

## ABCD INTO ACTION

### FIND AND MOBILIZE ASSETS OF THE COMMUNITY:

- RESIDENTS
- ASSOCIATIONS AND CONGREGATIONS
- BUSINESS, NON PROFITS, GOVERNMENT
- LOCAL ECONOMY
- PHYSICAL WORLD

#### 1) WHAT DO WE WANT TO DO?

#### 2) WHAT DO WE HAVE TO DO IT WITH?

- Find assets
- Connect assets

#### 3) HOW DO WE GET THEM TO DO IT?

- Relationships
- Discover self interest "motivation to act"
- Self interest to common interest

#### 4) HOW ARE WE DOING?

- Evaluation
- Celebration

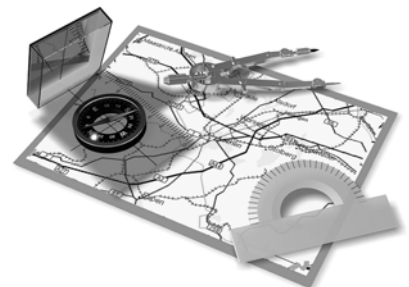
# ABCD MAPPING

FOUR KEY QUESTIONS:

- 1) WHO IS DOING IT?
- 2) WHAT IS THE PURPOSE?
- 3) HOW WILL YOU COLLECT AND ANALYZE THE DATA?
- 4) HOW WILL YOU USE THE DATA TO MAKE CONNECTIONS FOR CONTRIBUTION?

ABCD MAPPING IS A GUIDE FOR RELATIONSHIP BUILDING  
—NOT JUST DATA!

TO USE A "MAP" EFFECTIVELY; YOU NEED "AN ORGANIZATIONAL  
VEHICLE" CAPABLE OF GOING DOWN THE ROAD!



# Types of Asset Mapping

## Individual Asset Inventories:

- Gifts, talents, dreams, hopes, fears

## Associational Mapping:

- Associations you know
- Associations you don't know
- What do they currently do?
- What have they talked about doing but haven't done yet?
- What might they do if they were asked?

## Institutional Mapping:

- Gifts of employees & volunteers
- Physical space & Equipment
- How money is spent - supplies, services, hiring, etc.
- Current relationship with community

## Physical Space Mapping:

- What is in the neighborhood - parks, schools, libraries, community centers, hospitals and clinics, apartments, single family homes, neighborhood businesses, bike and walking paths, green spaces, vacant lots...
- What happens where - block club activity, recreation/sports, crime, senior activities, youth activities, clean-ups, code problems, housing type, etc.

## Neighborhood Economy Mapping:

- How money flows in (and out) of the neighborhood
- Neighborhood business development

*Capacity Inventory Examples*  
*NEW PROSPECT BAPTIST CHURCH*

NEW PROSPECT BAPTIST CHURCH  
Cincinnati, OH

Survey Guidelines

Introduction

My name is \_\_\_\_\_ What is your name?

Thank you for coming over. Did someone talk to you about what the "Gift Exchange" is all about? What do you understand it to be?

Basically, we believe that everyone has God-given talents and gifts that can be used to benefit the community. I'd like to spend a few minutes talking to you about your gifts and skills.

Before we get started, let me give you a small gift.

GIFTS

Gifts are abilities that we are born with. We may develop them, but no one has to teach them to us.

1. What positive qualities do people say you have?
2. Who are the people in your life that you give to? How do you give to them?
3. When was the last time you shared with someone else? What was it?
4. What do you give that makes you feel good?

SKILLS

Sometimes we have talents that we've acquired in everyday life such as cooking and fixing things.

1. What do you enjoy doing?
2. If you could start a business, what would it be?
3. What do you like to do that people would pay you to do?
4. Have you ever made anything? Have you ever fixed anything?

DREAMS

Before you go, I want to take a minute and hear about your dreams-those goals you hope to accomplish.

1. What are your dreams?
2. If you could snap your fingers and be doing anything, what would it be?

CLOSING

First, I'd like to thank you. We're talking to as many people as we can and what we'd like to do is begin a Wall of Fame here in the Soup Kitchen highlighting the gifts, skills and dreams of as many people as possible. The ultimate goal is to find a way to use those gifts in rebuilding the community.

Before you go, can I get your full name? Address? Age?

## GREYROCKERS GIFT LIST

MY NAME IS:

AND HERE ARE SOME OF MY GIFTS

Please list 2-4 things in each category—things you wouldn't mind people at Greyrock knowing about you. Please write legibly.

Gifts of the head (things I know something about, and would enjoy taking about, or teaching others about, e.g., birds, art history, movies, solar energy).

