

# Vitalizing Communities: Building on Assets and Mobilizing for Collective Action

## Vitalizing Communities: Building on Assets and Mobilizing for Collective Action

**A - ASSET**  
**B - BASED**  
**C - COMMUNITY**  
**D -DEVELOPMENT**

Created for:  
the Center for Applied  
Rural Innovation,  
University of Nebraska-Lincoln

## Asset-Based Community Development

- Asset-based community development (ABCD) is a concept pioneered by John P. Kretzman & John L. McKnight.
- ABCD – A very different philosophical base from more “traditional” approach to community development.
- Foundation for the “traditional” approach is identifying a community’s needs, deficiencies & problems.
- Foundation for ABCD is an exciting journey of discovering a community’s capacities & assets.
- There are other differences between the traditional & the ABCD approach.

## Asset-Based Community Development

**Traditional Path 1**

Basis:	Needs
Goal:	Institutional Change
Conversation:	Problems & Concerns
Change Agent:	Power
View of Individual:	Consumer, Client

Needs based on community

**“Problems”**

Unemployment, gangs, truancy, broken families, housing shortage, crime, child abuse, illiteracy, welfare, lead poisoning, dropouts, etc.

**Alternative Path 2**

Basis:	Assets
Goal:	Building Communities
Conversation:	Gifts & Dreams
Change Agent:	Relationships
View of Individual:	Producer, Owner

Assets based on community

**“Treasures”**

Youth, elderly, artists, churches, schools, businesses, parks, libraries, cultural groups, community colleges, clubs, hospitals, farms, ranches, etc.

## Asset-Based Community Development

- The ABCD approach sees the community as a “treasure chest” to be built upon. Resources from outside the community (e.g., external grants) should be used only as a last resort in order to fill “gaps.”
- Asset mapping and asset mobilization are very different concepts.
- Asset mapping is an inventory of the community’s treasure chest. In the process of this inventorying, important relationships are developed. However, asset mapping is NOT an action step.

# Vitalizing Communities: Building on Assets and Mobilizing for Collective Action

## Asset-Based Community Development

- Asset mobilization IS an action step. Mobilizing assets for collective action requires organizing and harnessing the relationships that exist within the community.
- There are at least six important categories of assets within any community:
  1. the assets of individuals;
  2. the assets of associations;
  3. the assets of institutions;
  4. economic linkages and business assets;
  5. the natural resources and
  6. previous processes and plans for community and economic development.
- A holistic ABCD approach is inclusive and includes all five categories of assets. This is ideal; however, in some cases, the community may not be able or willing to undertake such a comprehensive approach.

## A Process

1. Organize a table of people
  - Represents a cross section of community
2. Table of People identify:
  - a. Focus on mobilizing community (holistic model).
  - b. Focus on specific issue
3. Table of people identify citizens to organize and collect assets

## Possible Models:

1. Individual Assets- students from school collect, disseminate
2. Associational Assets- Table of people take first cut at identifying these assets
3. Institutional Assets- Table of people take lead
4. Economic Assets- Local bankers and business leaders take first cut at identifying.

5. Natural Resources- Identify residents to start asset inventory process
6. Place assets in public places through out community
7. Call "Town Hall Meeting"
8. Citizens add to assets
  - a) Organize around asset sets to create new opportunities and maintain positive aspects of community
9. Community citizens are mobilized to take action

# Vitalizing Communities: Building on Assets and Mobilizing for Collective Action

**Individual Skills/Assets Inventory**  
**Inventory Tool 1A**

Name \_\_\_\_\_ Phone \_\_\_\_\_ Date \_\_\_\_\_

<p><b>Health</b></p> <input type="checkbox"/> Caring for the Elderly <input type="checkbox"/> Caring for the Mentally Ill <input type="checkbox"/> Caring for the Sick <input type="checkbox"/> Caring for Disabled People <input type="checkbox"/> EMT or Emergency First Aid <input type="checkbox"/> Nursing Experience <input type="checkbox"/> Nutrition <input type="checkbox"/> Exercise	<p><b>Construction &amp; Repair</b></p> <input type="checkbox"/> Painting <input type="checkbox"/> Plumbing <input type="checkbox"/> Electrical <input type="checkbox"/> Carpentry <input type="checkbox"/> Brick and Masonry <input type="checkbox"/> Wall Papering <input type="checkbox"/> Furniture Repairs <input type="checkbox"/> Locksmith or Lock Repairs <input type="checkbox"/> Building Garages <input type="checkbox"/> Drywalling and Taping <input type="checkbox"/> Cabinetmaking <input type="checkbox"/> Welding and Soldering <input type="checkbox"/> Concrete Work <input type="checkbox"/> Heating & Cooling Systems <input type="checkbox"/> Flooring & Carpeting <input type="checkbox"/> Roofing <input type="checkbox"/> Other _____	<p><b>Food</b></p> <input type="checkbox"/> Catering <input type="checkbox"/> Preparing for Many People <input type="checkbox"/> Serving to Many People <input type="checkbox"/> Operating Commercial Equip. <input type="checkbox"/> Baking <input type="checkbox"/> Meat Cutting & Preparation <input type="checkbox"/> Bartending
<p><b>Office</b></p> <input type="checkbox"/> Typing (wpm____) <input type="checkbox"/> Taking Phone Messages <input type="checkbox"/> Writing Business Letters <input type="checkbox"/> Receiving Phone Orders <input type="checkbox"/> Operating Switchboard <input type="checkbox"/> Bookkeeping <input type="checkbox"/> Computer Information Entry <input type="checkbox"/> Computer Word Processing <input type="checkbox"/> Other _____	<p><b>Maintenance</b></p> <input type="checkbox"/> Floor Cleaning/Refinishing <input type="checkbox"/> Carpet Cleaning <input type="checkbox"/> Household Cleaning <input type="checkbox"/> Lawn Mowing and Yard Work <input type="checkbox"/> Gardening <input type="checkbox"/> Tree & Shrubbery Care <input type="checkbox"/> Other _____	<p><b>Transportation</b></p> <input type="checkbox"/> Driving a Car <input type="checkbox"/> Driving a Van <input type="checkbox"/> Driving a Bus <input type="checkbox"/> Driving a Tractor-Trailer <input type="checkbox"/> Driving a Commercial Truck <input type="checkbox"/> Operating Farm Equipment <input type="checkbox"/> Driving Emergency Vehicles <input type="checkbox"/> Supervision <input type="checkbox"/> Writing Reports <input type="checkbox"/> Filling out Forms <input type="checkbox"/> Working with a Budget <input type="checkbox"/> Recording of Activities <input type="checkbox"/> Writing Proposals or Grants <input type="checkbox"/> Planning Projects <input type="checkbox"/> Supervising Projects <input type="checkbox"/> Other _____
<p><b>Child Care</b></p> <input type="checkbox"/> Infant Care (0-1 yr.) <input type="checkbox"/> Child Care (1-6 yrs.) <input type="checkbox"/> Adolescent Care (7-13 yrs.) <input type="checkbox"/> Taking Kids on Field Trips <input type="checkbox"/> Preschool Care		

