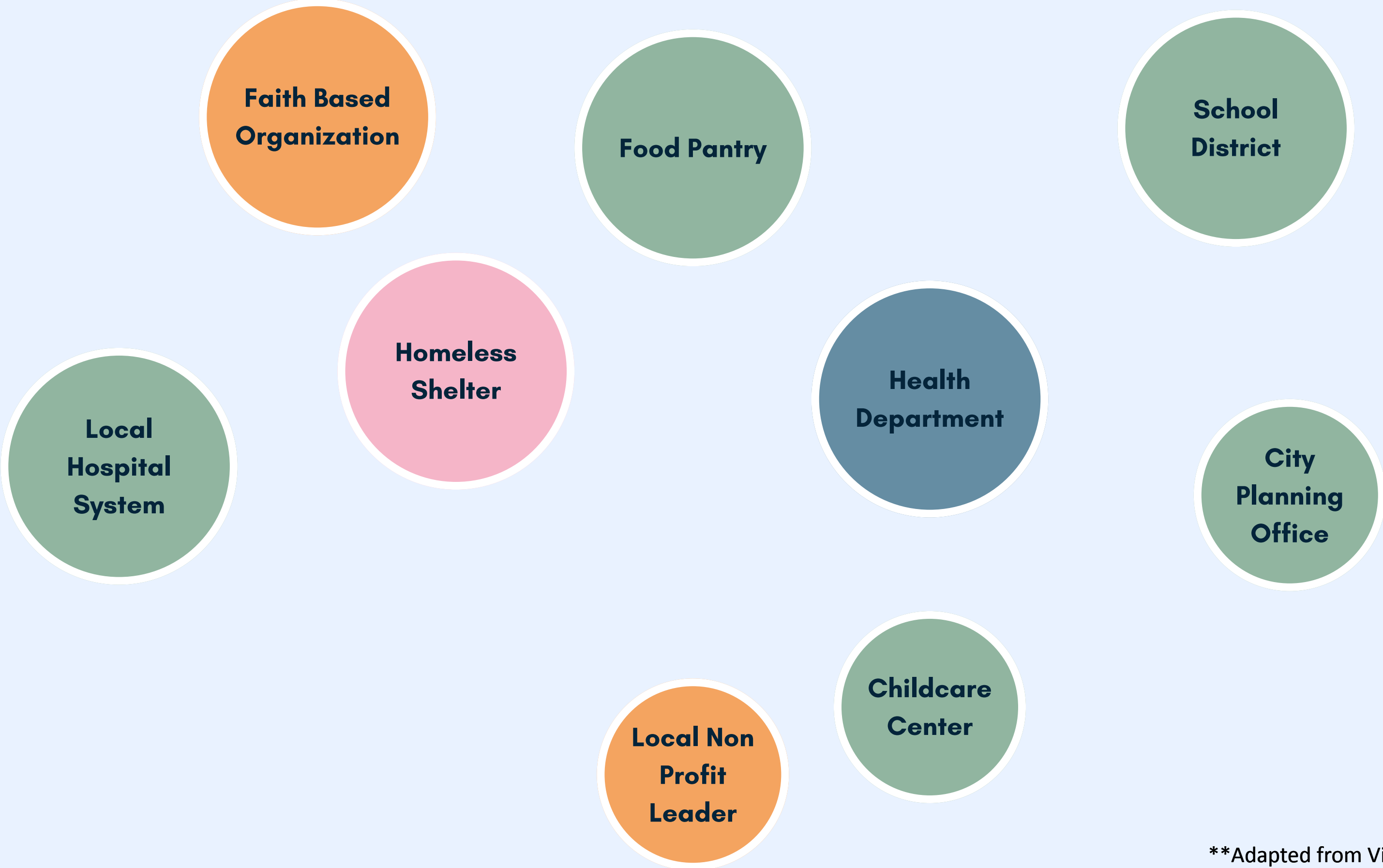
**School
District**

**Homeless
Shelter**

**Health
Department**

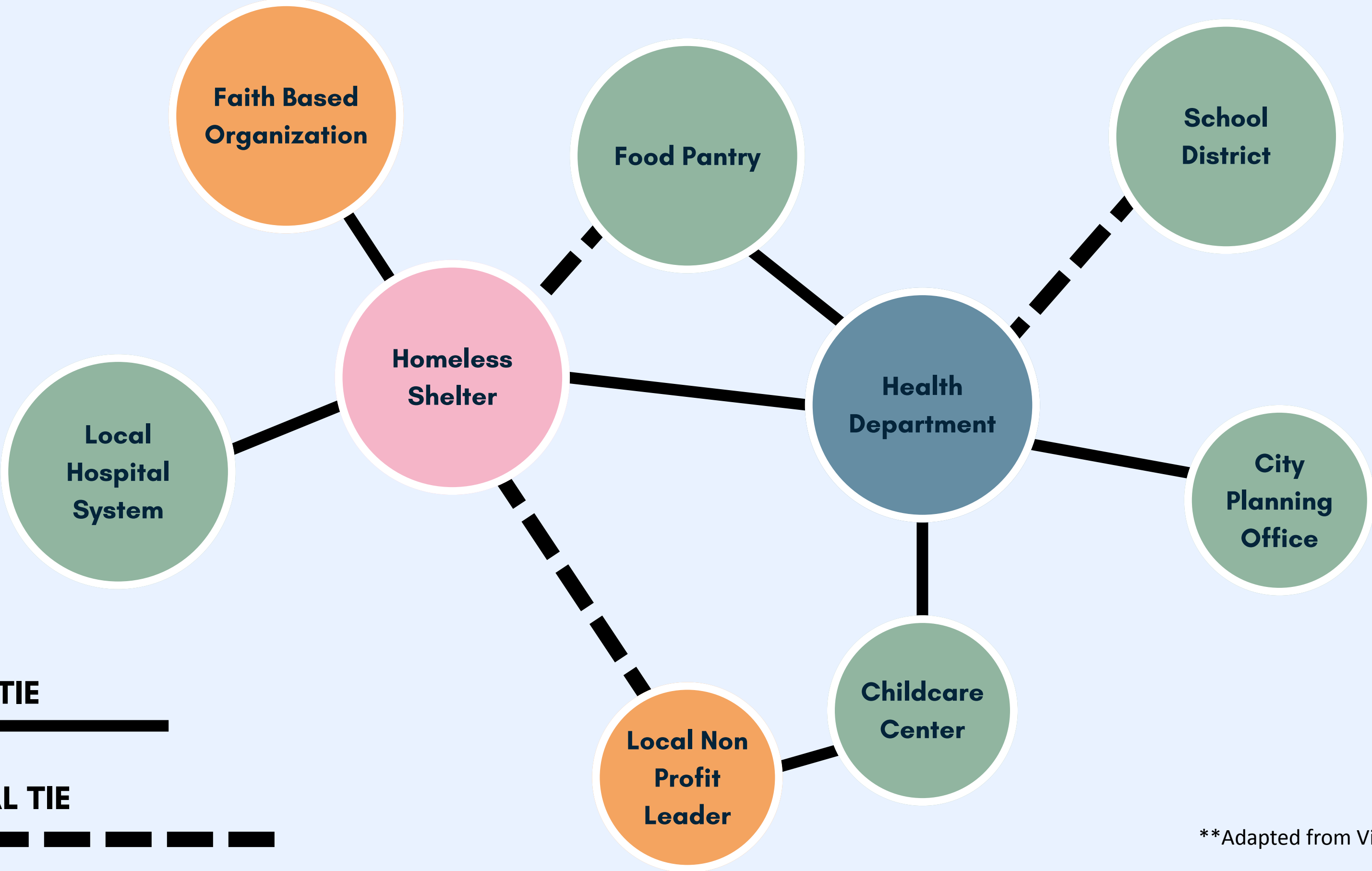
**Local
Hospital
System**

IDENTIFY LOW CENTRALITY ASSETS

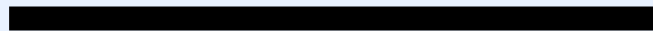


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IDENTIFY HOW ASSETS ARE CONNECTED



