## Asset Mapping Facilitator’s Guide

### Prior to Meeting

- □ Invite staff members, and/or:
  - □ Invite board members
  - □ Invite volunteers
  - □ Invite partner organizations
- □ Have an understanding of the number of attendees participating

### Materials Needed

- □ Candy or prizes
- □ Construction paper
- □ Flip chart, with a sticky back
- □ Tape (if flip chart does not have a sticky back)
- □ Multi-colored markers
- □ Clock/watch
- □ Partnership Mapping Facilitation Instructions for the program

### Facilitate

- □ Explain the purpose of the activity
- □ Introduce 1) **exercise**, 2) **intended outcomes**, and 3) **your categories** (for example):
  - o Churches & Faith-based Partners
  - o Civic Organizations (EX: schools, prisons, local government, etc)
  - o Current Funders (EX: foundations, individuals, grants, etc)
  - o Corporate Partners (EX: restaurants, local business, large corporations, etc)
  - o Community Organizations (Service Providers, Associations, etc.)
  - o Colleges & Universities (EX: fraternities/sororities, alumni associations, etc)
- □ Depending on group size and time allotted, split group into teams and assign a team to each of your categories
- □ Ask each team to list as many organizations as they can in their category, in 5 minutes (with a small group, they can do each category)
- □ When the 5 minutes is up, have each team share their responses.
- □ While the teams are sharing their responses, write down the responses using different colored markers for each of the categories, on the flip chart paper.
- □ After each team shares their responses, elicit additional suggestions for each category and post the results of each category on the wall.
- □ Once all results have been posted on the wall, ask each team to pick a marker and place a star next to the organizations they think could have a big impact. Explain the concept of **bridge builders** (people who can provide introduction to an organization) and **gate keepers** (people who are the decision makers within the organization). Then have them circle the organizations they have an “in” with.
- □ Have each team complete an partnership mapping action plan
- □ Take a picture of each category to share with the team after you have left.

### Allotted Time

- **Suggested**: 2 hours

### # of Participants

- **Preferred**: At least 3 participants, and a maximum of 15 participants