**Individual Skills/Assets Inventory**  
**Inventory Tool 1A**

Name Martha Clifford Phone 444-123-4444 Date 3-9-04

<p><b>Health</b></p> <input checked="" type="checkbox"/> Caring for the Elderly <input checked="" type="checkbox"/> Caring for the Mentally Ill <input checked="" type="checkbox"/> Caring for the Sick <input checked="" type="checkbox"/> Caring for Disabled People <input checked="" type="checkbox"/> EMT or Emergency First Aid <input checked="" type="checkbox"/> Nursing Experience <input checked="" type="checkbox"/> Nutrition <input checked="" type="checkbox"/> Exercise	<p><b>Construction &amp; Repair</b></p> <input checked="" type="checkbox"/> Painting <input type="checkbox"/> Plumbing <input type="checkbox"/> Electrical <input type="checkbox"/> Carpentry <input type="checkbox"/> Brick and Masonry <input type="checkbox"/> Wall Papering <input type="checkbox"/> Furniture Repairs <input type="checkbox"/> Locksmith or Lock Repairs <input type="checkbox"/> Building Garages <input type="checkbox"/> Drywalling and Taping <input type="checkbox"/> Cabinetmaking <input type="checkbox"/> Welding and Soldering <input type="checkbox"/> Concrete Work <input type="checkbox"/> Heating & Cooling Systems <input type="checkbox"/> Flooring & Carpeting <input type="checkbox"/> Roofing <input type="checkbox"/> Other _____	<p><b>Food</b></p> <input checked="" type="checkbox"/> Catering <input checked="" type="checkbox"/> Preparing for Many People <input checked="" type="checkbox"/> Serving to Many People <input type="checkbox"/> Operating Commercial Equip. <input checked="" type="checkbox"/> Baking <input type="checkbox"/> Meat Cutting & Preparation <input type="checkbox"/> Bartending
<p><b>Office</b></p> <input checked="" type="checkbox"/> Typing (wpm____) <input checked="" type="checkbox"/> Taking Phone Messages <input checked="" type="checkbox"/> Writing Business Letters <input type="checkbox"/> Receiving Phone Orders <input type="checkbox"/> Operating Switchboard <input checked="" type="checkbox"/> Bookkeeping <input checked="" type="checkbox"/> Computer Information Entry <input checked="" type="checkbox"/> Computer Word Processing <input type="checkbox"/> Other _____	<p><b>Maintenance</b></p> <input type="checkbox"/> Floor Cleaning/Refinishing <input checked="" type="checkbox"/> Carpet Cleaning <input checked="" type="checkbox"/> Household Cleaning <input checked="" type="checkbox"/> Lawn Mowing and Yard Work <input checked="" type="checkbox"/> Gardening <input checked="" type="checkbox"/> Tree & Shrubbery Care <input type="checkbox"/> Other _____	<p><b>Transportation</b></p> <input checked="" type="checkbox"/> Driving a Car <input checked="" type="checkbox"/> Driving a Van <input type="checkbox"/> Driving a Bus <input type="checkbox"/> Driving a Tractor-Trailer <input type="checkbox"/> Driving a Commercial Truck <input type="checkbox"/> Operating Farm Equipment <input type="checkbox"/> Driving Emergency Vehicles <input type="checkbox"/> Supervision <input checked="" type="checkbox"/> Writing Reports <input checked="" type="checkbox"/> Filling out Forms <input checked="" type="checkbox"/> Working with a Budget <input checked="" type="checkbox"/> Recording of Activities <input type="checkbox"/> Writing Proposals or Grants <input checked="" type="checkbox"/> Planning Projects <input checked="" type="checkbox"/> Supervising Projects <input type="checkbox"/> Other _____
<p><b>Child Care</b></p> <input checked="" type="checkbox"/> Infant Care (0-1 yr.) <input checked="" type="checkbox"/> Child Care (1-6 yrs.) <input checked="" type="checkbox"/> Adolescent Care (7-13 yrs.) <input checked="" type="checkbox"/> Taking Kids on Field Trips <input checked="" type="checkbox"/> Preschool Care		

