



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 & 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