Gifts of the hands (things I know how to do and enjoy doing, e.g., carpentry, sports [be specific], gardening, cooking).

Gifts of the heart (things I care deeply about, e.g., protection of the environment, civic life, children).

When you finish, tape the paper to some part of your person and wander around, reading other people's lists and having them read yours. Feel free to add or change as you go. Try to interact with at least 2 people. Benefits of doing a gifts list: (1) You can find people who share your interests. (2) If you need something done that you don't have the skills for, you may find someone who does have those skills and compensate them with money or through a barter arrangement. (Laurie and Katherine are working on a more elaborate barter system, or skills bank; see them if you are interested in helping develop it.) And, finally, (3) it helps you skip over the small talk and get to the meaning of life, or some such thing. PLEASE RETURN THIS FORM TO ELIZA. THANKS!!

# Community Capacity Inventories

## Questions to Ask Before You Start

### PURPOSE:

- What is our goal? What do we hope to achieve?
- What specific goals can we name that will help to make the general goal more concrete?
- What kinds of questions need to be asked in order to generate the kind of information necessary to meet both the general and specific goals?
- How will we use the information that we collect to accomplish our goals?

### METHODS:

- What is the most effective way to collect information that we need, given the resources at our disposal?
- How many community residents do we want to interview?
- How will our interviewers be educated and trained in the capacity inventory approach and process?
- What will happen to the information once it has been collected? Who will be responsible for analyzing and maintaining it, and making sure it is available to be used toward meeting the organizations goals?

Thanks to GERALYN SHEEHAN, ABCD INSTITUTE FACULTY  
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# MASTER LIST OF ASSOCIATIONS

## 1. Addiction Prevention and Recovery Groups

Drug Ministry/Testimonial Group for Addicts  
Campaign for a Drug Free Neighborhood  
High School Substance Abuse Committee

## 2. Advisory Community Support Groups (friends of...)

Friends of the Library  
Neighborhood Park Advisory Council  
Hospital Advisory Group

## 3. Animal Care Groups

Cat Owner's Association  
Humane Society

## 4. Anti Crime Groups

Children's Safe Haven  
Neighborhood Group  
Police Neighborhood Watch  
Senior Safety Groups

## 5. Block Clubs

Condominium Owner's Association  
Building Council  
Tenant Club

## 6. Business Organizations/ Support Groups

Jaycees  
Local Chamber of Commerce  
Economic Development Council  
Local Restaurant Association

## 7. Charitable Groups and Drives

Local Hospital Auxiliary  
Local United Way  
United Negro College Fund Drive

## 8. Civic Events Groups

Local Parade Planning Committee  
Arts and Crafts Fair  
July 4th Carnival Committee  
Health Fair Committee

## 9. Disability/Special Needs Groups

Special Olympics Planning Committee  
Local American Lung Association  
Local Americans with Disabilities Association  
Local Muscular Dystrophy Association

## 10. Cultural Groups

Community Choir  
Drama Club  
Dance Organization  
High School Band

## 11. Environmental Groups

Neighborhood Recycling Club  
Sierra Club  
Adopt-a-Stream  
Bike Path Committee  
Clean Air Committee  
Pollution Council  
Save the Park Committee

## 12. Education Groups

Local School Council  
Local Book Clubs  
Parent Teacher Association  
Literacy Council  
Tutoring Groups

## 13. Elderly Groups

Hospital Seniors Clubs  
Westside Seniors Clubs  
Church Seniors Clubs  
Senior Craft Club

## 14. Family Support Groups

Teen Parent Organization  
Foster Parents' Support Group  
Parent Alliance Group

## 15. Health Advocacy and Fitness Groups

Weight Watchers  
YMCA/YWCA Fitness Groups  
Neighborhood Health Council  
Traffic Safety Organization  
Child Injury Prevention Group  
Yoga Club

**16. Heritage Groups**

Black Empowerment Group  
Norwegian Society  
Neighborhood Historical Society  
African American Heritage Association

**17. Hobby and Collectors Group**

Coin Collector Association  
Stamp Collector Association  
Arts and Crafts Club  
Garden Club of Neighbors  
Sewing Club  
Antique Collectors

**18. Men's Groups**

Fraternal Orders  
Church Men's Organizations  
Men's Sports Organizations  
Fraternities

**19. Mentoring Groups**

After School Mentors  
Peer Mentoring Groups  
Church Mentoring Groups  
Big Brothers, Big Sisters  
Rights of Passage Organizations

**20. Mutual Support Groups**

La Leche League  
Disease Support (cancer, etc.)  
Parent-to-Parent Groups  
Family-to-Family Groups