**Individual Skills Inventory** ✓ **Tool 1A (page 2)**

<p><b>Equipment &amp; Machinery</b></p> <input type="checkbox"/> Radio, TV, VCR Repair <input type="checkbox"/> Small Appliance Repair <input type="checkbox"/> Auto/Van Repair <input type="checkbox"/> Truck/Bus Repair <input type="checkbox"/> Farm Equipment Repair <input type="checkbox"/> Operating a Forklift <input type="checkbox"/> Household Equipment Repair <input type="checkbox"/> Washer/Dryer Repair <input type="checkbox"/> Operating a Crane <input type="checkbox"/> Small Engine Repair <input type="checkbox"/> Jewelry/Watch Repair <input type="checkbox"/> Other _____	<p><b>Arts</b></p> <input type="checkbox"/> Drawing or Painting <input type="checkbox"/> Singing <input type="checkbox"/> Playing an Instrument <input type="checkbox"/> Dancing <input type="checkbox"/> Acting <input type="checkbox"/> Other _____	<p><b>Personal Care</b></p> <input type="checkbox"/> Sewing <input type="checkbox"/> Knitting or Crocheting <input type="checkbox"/> Hair Cutting & Styling <input type="checkbox"/> Massage Therapy <input type="checkbox"/> Other _____
<p><b>Sales</b></p> <input type="checkbox"/> Cash Register Operation <input type="checkbox"/> Selling Products Wholesale <input type="checkbox"/> Selling Products Retail <input type="checkbox"/> Selling Services <input type="checkbox"/> Phone Sales or Service <input type="checkbox"/> Other _____	<p><b>Security</b></p> <input type="checkbox"/> Guarding Property <input type="checkbox"/> Armed Guard <input type="checkbox"/> Crowd Control <input type="checkbox"/> Alarms & Security Systems <input type="checkbox"/> Firefighting <input type="checkbox"/> Law Enforcement <input type="checkbox"/> Other _____	<p><b>Other</b></p> <input type="checkbox"/> Furniture/Equipment Moving <input type="checkbox"/> Sports Organizing/Coaching <input type="checkbox"/> Recreation Supervision <input type="checkbox"/> Community Surveys <input type="checkbox"/> Committee Organizing <input type="checkbox"/> Committee Chairperson <input type="checkbox"/> Meeting Facilitator <input type="checkbox"/> Foreign Language _____ <input type="checkbox"/> Local Community Historian <input type="checkbox"/> Cultural Historian <input type="checkbox"/> Real Estate Appraiser <input type="checkbox"/> _____

**Priority Skills**

1. What three skills do you think you do best?  
a) \_\_\_\_\_ b) \_\_\_\_\_ c) \_\_\_\_\_

2. Which of all your skills are good enough that other people would hire you to do them?  
a) \_\_\_\_\_ b) \_\_\_\_\_ c) \_\_\_\_\_

3. Which skills would you most like to teach?  
a) \_\_\_\_\_ b) \_\_\_\_\_ c) \_\_\_\_\_

4. Which skills would you most like to learn?  
a) \_\_\_\_\_ b) \_\_\_\_\_ c) \_\_\_\_\_

**Individual Skills Inventory** ✓ **Tool 1A (page 2)**

<p><b>Equipment &amp; Machinery</b></p> <input type="checkbox"/> Radio, TV, VCR Repair <input type="checkbox"/> Small Appliance Repair <input type="checkbox"/> Auto/Van Repair <input type="checkbox"/> Truck/Bus Repair <input type="checkbox"/> Farm Equipment Repair <input type="checkbox"/> Operating a Forklift <input type="checkbox"/> Household Equipment Repair <input type="checkbox"/> Washer/Dryer Repair <input type="checkbox"/> Operating a Crane <input type="checkbox"/> Small Engine Repair <input type="checkbox"/> Jewelry/Watch Repair <input type="checkbox"/> Other _____	<p><b>Arts</b></p> <input type="checkbox"/> Drawing or Painting <input checked="" type="checkbox"/> Singing <input checked="" type="checkbox"/> Playing an Instrument <input checked="" type="checkbox"/> Dancing <input type="checkbox"/> Acting <input type="checkbox"/> Other _____	<p><b>Personal Care</b></p> <input checked="" type="checkbox"/> Sewing <input type="checkbox"/> Knitting or Crocheting <input type="checkbox"/> Hair Cutting & Styling <input type="checkbox"/> Massage Therapy <input type="checkbox"/> Other _____
<p><b>Sales</b></p> <input type="checkbox"/> Cash Register Operation <input type="checkbox"/> Selling Products Wholesale <input type="checkbox"/> Selling Products Retail <input type="checkbox"/> Selling Services <input type="checkbox"/> Phone Sales or Service <input type="checkbox"/> Other _____	<p><b>Security</b></p> <input type="checkbox"/> Guarding Property <input type="checkbox"/> Armed Guard <input type="checkbox"/> Crowd Control <input type="checkbox"/> Alarms & Security Systems <input type="checkbox"/> Firefighting <input type="checkbox"/> Law Enforcement <input type="checkbox"/> Other _____	<p><b>Other</b></p> <input type="checkbox"/> Furniture/Equipment Moving <input type="checkbox"/> Sports Organizing/Coaching <input checked="" type="checkbox"/> Recreation Supervision <input type="checkbox"/> Community Surveys <input checked="" type="checkbox"/> Committee Organizing <input checked="" type="checkbox"/> Committee Chairperson <input checked="" type="checkbox"/> Meeting Facilitator <input type="checkbox"/> Foreign Language _____ <input type="checkbox"/> Local Community Historian <input type="checkbox"/> Cultural Historian <input type="checkbox"/> Real Estate Appraiser <input type="checkbox"/> _____

**Priority Skills**

1. What three skills do you think you do best?  
a) Childcare b) Nursing c) Gardening

2. Which of all your skills are good enough that other people would hire you to do them?  
a) Nursing b) Nutrition c) Supervising Projects

3. Which skills would you most like to teach?  
a) Baking b) Sewing c) Infant Care

4. Which skills would you most like to learn?  
a) Spanish b) Carpentry c) Community Surveys

# Vitalizing Communities: Building on Assets and Mobilizing for Collective Action

**Individual Community Skills/Assets Inventory ✓  
Inventory Tool 1B**

Name \_\_\_\_\_ Phone \_\_\_\_\_  
Date \_\_\_\_\_

For Individuals: Have you ever organized or participated in any of the following community activities? If yes, place a check mark in the box provided.

