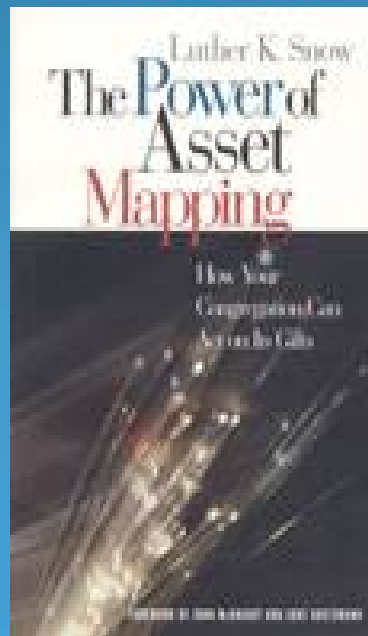


Asset Mapping: for Congregational Future Development







Asset Mapping IS A SIMPLE
PROCESS. It starts with our
interests and moves us into
action.



Asset mapping works with
any group, and almost
anyone can facilitate it.



Asset Mapping cuts through big-church bureaucracies and small-church despair by offering a clear way for people to work together with hope and enthusiasm.



Asset Mapping works
everywhere – with big or
small groups, faith-
communities or
neighbourhood groups,
strong or struggling
churches.

- 
- It is about people discovering their assets and mobilizing them for ministry.

WHEN THE GLASS IS

Half Empty

needs

problems



possibilities

opportunities

Half full

In asset mapping the cup is half full!

BASIC ELEMENTS

- RECOGNIZING OUR ASSETS
- CONNECTING THE DOTS
- VOTING WITH OUR FEET

ASSET MAPPING

- **IDENTIFIES THE MOST VALUED ASPECTS OF YOUR COMMUNITY**
- **IS A USEFUL STARTING POINT FOR STRATEGIC PLANNING**
IDENTIFIES STRENGTHS, IMPACT
- **ENGAGES STAKEHOLDERS IN SHAPING THE FUTURE**
EG MEMBERS, ASSOCIATES, SPACE USERS

CONGREGATIONAL ASSETS INCLUDE:

- **INDIVIDUAL**
- **PHYSICAL**
- **ASSOCIATIONS**
- **INSTITUTIONS**
- **ECONOMICS**

INDIVIDUAL

- **THESE ARE THE GIFTS,
TALENTS, EXPERIENCE,
KNOWLEDGE, PERSPECTIVES
AND SKILLS OF INDIVIDUALS**
 - ***COMMUNALLY***
 - ***SINGULARLY***

PHYSICAL ASSETS THINGS YOU CAN TOUCH AND FEEL

- **BUILDINGS**
- **ROOMS IN BUILDINGS**
- **PEWS,**
- **PARKING LOT**
- **PLAYGROUND**
- **EQUIPMENT**

ASSOCIATIONS

- These are voluntary groups, associations, networks, and organizations of individuals who gather to do or enjoy something together that they could not experience on their own. They might be formal groups with a name, or they could be informal groups like the people who have coffee on Tuesdays at the café.

INSTITUTIONS

- These are business firms, public agencies, and non-profit institutions, schools with budgets, staff, and usually places of business. Institutions differ from voluntary associations in the motivation of participants. People generally participate in institutional activities because of salaries, sales, taxes, or other financial or legal considerations.

ECONOMIC

USUALLY PEOPLE THINK OF LOCAL BUSINESSES AS ECONOMIC ASSETS. WE SHOULD ALSO THINK OF OUR SPENDING POWER, OUR INVESTING POWER, AND OUR PRODUCTIVE CAPACITY TO PROVIDE VALUABLE GOODS OR SERVICES.

PROCESS

Thought Provokers

- Use thought-provoking questions like these to jog your thinking about your assets.

DIG DEEPER – thought provoking

- What are some gifts or assets you might take for granted?
- What are some assets that allow you to survive?
- What are some assets you dislike, but rely on anyway?
- What did you used to be good at?
- What are some assets you use only on special occasions?
- What are some “far-away” assets?
- Special places?
- Surprising groups of people?

Connect the Dots

Forming action ideas from assets

- Review the assets.
- Think about God's will for your congregation, the gifts God has given you, and the actions you can take by using these gifts.
- As a group, brainstorm actions that connect two or more of these assets to accomplish God's will.

Connect the Dots

- Cluster the assets you have connected
- Tell others in the group what you are thinking
- Other people can add assets to your cluster or start a new cluster

Contributing to Your Team

- Cluster the sheets of paper with the assets you have connected.
- Tell the others in the larger group what action you are thinking of.
- Other people can add assets to your cluster or start a new cluster. As you are clustering assets, talk to each other about the actions you might develop.

Naming Actions

- You want to end up with a few (two to six) clusters of assets representing particular actions you've discovered through brainstorming.
- Give each action a short name. Write that name down on another sheet and post it with the asset cluster.

Action

- **DO NOT** put assets into categories based on similarity
- It is a common instinct to find likeness, but it can stop you from acting.
- **DO** connect diverse assets to brainstorm **ACTIONS**.
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Vote with Your Feet

- **Follow Your Heart**
- Listen to each group report on the actions they have discovered through brainstorming.
- Decide which of these actions you would most like to take part in yourself.
- Go stand next to that action. You get an instant work plan
- The job before you, The people with you, who have an interest in the same idea, The assets you can connect to get things done

Now look around. What do you notice?

Learning by Doing *Questions to Consider Impressions*

- Looking around the room at people standing by the assets clustered into actions on the wall, what do you observe?
- Did anything surprise you in the experience?

Sensing the power of faith in community

- How did it feel to connect the dots?
- How did it feel to write down your assets?
- How did it feel when you voted with your feet?



Recognizing results

- When you connected the dots, what kinds of actions emerged?
- Taken together, what would these actions accomplish?
- What have you accomplished already?

RESOURCES

- *The power of Asset Mapping: How Your Congregation Can Act on Its Gifts* by Luther K. Snow 2004, The Alban Institute ©
- *Building Communities from inside out: A path toward finding and mobilizing a Community's Assets* by John McKnight and John Kretzmann, ABCD, 1993, ACTA Publications
- www.abcdinstitute.org