



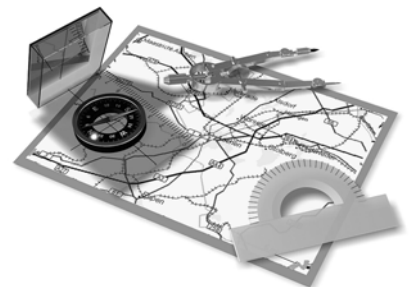
ABCD MAPPING

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



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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