<input type="checkbox"/> 4-H Clubs	<input type="checkbox"/> Political Campaigns
<input type="checkbox"/> Boy Scouts/Girl Scouts	<input type="checkbox"/> Neighborhood/Block Clubs
<input type="checkbox"/> Church Fundraiser	<input type="checkbox"/> Community Groups
<input type="checkbox"/> Bingo	<input type="checkbox"/> Yard/Rummage Sales
<input type="checkbox"/> School-Parent Associations	<input type="checkbox"/> Community Gardens
<input type="checkbox"/> Sports Teams	<input type="checkbox"/> Neighborhood Associations
<input type="checkbox"/> Camp Trips for Youth	<input type="checkbox"/> Recreation Clubs
<input type="checkbox"/> Field Trips	<input type="checkbox"/> Arts Organizations
<input type="checkbox"/> Other Community Work	<input type="checkbox"/> Other Clubs or Organizations

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Look at this list again. Which of these activities would you be willing to participate in as part of Building Your Community? List the top three and any others.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Others: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Individual Community Skills/Assets Inventory ✓  
Inventory Tool 1B**

Name Martha Clifford Phone 444-123-4444  
Date 3-9-04

For Individuals: Have you ever organized or participated in any of the following community activities? If yes, place a check mark in the box provided.

<input checked="" type="checkbox"/> 4-H Clubs	<input type="checkbox"/> Political Campaigns
<input checked="" type="checkbox"/> Boy Scouts/Girl Scouts	<input checked="" type="checkbox"/> Neighborhood/Block Clubs
<input checked="" type="checkbox"/> Church Fundraiser	<input checked="" type="checkbox"/> Community Groups
<input checked="" type="checkbox"/> Bingo	<input checked="" type="checkbox"/> Yard/Rummage Sales
<input checked="" type="checkbox"/> School-Parent Associations	<input checked="" type="checkbox"/> Community Gardens
<input type="checkbox"/> Sports Teams	<input checked="" type="checkbox"/> Neighborhood Associations
<input checked="" type="checkbox"/> Camp Trips for Youth	<input type="checkbox"/> Recreation Clubs
<input checked="" type="checkbox"/> Field Trips	<input type="checkbox"/> Arts Organizations
<input checked="" type="checkbox"/> Other Community Work	<input type="checkbox"/> Other Clubs or Organizations

I have taught parenting skills to teen moms

Volunteer for Meals on Wheels

Volunteer at the Food Bank

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Look at this list again. Which of these activities would you be willing to participate in as part of Building Your Community? List the top three and any others.

1. Teaching parenting skills

2. Community Gardens

3. Yard/Rummage Sales

Others: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Individual Community Skills Asset Inventory**

Name	Phone	Skills
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

**Individual Community Skills Asset Inventory**

Name	Phone	Skills
<u>Martha Clifford</u>	<u>444-1234</u>	<u>healthcare, childcare, horticulture, nutrition, Organizing Committees</u>
<u>Leopold Bloom</u>	<u>444-1234</u>	<u>architecture, historian, antiques, speaks fluent Spanish</u>
<u>Jim McMaster</u>	<u>444-1234</u>	<u>natural resource conservation, works well with youth, environmental background</u>
<u>Mai Vu</u>	<u>444-1234</u>	<u>speaks &amp; reads 5 languages, preparing food for large groups, organizing festivals</u>
<u>John Conmee</u>	<u>444-1234</u>	<u>conflict resolution, mediation, disaster preparation, counseling, grant-writing</u>

# Vitalizing Communities: Building on Assets and Mobilizing for Collective Action

**Associational Assets Inventory**  
Inventory Tool 2

Community \_\_\_\_\_ Date \_\_\_\_\_ Page \_\_\_ of \_\_\_

<u>Name of Association</u>	<u>Contact Person</u>	<u>Phone Number</u>
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**Examples**  
 Business Associations: Chamber of Commerce, neighborhood business associations, trade groups,  
 Charitable Groups/Drives: Red Cross, Cancer Society, United Way, Diabetes Association, ...  
 Youth Groups: 4-H Clubs, Future Farmers, Girl Scouts, Boy Scouts, YMCA, YWCA, ...  
 Civic Events: art fair, health fair, 4th of July, town festival, ...

**Associational Assets Inventory**  
Inventory Tool 2

Community Craneville Date 3-9-04 Page 1 of 1

<u>Name of Association</u>	<u>Contact Person</u>	<u>Phone Number</u>
<u>Chamber of Commerce</u>	<u>Greta Conroy</u>	<u>444-123-4444</u>
<u>4-H</u>	<u>Molly Bloom</u>	<u>444-123-4444</u>
<u>FFA</u>	<u>Freddy Malins</u>	<u>444-123-4444</u>
<u>United Way</u>	<u>Andre Riviere</u>	<u>444-123-4444</u>
<u>County Health Fair</u>	<u>Michael Furey</u>	<u>444-123-4444</u>
<u>M.A.D.D.</u>	<u>Polly Mooney</u>	<u>444-123-4444</u>
<u>Farmer's Market</u>	<u>Gabriel Conroy</u>	<u>444-123-4444</u>
<u>Literacy Council</u>	<u>James Duffy</u>	<u>444-123-4444</u>
<u>Red Cross</u>	<u>Nora Barnacle</u>	<u>444-123-4444</u>
<u>County Fair</u>	<u>Stephen Dedalus</u>	<u>444-123-4444</u>
<u>Historic Preservation Assoc.</u>	<u>Leopold Bloom</u>	<u>444-123-4444</u>
<u>Craneville Tourism</u>	<u>Humphrey Earwicker</u>	<u>444-123-4444</u>
<u>VFW</u>	<u>Buck Mulligan</u>	<u>444-123-4444</u>
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**Examples**  
 Business Associations: Chamber of Commerce, neighborhood business associations, trade groups,  
 Charitable Groups/Drives: Red Cross, Cancer Society, United Way, Diabetes Association, ...  
 Youth Groups: 4-H Clubs, Future Farmers, Girl Scouts, Boy Scouts, YMCA, YWCA, ...  
 Civic Events: art fair, health fair, 4th of July, town festival, ...