FORMAL TIE

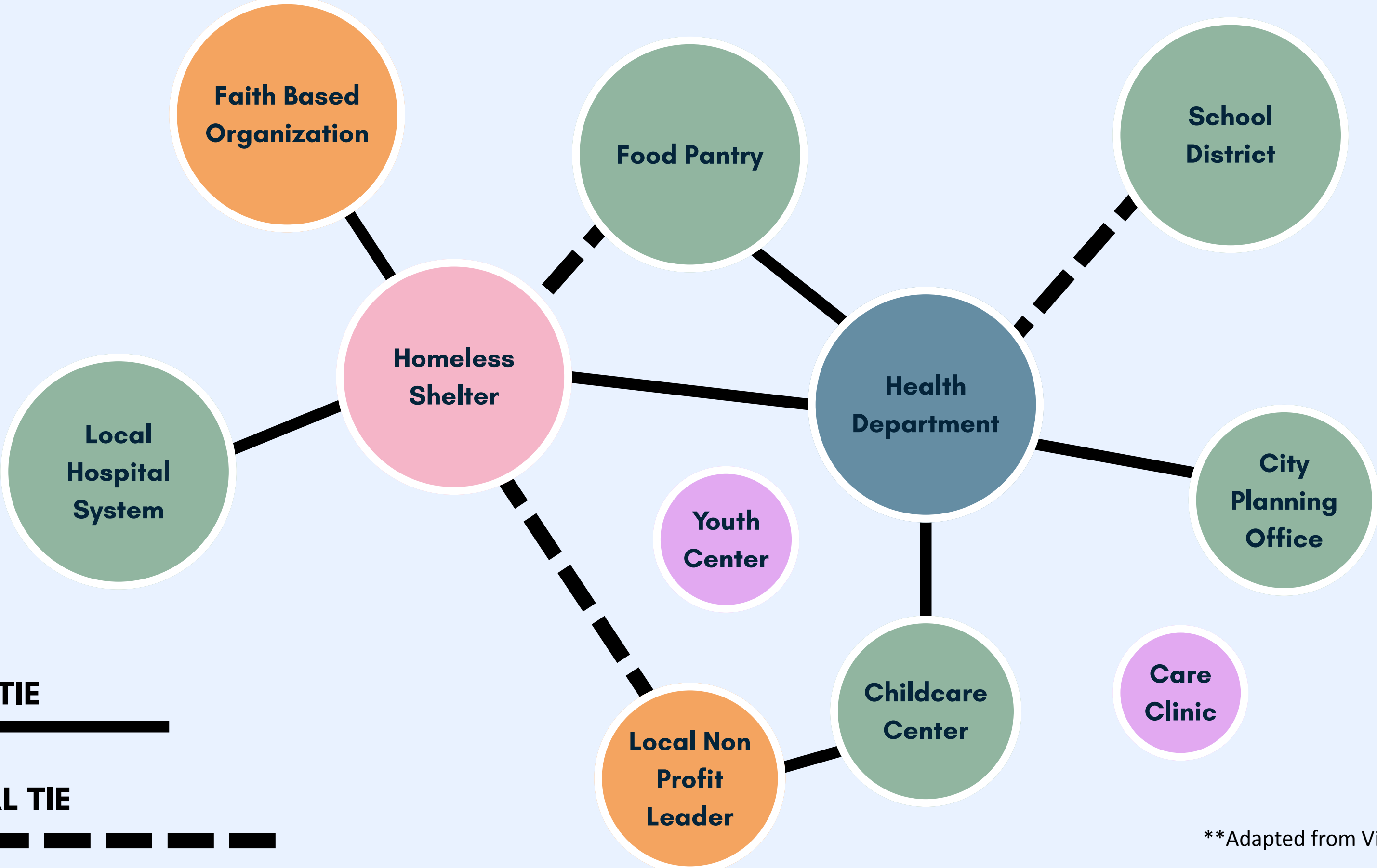


INFORMAL TIE



**Adapted from Visible Network Labs

HOW DO WE STRENGTHEN TIES? WHO HAVE WE FORGOTTEN?



FORMAL TIE



INFORMAL TIE



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**WHAT PEOPLE POWER CAN
WE HARNESS BETTER?**

**WHAT RELATIONSHIPS CAN
WE BUILD TO STRENGTHEN
THE ECOSYSTEM?**



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