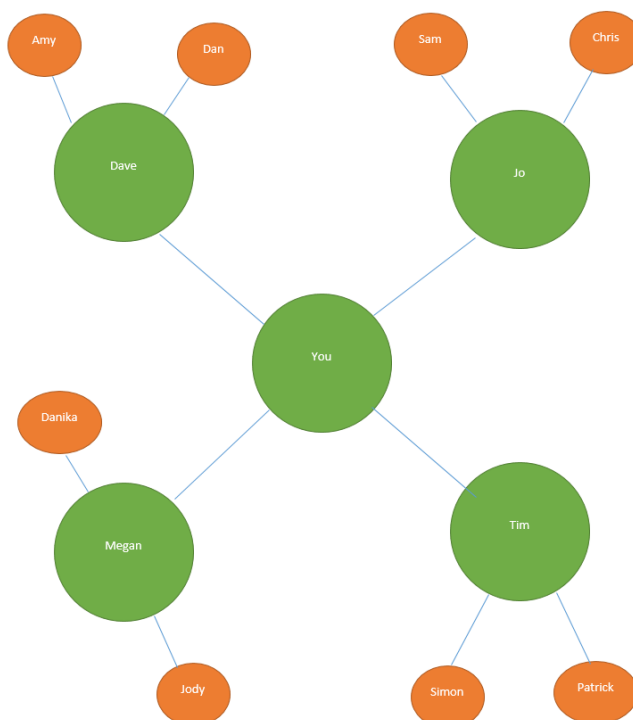


MAPPING YOUR COMMUNITY

Relationship Mapping

Relationship mapping examines the various networks and relationships people have within your group.

- Map out these relationships and identify who you and your group members know that you could talk about your campaign with?
- What connections do you and the people in your group have in the community?
- Are any of the member who are part of other groups or are there family members or friends that have similar values they can reach out to?



Action: Identify two people in your relationship map that you are going to have a conversation with.

Asset Mapping

Asset mapping examines the various organizations, groups and institutions in your community that your group can collaborate with.

- What institutions exist in your community?
- Do these groups have similar values to yours?
- Which groups can your group reach out to?



Action: Identify two groups or institutions in your community that you are going to target to have conversations with.

WHERE DO THEY SIT?

Map out where the individuals and institutions in your community sit on the base to persuadable spectrum.

The **base** are people just like us, they believe that we can and should do more to tackle poverty and they know how we can do it. Generally these people already support your campaigning.

Persuadables are the people who are generally politically inactive but whose opinion holds a lot of power. They are largely silent on political issues but if we engage them properly they can be persuaded to our position.

PERSUADABLES



BASE