**Institutional Assets Inventory**  
Inventory Tool 3

Community \_\_\_\_\_ Date \_\_\_\_\_ Page \_\_\_ of \_\_\_

<u>Name of Institution</u>	<u>Contact Person</u>	<u>Phone Number</u>
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**Examples**  
 Health Care: hospitals, health clinics, dentists, ...  
 Educational: public schools, private schools, ...  
 Political: county government, state government, human service agencies, ...  
 Other: law enforcement, fire and rescue, churches, temples, synagogues, ...

**Institutional Assets Inventory**  
Inventory Tool 3

Community Craneville Date 3-9-04 Page 1 of 1

<u>Name of Institution</u>	<u>Contact Person</u>	<u>Phone Number</u>
<u>Eligius Montessori School</u>	<u>Lizzie Twigg</u>	<u>444-123-4444</u>
<u>St. Sithney Hospital</u>	<u>Jack Power</u>	<u>444-123-4444</u>
<u>Craneville Police Dept</u>	<u>Cyril Sergeant</u>	<u>444-123-4444</u>
<u>St. Anthony Church</u>	<u>Father John Conmee</u>	<u>444-123-4444</u>
<u>Craneville Mayor's Office</u>	<u>Mayor Lydia Douce</u>	<u>444-123-4444</u>
<u>Bibiana nursing home</u>	<u>Sister Mary Driscoll</u>	<u>444-123-4444</u>
<u>Bella Cohen Middle School</u>	<u>Rueben Dodd</u>	<u>444-123-4444</u>
<u>Lenehan Dentistry</u>	<u>Martin Lenehan</u>	<u>444-444-1234</u>
<u>Purefoy Veterinary</u>	<u>Dave Purefoy</u>	<u>444-123-4444</u>
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**Examples**  
 Health Care: hospitals, health clinics, dentists, ...  
 Educational: public schools, private schools, ...  
 Political: county government, state government, human service agencies, ...  
 Other: law enforcement, fire and rescue, churches, temples, synagogues, ...

# Vitalizing Communities: Building on Assets and Mobilizing for Collective Action

**Natural Resources/Assets Inventory/  
Inventory Tool 4**

Community \_\_\_\_\_ Date \_\_\_\_\_ Page \_\_\_ of \_\_\_

<p><b>Cultural Resources</b></p> <input type="checkbox"/> Prehistoric Indian Pot <input type="checkbox"/> An arrowhead <input type="checkbox"/> A Pueblo Ruin <input type="checkbox"/> An Indian Campsite <input type="checkbox"/> A Victorian House <input type="checkbox"/> Historic mining town <input type="checkbox"/> Other _____	<p><b>Forestry</b></p> <input type="checkbox"/> Forests <input type="checkbox"/> Prairie <input type="checkbox"/> Shrublands <input type="checkbox"/> Crops <input type="checkbox"/> Vineyards <input type="checkbox"/> Ranches <input type="checkbox"/> Farms <input type="checkbox"/> Wildflowers <input type="checkbox"/> Rose gardens <input type="checkbox"/> Greenhouses <input type="checkbox"/> Herbariums <input type="checkbox"/> Arboretum <input type="checkbox"/> Endangered Species <input type="checkbox"/> Vegetables/Truck Farms <input type="checkbox"/> Fruits/Orchards <input type="checkbox"/> Wild berries/nuts <input type="checkbox"/> Mushrooms <input type="checkbox"/> Turf production <input type="checkbox"/> Timber production <input type="checkbox"/> Plants <input type="checkbox"/> Agroforestry <input type="checkbox"/> Erosion <input type="checkbox"/> Types of soil <input type="checkbox"/> Conservation tillage <input type="checkbox"/> Agriculture Ecology <input type="checkbox"/> Fossil Resource Potential <input type="checkbox"/> Other _____	<p><b>Land and Mineral Resources</b></p> <input type="checkbox"/> Coal <input type="checkbox"/> Oil <input type="checkbox"/> Other Minerals <input type="checkbox"/> Gemstones <input type="checkbox"/> Sand/Gravel deposits <input type="checkbox"/> Dunes <input type="checkbox"/> Cliffs <input type="checkbox"/> Caves <input type="checkbox"/> Canyons <input type="checkbox"/> Hills <input type="checkbox"/> Floodplains <input type="checkbox"/> Buttes/plateaus <input type="checkbox"/> Lava flows <input type="checkbox"/> Salt/mud flats <input type="checkbox"/> Rock <input type="checkbox"/> Sinkholes <input type="checkbox"/> Thermal Energy <input type="checkbox"/> Wind Energy <input type="checkbox"/> Solar Energy <input type="checkbox"/> Mountains <input type="checkbox"/> State Soil <input type="checkbox"/> Prime Farmland <input type="checkbox"/> Clay <input type="checkbox"/> Salt <input type="checkbox"/> Fossils
<p><b>Water Resources</b></p> <input type="checkbox"/> Wetlands <input type="checkbox"/> Coastlines <input type="checkbox"/> Lakes <input type="checkbox"/> Streams <input type="checkbox"/> Rivers <input type="checkbox"/> Ponds <input type="checkbox"/> Drinking Water <input type="checkbox"/> Bogs or Fens <input type="checkbox"/> Water Falls <input type="checkbox"/> Tides <input type="checkbox"/> Estuaries <input type="checkbox"/> Hot Springs <input type="checkbox"/> Aquifers <input type="checkbox"/> Glaciers <input type="checkbox"/> Irrigation canal <input type="checkbox"/> A Dam <input type="checkbox"/> Other _____		

