

# Quick Community Mapping

Once you've identified a few communities that you'd like to become more relevant to, it's helpful to get a sense of what you know and don't know about them.

This is a 45-60 minute exercise you can do with colleagues and/or trustees. On this page, you'll find a facilitation guide. Page 2 offers a worksheet that might help.

## How to Do It

### Step 1: Map existing knowledge as a team

- With your team, use the worksheet to note some basic information about this community and why you might want to engage them.
- Note whether you have existing relationships with people in this community. In general, no matter how appealing, if you know no one in this community, you likely are not yet ready to work with them. You may be operating from assumptions or stereotypes instead of a sense of a real community.
- Note your existing or past engagement with this community. Perhaps you are starting fresh. Perhaps there's a legacy of past hurt or marginalisation. Or perhaps you've planted some promising seeds for a stronger relationship.

### Step 2: Discuss with your team

- Discuss what you think it might take to credibly involve this community. Some questions to get you started:
  - Who could help you check your assumptions and better understand how this community defines themselves, their goals, values, and barriers?
  - What kind of investment might be needed to work with this community - thinking about them as potential audiences, employees, trustees, and programming partners?
  - What might you have to unlearn or do differently to have a shot at working well with this community?



## QUICK COMMUNITY MAPPING

Community:

Name of one person we know in this community: \_\_\_\_\_

Why we are interested in this community:

How connected are people in this community? Do they have strong ties to each other, or are they very loosely connected?

- Barely Aware    Weak Ties    Strong Ties    Very Strong

How would you describe your organisation's relationship with this community?

- Non-existent    Challenging    Spotty    Strong

Where, if at all, is this community present at your organisation currently?

- Audience    Workforce    Board    Programme Partners

What do we know or imagine about this community's assets, strengths, and points of pride?

What do we know or imagine about barriers this community may be facing?



**OF/BY/FOR ALL**