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## ASSET MAPPING & COMMUNICATIONS TRACK

### Stage 1: Identify Desired Results

#### Established Goals

1. Understand how to determine strengths & resources in a community (asset mapping);
2. Understand how to prioritize/leverage assets to address community needs and improve resilience;
3. Understand how to determine target audiences for communications plan (based on asset map) and how to tailor messages;
4. Understand the basics of different communication channels and how to determine the right channel/combination of channels given a group's capacity; and
5. Understand how to assess whether messages/communication channels are reaching the right audiences and are conveying the right content.

#### Enduring Understandings

##### *Participants will understand ...*

- A. How to determine what assets are available in a community;
- B. How to prioritize assets given project goals and how to reach out to 'activate' those assets;
- C. Why it is important to define audiences and tailor specific messages;
- D. How to develop a basic communications plan based on a group's capacity to manage a combination of communication channels; and
- E. How to assess the impact of a communications plan to inform ongoing outreach.

#### Essential Questions

##### *Participants will seek deeper understanding through considering...*

- A. What strengths and resources exist in my community?
- B. How do I reach out to engage those assets?
- C. What audiences does my project have?
- D. What messages are compelling to my/new audiences?
- E. How do I choose communication channels given my group's capacity?
- F. How do I assess the impact of my group's outreach and determine necessary changes?

#### *As a result of this track, participants will be able to...*

1. Conduct an asset map of their community and prioritize resources to address community needs;
2. Connect asset map results with communication priorities in order to leverage assets;
3. Employ basic strategies to communicate to specific audiences with tailored messages; and
4. Assess the impact of a communication campaign and use learning to adjust ongoing outreach.

**Adapted From**— Wiggins & McTighe, *Understanding by Design*