**Natural Resources/Assets Inventory/  
Inventory Tool 4**

Community Craneville Date 3-9-04 Page 1 of \_\_\_

<p><b>Cultural Resources</b></p> <input checked="" type="checkbox"/> Prehistoric Indian Pot <input checked="" type="checkbox"/> An arrowhead <input type="checkbox"/> A Pueblo Ruin <input type="checkbox"/> An Indian Campsite <input checked="" type="checkbox"/> A Victorian House <input type="checkbox"/> Historic mining town <input type="checkbox"/> Other _____	<p><b>Forestry</b></p> <input checked="" type="checkbox"/> Forests <input type="checkbox"/> Prairie <input type="checkbox"/> Shrublands <input type="checkbox"/> Crops <input checked="" type="checkbox"/> Vineyards <input checked="" type="checkbox"/> Ranches <input checked="" type="checkbox"/> Farms <input checked="" type="checkbox"/> Wildflowers <input checked="" type="checkbox"/> Rose gardens <input checked="" type="checkbox"/> Greenhouses <input checked="" type="checkbox"/> Herbariums <input checked="" type="checkbox"/> Arboretum <input checked="" type="checkbox"/> Endangered Species <input checked="" type="checkbox"/> Vegetables/Truck Farms <input checked="" type="checkbox"/> Fruits/Orchards <input checked="" type="checkbox"/> Wild berries/nuts <input checked="" type="checkbox"/> Mushrooms <input type="checkbox"/> Turf production <input type="checkbox"/> Timber production <input checked="" type="checkbox"/> Plants <input checked="" type="checkbox"/> Agroforestry <input type="checkbox"/> Erosion <input type="checkbox"/> Types of soil <input type="checkbox"/> Conservation tillage <input type="checkbox"/> Agriculture Ecology <input checked="" type="checkbox"/> Fossil Resource Potential <input type="checkbox"/> Other _____	<p><b>Land and Mineral Resources</b></p> <input type="checkbox"/> Coal <input type="checkbox"/> Oil <input type="checkbox"/> Other Minerals <input type="checkbox"/> Gemstones <input type="checkbox"/> Sand/Gravel deposits <input type="checkbox"/> Dunes <input type="checkbox"/> Cliffs <input checked="" type="checkbox"/> Caves <input type="checkbox"/> Canyons <input checked="" type="checkbox"/> Hills <input type="checkbox"/> Floodplains <input type="checkbox"/> Buttes/plateaus <input type="checkbox"/> Lava flows <input type="checkbox"/> Salt/mud flats <input checked="" type="checkbox"/> Rock <input type="checkbox"/> Sinkholes <input type="checkbox"/> Thermal Energy <input type="checkbox"/> Wind Energy <input type="checkbox"/> Solar Energy <input type="checkbox"/> Mountains <input type="checkbox"/> State Soil <input type="checkbox"/> Prime Farmland <input type="checkbox"/> Clay <input type="checkbox"/> Salt <input checked="" type="checkbox"/> Fossils
<p><b>Water Resources</b></p> <input checked="" type="checkbox"/> Wetlands <input type="checkbox"/> Coastlines <input type="checkbox"/> Lakes <input checked="" type="checkbox"/> Streams <input checked="" type="checkbox"/> Rivers <input checked="" type="checkbox"/> Ponds <input checked="" type="checkbox"/> Drinking Water <input checked="" type="checkbox"/> Bogs or Fens <input type="checkbox"/> Water Falls <input type="checkbox"/> Tides <input type="checkbox"/> Estuaries <input checked="" type="checkbox"/> Hot Springs <input type="checkbox"/> Aquifers <input type="checkbox"/> Glaciers <input type="checkbox"/> Irrigation canal <input type="checkbox"/> A Dam <input type="checkbox"/> Other _____		

Other \_\_\_\_\_

**Recreation Resources**

<p><b>Animal Resources</b></p> <input type="checkbox"/> Insects <input type="checkbox"/> Song Birds <input type="checkbox"/> Waterfowl <input type="checkbox"/> Shorebirds <input type="checkbox"/> Owls, Hawks, Eagles <input type="checkbox"/> Game Birds <input type="checkbox"/> Prairie Dog Colonies <input type="checkbox"/> American Bison <input type="checkbox"/> Furbearing mammals <input type="checkbox"/> Reptiles <input type="checkbox"/> Amphibians <input type="checkbox"/> Fish <input type="checkbox"/> Marine life (urchins, anemones, coral, etc.) <input type="checkbox"/> Farm/Ranch Animals <input type="checkbox"/> Fish Hatcheries <input type="checkbox"/> Big Game Animals <input type="checkbox"/> Endangered Species	<input type="checkbox"/> Hunting <input type="checkbox"/> Fishing <input type="checkbox"/> Birdwatching <input type="checkbox"/> Canoeing <input type="checkbox"/> Surfing <input type="checkbox"/> Water Skiing <input type="checkbox"/> Snow Skiing <input type="checkbox"/> Spelunking (caving) <input type="checkbox"/> Hiking <input type="checkbox"/> Rock/fossil collecting <input type="checkbox"/> Astronomy <input type="checkbox"/> Refuges
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Examples  
ecological, historical, archeological, prehistoric, campsites, old homesteads, trees, trails.

Other \_\_\_\_\_

**Recreation Resources**

<p><b>Animal Resources</b></p> <input checked="" type="checkbox"/> Insects <input checked="" type="checkbox"/> Song Birds <input checked="" type="checkbox"/> Waterfowl <input type="checkbox"/> Shorebirds <input checked="" type="checkbox"/> Owls, Hawks, Eagles <input checked="" type="checkbox"/> Game Birds <input type="checkbox"/> Prairie Dog Colonies <input type="checkbox"/> American Bison <input checked="" type="checkbox"/> Furbearing mammals <input type="checkbox"/> Reptiles <input type="checkbox"/> Amphibians <input checked="" type="checkbox"/> Fish <input type="checkbox"/> Marine life (urchins, anemones, coral, etc.) <input checked="" type="checkbox"/> Farm/Ranch Animals <input type="checkbox"/> Fish Hatcheries <input type="checkbox"/> Big Game Animals <input type="checkbox"/> Endangered Species	<input type="checkbox"/> Hunting <input checked="" type="checkbox"/> Fishing <input checked="" type="checkbox"/> Birdwatching <input type="checkbox"/> Canoeing <input type="checkbox"/> Surfing <input type="checkbox"/> Water Skiing <input type="checkbox"/> Snow Skiing <input checked="" type="checkbox"/> Spelunking (caving) <input checked="" type="checkbox"/> Hiking <input checked="" type="checkbox"/> Rock/fossil collecting <input checked="" type="checkbox"/> Astronomy <input checked="" type="checkbox"/> Refuges
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Examples  
ecological, historical, archeological, prehistoric, campsites, old homesteads, trees, trails.

