



Strategic Community Mapping

Once you are done with your community mapping you should:

- Know exactly where your volunteers are and where to focus recruitment efforts
- Be able to identify the over- and under-served areas
- Be able to identify geographic trends
- Have developed resources guides in your community

How to make your community map:

- A. Define your community based on your program needs
 1. Determine target populations such as:
 - Teachers
 - Law enforcement officers
 - Retired workers
 - Specific cultures
 - Specific ages
 - First responders (firefighters, EMS, etc.)
 - Faith-based organizations
 2. Determine the geographic boundary
 - County
 - City
 - Zip code
 - Area
- B. Convene your core mapping group
 - Target leaders in the identified group
 - Use formal and informal networks
 - Who knows the city? (partner with allies)
 - Project collaboration
 - Anticipate the outcome
- C. Get Organized
 - Identify your assets and community assets
 - Skills
 - Statistics
 - Economic
 - Physical resources
 - Cultural resources
- D. Create your map!
 - Assets are mapped to identify skills, locations, groups and interests, and to identify gaps