**21. Neighborhood Improvement Groups**

The Neighborhood Garden Club  
Council of Block Clubs  
Neighborhood Anti-Crime Council  
Neighborhood Clean-up Campaign

**22. Political Organizations**

Democratic Club  
Republican Club

**23. Recreation Groups**

Kite-flying Club  
Bowling Leagues  
Basketball Leagues  
Body Builders Club  
Little League

**24. Religious Groups**

Churches  
Mosques  
Synagogues  
Men's Religious Groups  
Women's Religious Groups  
Youth Religious Groups

**25. Service Clubs**

Zonta  
Optimist  
Rotary Clubs  
Lions Clubs  
Kiwanis Clubs

**26. Social Groups**

Bingo Club  
Card Playing Club  
Social Activity Club  
Dance Clubs

**27. Social Cause/Advocacy/Issue Groups**

Get Out the Vote Council  
Peace Club  
Hunger Organizations  
Vigil Against Violence  
Community Action Council  
Social Outreach Ministry  
Soup Kitchen Group

**28. Union Groups**

Industrial (UAW)  
Crafts Unions (Plumbing Council)

**29. Veteran's Groups**

Veterans of Foreign Wars  
Women's Veterans Organizations

**30. Women's Groups**

Sororal Organizations  
Women's Sports Groups  
Women's Auxiliary  
Mother's Board  
Eastern Star

**31. Youth Groups**

After School Group  
4-H  
Girl and Boy Scouts  
Junior Achievement  
Campfire Girls



# △ Institutions:

## Fortress or Treasure Chest?

*Strong communities make strong institutions...*

Ways to be community serving by local action:

- Purchasing
- Hiring
- Investment and banking
- Youth training
- School involvement
- Accountability: local people serving on boards and committees
- Staff contributes time, resources and effort to community
- Contributing use of space and equipment
- Opening doors

## STRATEGIES FOR INSTITUTIONS AS SERVANTS

What can agencies and institutions do to build stronger community member-groups and stronger communities? How to lead by "stepping back"?

**CHAMPIONS FOR CHANGE-** staff can work to get people's power and resources - and can help agencies move from "lord to servant".

**SMALL GRANTS-** to activate citizenship through small amounts of funding to community member groups.

**SELF INVENTORIES-** what does our agency have to offer to strengthen local people? (outside our service mission)

**ASSOCIATION MAPPING-** find and connect local associations and congregations.

**OTHER ASSET MAPPING-** discover what assets we have in our community to address issues.

**CONVENE INSTITUTIONS-** organize institutions to support community members' action — as community members' groups want.

**AUTHORIZE PEOPLE TO ACT-** agencies can use expertise and clout to encourage community members' action.

**SUPPORT COMMUNITY MEMBER ORGANIZING-** invest in and support the development of community member organizing groups and community member centered community partnerships.

**ECONOMIC POWER—**buy, hire, train in ways that strengthen the local economy.

# Producing Strong Community-Based Projects

*This document is based on the following simple equation:*

**Your Community's Assets**

*Connected To (+)*

**Your Organization's Assets**

*Produces (=)*

**Strong Community-Based Projects**

## A Sample Community Asset Map

Review this sample community asset map. Use the next page to create an asset map of your own community.

### Associations

Animal Care Groups  
 Anti Crime Groups  
 Block Clubs  
 Business Organizations  
 Charitable Groups  
 Civic Events Groups  
 Cultural Groups  
 Disability/Special Needs Groups  
 Education Groups  
 Elderly Groups  
 Environmental Groups  
 Family Support Groups  
 Health Advocacy and Fitness  
 Heritage Groups  
 Hobby and Collectors Groups  
 Men's Groups  
 Mentoring Groups  
 Mutual Support Groups  
 Neighborhood Groups  
 Political Organizations  
 Recreation Groups  
 Religious Groups  
 Service Clubs  
 Social Groups  
 Union Groups  
 Veteran's Groups  
 Women's Groups  
 Youth Groups

### Physical Space

Gardens  
 Parks  
 Playgrounds  
 Parking lots  
 Bike Paths  
 Walking Paths  
 Forest / Forest Preserves  
 Picnic areas  
 Campsites  
 Fishing spots  
 Duck ponds  
 Zoos  
 Wildlife center  
 Natural Habitats - coastal, marine, amphibian  
 Bird Watching Sites  
 Star Gazing Sites  
 Housing  
 Vacant Land & Buildings  
 Transit stops and facilities  
 Streets



### Institutions

Schools  
 Universities  
 Community Colleges  
 Police Departments  
 Hospitals  
 Libraries  
 Social Service Agencies  
 Non Profits  
 Museums  
 Fire Departments  
 Media  
 Foundations