# Vitalizing Communities: Building on Assets and Mobilizing for Collective Action

**Local Business Assets Inventory  
Inventory Tool 5**

Community \_\_\_\_\_ Date \_\_\_\_\_ Page \_\_\_ of \_\_\_

Name of Business	Type of Business	Contact Person	Phone Number
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Examples  
 Manufacturing: farm equipment, irrigation, electrical, tools, food processing, ...  
 Agriculture: machinery and equipment, livestock, grain and other crops, pesticides, seed & fertilizer, ...  
 Retail: hardware, groceries, clothing, drug store, florist, ...  
 Other: meat packing, cafes and restaurants, country clubs, motels, auto and truck repair, ...

**Local Business Assets Inventory  
Inventory Tool 5**

Community Craneville Date 3-9-04 Page 1 of 1

Name of Business	Type of Business	Contact Person	Phone Number
<u>Bloom Hair Salon</u>	<u>Beauty Parlor</u>	<u>Marley Bloom</u>	<u>444-123-4444</u>
<u>Pho Tau Mai</u>	<u>Restaurant</u>	<u>Mai Vu</u>	<u>444-123-4444</u>
<u>Piggly Wiggly</u>	<u>Grocery Store</u>	<u>Larry Deely</u>	<u>444-123-4444</u>
<u>Skagway</u>	<u>Discount Store</u>	<u>Darwin Smith</u>	<u>444-123-4444</u>
<u>Jim's Fly Fishing</u>	<u>Fishing Store</u>	<u>Jim McMaster</u>	<u>444-123-4444</u>
<u>Merry Manor</u>	<u>Daycare Center</u>	<u>Cindy Lopez</u>	<u>444-123-4444</u>
<u>Tres Hermanas</u>	<u>Café</u>	<u>Marcella Gonzalez</u>	<u>444-123-4444</u>
<u>Strawberry Inn</u>	<u>Bed &amp; Breakfast</u>	<u>Agatha Carruthers</u>	<u>444-123-4444</u>
<u>Bluebeard Antiques</u>	<u>Antique Shop</u>	<u>Alistair Grimly</u>	<u>444-123-4444</u>
<u>Mooney Art Gallery</u>	<u>Art Gallery</u>	<u>Sunshine Mooney</u>	<u>444-123-4444</u>
<u>Ammo &amp; Stuff</u>	<u>Gun Store</u>	<u>Gunner Johansen</u>	<u>444-123-4444</u>
<u>Big Cow Dairy</u>	<u>Dairy Processing</u>	<u>Joseph Briggs</u>	<u>444-123-4444</u>
<u>Zoey's Dance Studio</u>	<u>Dance Lessons</u>	<u>Zoey Coleman</u>	<u>444-123-4444</u>

Examples  
 Manufacturing: farm equipment, irrigation, electrical, tools, food processing, ...  
 Agriculture: machinery and equipment, livestock, grain and other crops, pesticides, seed & fertilizer, ...  
 Retail: hardware, groceries, clothing, drug store, florist, ...  
 Other: meat packing, cafes and restaurants, country clubs, motels, auto and truck repair, ...

**Local Business Linkages Inventory  
Inventory Tool 5B**

Community \_\_\_\_\_ Date \_\_\_\_\_ Page \_\_\_ of \_\_\_

Name of Business	Proportion of Workers Hired Locally	Proportion of Non - Labor Supplies and Input Purchased Locally
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

**Local Business Linkages Inventory  
Inventory Tool 5B**

Community Craneville Date 3-9-04 Page 1 of 1

Name of Business	Proportion of Workers Hired Locally	Proportion of Non - Labor Supplies and Input Purchased Locally
<u>Bloom Hair Salon</u>	<u>100%</u>	<u>5%</u>
<u>Piggly Wiggly</u>	<u>80%</u>	<u>10%</u>
<u>Pho Tau Mai</u>	<u>75%</u>	<u>20%</u>
<u>Piggly Wiggly</u>	<u>90%</u>	<u>10%</u>
<u>Tres Hermanas</u>	<u>80%</u>	<u>15%</u>
<u>Skagway</u>	<u>40%</u>	<u>2%</u>
<u>Jim's Fly Fishing Tours</u>	<u>100%</u>	<u>50%</u>
<u>Merry Manor</u>	<u>100%</u>	<u>25%</u>
<u>Strawberry House Inn</u>	<u>100%</u>	<u>85%</u>
<u>Ammo &amp; Things</u>	<u>85%</u>	<u>2%</u>
<u>Bluebeard Antiques</u>	<u>100%</u>	<u>75%</u>
<u>Big Cow Dairy</u>	<u>40%</u>	<u>40%</u>

# Vitalizing Communities: Building on Assets and Mobilizing for Collective Action

**Local Economic Linkage Inventory ✓  
Inventory Tool 5C**

Community \_\_\_\_\_ Date \_\_\_\_\_ Page \_\_\_ of \_\_\_

Type of Goods/Services Purchased by Individuals, Associations and Institutions	% Purchased Outside the Community	% Purchased Inside the Community
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

**Local Economic Linkage Inventory ✓  
Inventory Tool 5C**

Community \_Craneville\_\_\_\_\_ Date \_3-9-04\_\_\_\_\_ Page \_1\_ of \_1\_

Type of Goods/Services Purchased by Individuals, Associations and Institutions	% Purchased Outside the Community	% Purchased Inside the Community
Food	50%	50%
Clothing	85%	15%
Appliances	90%	10%
Automotive parts	85%	15%
Veterinary Services	25%	75%
Seeds, Fertilizer & bedding plants	50%	50%
Jewelry	60%	40%
Pharmaceuticals	30%	70%
Medical Care	70%	30%
_____	_____	_____
_____	_____	_____

**Previous Efforts Assets Inventory ✓  
Inventory Tool 6**

Community \_\_\_\_\_ Date \_\_\_\_\_ Page \_\_\_ of \_\_\_

Previous Effort/Activity	Resulting Information/Action	Who was Involved & When
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

**Examples**  
community planning, community economic development, program and service development, community visioning, and other community development/involvement activities...

