



The Center for the  
Advancement of Mentoring

### Asset Mapping Facilitator’s Guide

<p><b>Prior to Meeting</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Invite staff members, and/or:</li> <li><input type="checkbox"/> Invite board members</li> <li><input type="checkbox"/> Invite volunteers</li> <li><input type="checkbox"/> Invite partner organizations</li> <li><input type="checkbox"/> Have an understanding of the number of attendees participating</li> </ul>
<p><b>Materials Needed</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Candy or prizes</li> <li><input type="checkbox"/> Construction paper</li> <li><input type="checkbox"/> Flip chart, with a sticky back</li> <li><input type="checkbox"/> Tape (if flip chart does not have a sticky back)</li> <li><input type="checkbox"/> Multi-colored markers</li> <li><input type="checkbox"/> Clock/watch</li> <li><input type="checkbox"/> Partnership Mapping Facilitation Instructions for the program</li> </ul>
<p><b>Facilitate</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Explain the purpose of the activity</li> <li><input type="checkbox"/> Introduce 1) <b>exercise</b>, 2) <b>intended outcomes</b>, and 3) <b>your categories</b> (for example):             <ul style="list-style-type: none"> <li>o Churches &amp; Faith-based Partners</li> <li>o Civic Organizations (EX: schools, prisons, local government, etc)</li> <li>o Current Funders (EX: foundations, individuals, grants, etc)</li> <li>o Corporate Partners (EX: restaurants, local business, large corporations, etc)</li> <li>o Community Organizations (Service Providers, Associations, etc.)</li> <li>o Colleges &amp; Universities (EX: fraternities/sororities, alumni associations, etc)</li> </ul> </li> <li><input type="checkbox"/> Depending on group size and time allotted, <b>split</b> group <b>into teams</b> and assign a team to each of your categories</li> <li><input type="checkbox"/> Ask each team to <b>list</b> as many <b>organizations</b> as they can in their category, in <b>5 minutes</b> (with a small group, they can do each category)</li> <li><input type="checkbox"/> When the 5 minutes is up, have each team <b>share</b> their <b>responses</b>.</li> <li><input type="checkbox"/> While the teams are sharing their responses, <b>write</b> down the <b>responses</b> using different colored markers for each of the categories, on the flip chart paper.</li> <li><input type="checkbox"/> After each team shares their responses, <b>elicit</b> additional <b>suggestions</b> for each category and post the results of each category on the wall.</li> <li><input type="checkbox"/> Once all results have been posted on the wall, ask each team to pick a <b>marker</b> and place a <b>star</b> next to the organizations they think could have a <b>big impact</b>. Explain the concept of <b>bridge builders</b> (people who can provide introduction to an organization) and <b>gate keepers</b> (people who are the decision makers within the organization). Then have them <b>circle</b> the organizations they have an <b>“in”</b> with</li> <li><input type="checkbox"/> Have each team <b>complete</b> an <b>partnership mapping action plan</b></li> <li><input type="checkbox"/> Take a <b>picture</b> of each category to share with the team after you have left.</li> </ul>
<p><b>Allotted Time Suggested</b></p>	<p>2 hours</p>
<p><b># of Participants Preferred</b></p>	<p>At least 3 participants, and a maximum of 15 participants</p>