### Individuals

Gills, Capacities, Knowledge and Traits of:  
 Youth  
 Older Adults  
 Artists  
 Welfare Recipients  
 People with Disabilities  
 Students  
 Parents  
 Entrepreneurs  
 Activists  
 Veterans  
 Ex-offenders  
 ifts, Sk

### Local Economy

For-Profit Businesses  
 Consumer Expenditures  
 Merchants  
 Chamber of Commerce  
 Business Associations  
 Banks  
 Credit Unions  
 Foundations  
 Institutional - purchasing power and personnel  
 Barter and Exchange  
 CDCs

# Your Community Asset Map

Now that you have completed the questions on pages 5-14 and have reviewed a sample community asset map (page 15), please fill in the types of assets that can be found in your community.

Use the next page to connect these assets to your community based project.

## Associations

## Physical Space



## Individuals

## Institutions

## Local Economy

# A Window into My Organization

Review the types of assets that can be found within an organization.  
Use the next page to document your own organization's assets.

|  |  |  |
|--|--|--|
| <p><b>Personnel</b></p> <p>Expertise in/outside of job:<br/>Ability to teach:<br/><i>Art</i><br/><i>Music</i><br/><i>Athletics</i></p> <p>Individual abilities:<br/><i>Finances</i><br/><i>Community History Writers</i><br/><i>Health Care</i></p> <p>Individual Traits:<br/><i>Ideas</i><br/><i>Energy</i><br/><i>Enthusiasm</i></p> <p>Technical Training:<br/><i>Computers</i><br/><i>Communications</i><br/><i>Vehicle Operations &amp; Repair</i><br/><i>Investigation and Research</i><br/><i>Child Care</i></p> <p>Networks of Connections</p> <p>Knowledge of Community</p> <p>Leadership Development</p> | <p><b>Space and Facilities</b></p> <p>Meeting Rooms<br/>Break Rooms or Kitchen<br/>Glass Display Cases<br/>Computer Rooms<br/>Drinking Fountains<br/>Gardens<br/>Bulletin Boards<br/>Lobbies<br/>Parking Lots</p>  | <p><b>Materials &amp; Equipment</b></p> <p>Computers<br/>Expensive Software<br/>Desks, chairs, &amp; other<br/>Furniture<br/>Scanner<br/>Printing Equipment<br/>Fax and Copier<br/>Digital Camera<br/>Books, magazines, &amp;<br/>newspapers<br/>Telephones for hearing<br/>impaired<br/>Artworks<br/>Literacy and GED materials<br/>Community History Files<br/>Information on Community<br/>Organizations<br/>Social Service Resources<br/>Financial Information</p> |
| <p><b>Constituents</b></p> <p>Individual Abilities &amp; Interests</p> <p>Individual Traits:<br/>Ideas, energy, idealism</p> <p>Linkages to Adults &amp; Children</p> <p>Linkages to Community</p> <p>Collective Abilities &amp; Interests</p>   | <p><b>Expertise</b></p> <p>Classes:<br/><i>Arts, Athletics, Math,</i><br/><i>GED, Literacy, Language</i></p> <p>Educational Workshops:<br/><i>Crime Prevention</i><br/><i>Computer Literacy</i><br/><i>Healthy Eating</i><br/><i>Storytelling</i><br/><i>Leadership Skills</i></p> <p>Knowledge of Community</p> <p>Education &amp; Training</p> | <p><b>Economic Power</b></p> <p>Job Training</p> <p>Sponsor Fundraisers</p> <p>Hire Local People</p> <p>Assist in Writing and<br/>Submitting Grants for<br/>Community Projects</p> <p>Purchasing Power</p> <p>Power to generate &amp; receive<br/>special funds through bond<br/>issues, government, and<br/>foundations</p>   |

# Creating An Inventory Of Your Organization's Assets

Your organization is filled with people, knowledge, and materials that should be recognized and shared. Now that you have reviewed page 19, take a moment to:

- Identify your organization's assets
- Document these assets
- Use the next page to connect these assets to your project

## A Window Into My Organization

|                     |                                |                                |
|---------------------|--------------------------------|--------------------------------|
| <b>Personnel</b>    | <b>Space and Facilities</b>    | <b>Materials and Equipment</b> |
|                     | <b>Expertise</b>               |                                |
| <b>Constituents</b> | <b>Networks of Connections</b> | <b>Economic Power</b>          |
|                     |                                |                                |