**Previous Efforts Assets Inventory ✓  
Inventory Tool 6**

Community \_Craneville\_\_\_\_\_ Date \_3-9-04\_\_\_\_\_ Page 1\_ of \_1\_

Previous Effort/Activity	Resulting Information/Action	Who was Involved & When
<u>Rehabilitate old part of downtown</u>	<u>A few building restored</u>	<u>Agatha Carruthers &amp; Leopold Bloom</u>
<u>Clean up the Bend River</u>	<u>River was clean for a few months...</u>	<u>Jim's Flyfishing, Middle School students</u>
<u>Youth activity project</u>	<u>Nothing...</u>	<u>Mayor's Office, Police dept</u>
<u>Create a Sr. Citizen center</u>	<u>Successful. Center is downtwn</u>	<u>Craneville Council on Aging</u>
<u>Prevent building of Super Skagway</u>	<u>Failed</u>	<u>Craneville Smal Business Assoc.</u>
<u>Save the spotted owl campaign</u>	<u>Still working to save owls</u>	<u>Sunshine Mooney &amp; High School nature club</u>
<u>Citizen anti-drug task force</u>	<u>Volunteer force cleans up meth labs</u>	<u>Police dept Mayor's office</u>
<u>Craneville Tourism Project</u>	<u>Now have a city festival</u>	<u>Craneville tourism Committee</u>
<u>Medical provider Recruiting Campaign</u>	<u>Still organizing</u>	<u>Craneville Council on Aging</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____

**Examples**  
community planning, community economic development, program and service development, community visioning, and other community development/involvement activities...



# Vitalizing Communities: Building on Assets and Mobilizing for Collective Action

**Community and Economic Development Opportunities ✓  
Action Tool 7A**

Community \_\_\_\_\_ Date \_\_\_\_\_ Page \_\_\_ of \_\_\_

A community commits to action activities, identifying leadership for each area to maintain and for each area of growth opportunities.

Areas to Maintain	Leadership Responsible
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Growth Opportunities	Leadership Responsible
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**Community and Economic Development Opportunities ✓  
Action Tool 7A**

Community \_\_\_\_\_ Date \_\_\_\_\_ Page \_\_\_ of \_\_\_

A community commits to action activities, identifying leadership for each area to maintain and for each area of growth opportunities.

Areas to Maintain	Leadership Responsible
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Growth Opportunities	Leadership Responsible
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**Community Action Activities Inventory  
Evaluation of Success ✓  
Action Tool 7B**

Community \_\_\_\_\_ Date \_\_\_\_\_ Page \_\_\_ of \_\_\_

Type of Activity	Who was Responsible	When it Took Place	Difference Made
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
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_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Examples  
County Fairs, Downtown Beautification, Fix up/clean up day

**Community Action Activities Inventory  
Evaluation of Success ✓  
Action Tool 7B**

Community \_\_\_\_\_ Date \_\_\_\_\_ Page \_\_\_ of \_\_\_

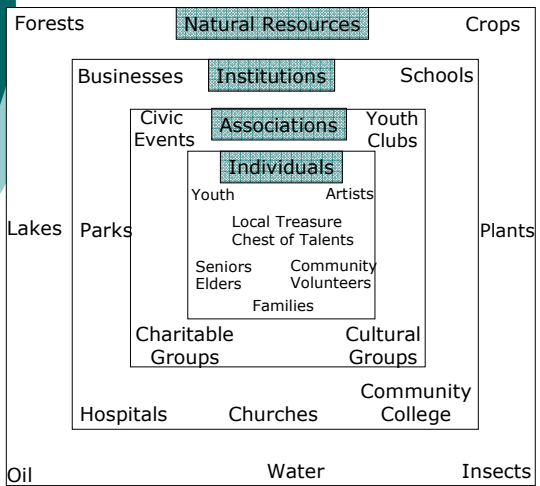
Type of Activity	Who was Responsible	When it Took Place	Difference Made
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
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_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Examples  
County Fairs, Downtown Beautification, Fix up/clean up day

# Vitalizing Communities: Building on Assets and Mobilizing for Collective Action

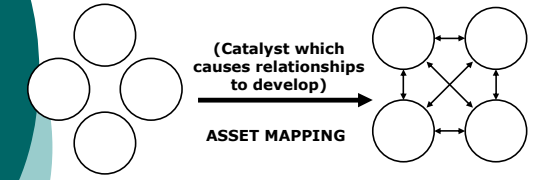
## “Community Assets Map”

When asset inventories are completed, the assets can be “mapped” to show asset areas and/or groups. The following example is a map of asset areas for individuals, associations, and institutions. Names of businesses, schools, youth groups, etc., could be listed on large community asset maps, or there can be several various maps with many lists.



Vitalizing Communities, 2002. J. Allen, et al

## OUTCOMES --ASSET BASED COMMUNITY DEVELOPMENT



= COMMUNITY ACTION

### (Community action is one of the outcomes)

One of the strengths of asset based community development is its ability to serve as a catalyst to relationship building. As people begin to identify what they can bring to the community in the form of their own strengths and gifts, and others learn about it, relationship building occurs and connections are made.

As stated in the material, *relationship is the change agent when ABCD is used. Relationship building strengthens community, and as people get to know one another in this context they are more likely to work together for positive community change. The diagram above (left) represents community members before the change agent of ABCD is introduced; people are not connected to each other. Once the model is introduced and applied, relationship development begins. The arrows in the second diagram represent connections and networks that have formed as a result of the introduction of the ABCD model. Connections are now made where there were none before, and the community is strengthened by it. Positive community action is one of the outcomes of applying the model.*