



Asset Mapping Worksheet

IDENTIFY THE TEAM

1) What resources are available to do the asset mapping?

Is this within the scope of people currently on your team? Can you ask for help from others in your organization?

2) What are team members' roles and responsibilities?

Who is leading the work? Who is responsible for the various tasks? How do you make decisions or resolve differences of opinion?



DEFINE YOUR PURPOSE AND PARAMETERS

3) What is the purpose of your asset mapping process?

What will be most helpful to your final proposal? Will it inform your program design? Are you validating your proposed intervention? Are you looking for partners?

4) What are the criteria for adding an asset to the map?

Does it serve the purpose of the map? Contribute to geographic and sociographic diversity? Demonstrate expertise? Provide the desired reach and number of people served? Demonstrate willingness and capacity to be engaged or provide support and expertise?

5) How will you tag or categorize assets?

By location? By function or organization type? By population served? By expertise/content area or services offered? By topic?

6) How will your Asset Map be formatted/displayed? What features does it need?

Refer back to your answer to question three for guidance here. Is geographical proximity important to show? Relational proximity? Do you want to be able to sort or modify it in specific ways?



DATA COLLECTION AND STAKEHOLDER ENGAGEMENT

7) How will you find and gather assets for your map?

This may involve crowdsourcing, surveys, focus groups, interviews, attending community meetings, and visiting local museums, schools, and/or libraries.

8) Who are your key stakeholders?

This should at least include your populations served, but who else will be impacted, interested, or influential?

a. Who will be consulted or involved with asset identification and mapping?

Project team, other staff, volunteers and volunteer groups, community organizations, organizational partners, funders, local and neighborhood experts.

b. To whom and how should the asset map be shared?

Is this just an input for your team to develop your proposal? Do you discover something worth sharing more broadly? Do you plan to share it with the stakeholders you engaged?



9) What is your stakeholder engagement plan for the asset map?

STAKEHOLDER	AREA OF INTEREST/ INFLUENCE	PROJECT PHASE	ENGAGEMENT APPROACH	ENGAGEMENT METHOD	FREQUENCY/ TIMING	RESPONSIBLE TEAM MEMBER
		Asset Mapping				
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