# Residents and their Associations: *A Power Ladder*

## Residents In Control

Residents control:  
*Goal Setting; Planning; Implementation*

## Residents As Participants

Residents participate in:  
*Goal Setting; Planning; Implementation*  
Residents serve on governing body  
Residents serve on advisory group  
Residents serve as advocates for the organization

## Residents As Information Sources

Residents are part of focus groups  
Staff consults with residents  
Residents fill out need surveys

## Residents As Recipients

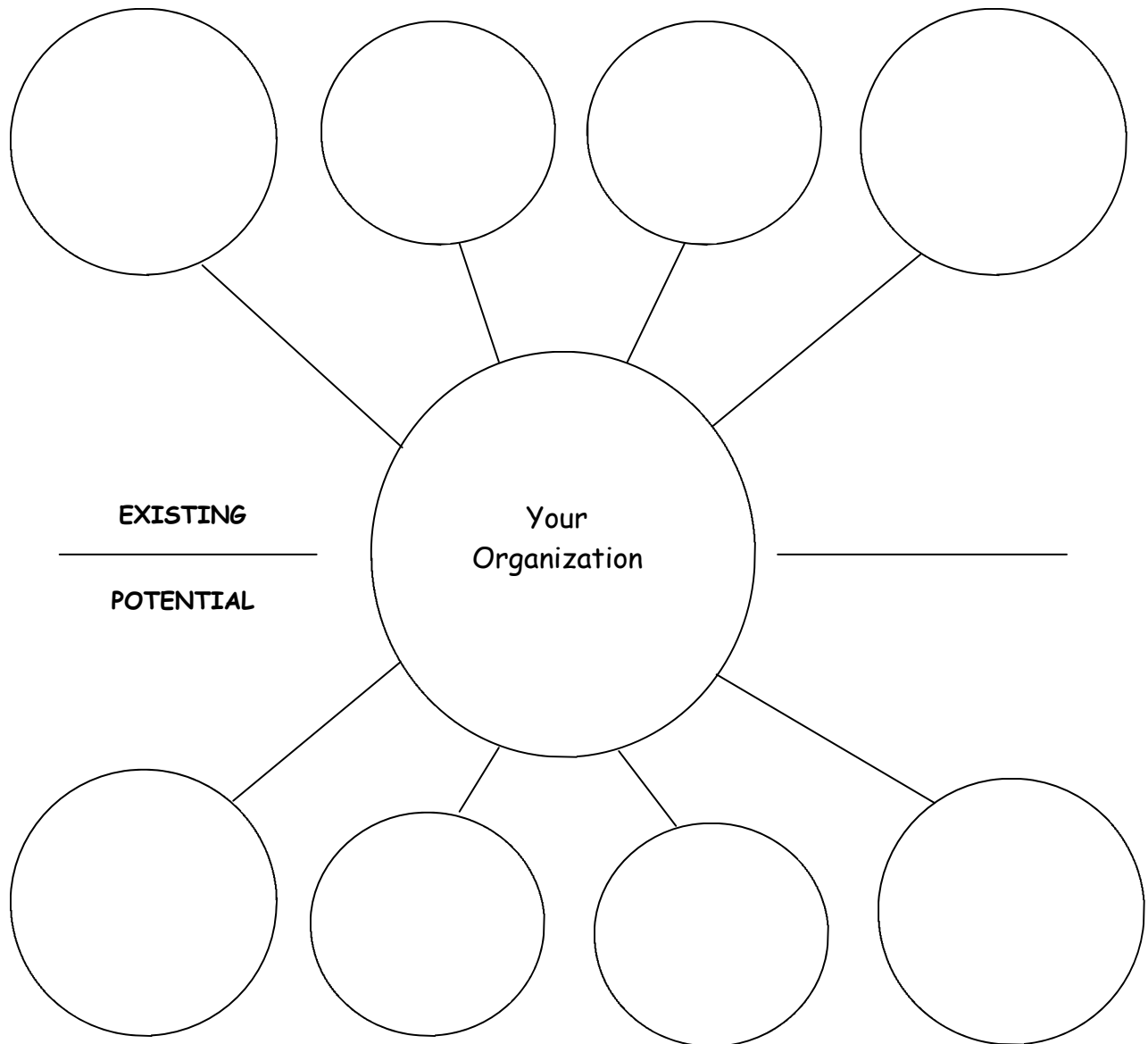
Residents receive services





# Partnerships with Associations

Use this tool to illustrate partnerships that your organization already has with associations in your community and to think about new partnerships which might be useful to this project and your organization.



# Partnerships with Institutions

Use this tool to illustrate partnerships that your organization already has with institutions in your community and to think about new partnerships which might be useful to this project and your organization.

