

Asset Mapping Template

Alliance Prospect
Under Consideration:

Instructions: Complete this framework in pencil - be prepared to erase and rethink as you move through it. Take about 30 minutes for your first draft. Fill in the boxes from left to right, filling in columns from top to bottom. If your answer doesn't fit in the box, you're overthinking it - try to simplify. This is meant to be quick and agile as an exercise so you can test your thinking with each other, gather feedback, and refine your ideas. Don't let perfection be the enemy of good here.

Assets to be considered	Our Assets	Which could be leveraged to buy us time?	How do we quantify these?	Relevance to prospect
<u>Physical Plant & Equipment</u> Space Equipment Unique technology Special furnishings	<u>Physical Plant & Equipment</u>	<u>Physical Plant & Equipment</u>	<u>Physical Plant & Equipment</u>	<u>Physical Plant & Equipment</u>
<u>Intellectual Property</u> Custom software Proven theory of change Curriculum Unique artistic approach	<u>Intellectual Property</u>	<u>Intellectual Property</u>	<u>Intellectual Property</u>	<u>Intellectual Property</u>
<u>Social Capital</u> Political connections Community relationships Referral networks Board connections	<u>Social Capital</u>	<u>Social Capital</u>	<u>Social Capital</u>	<u>Social Capital</u>
<u>Human Resources</u> Licenses held by staff Special credentials Particular expertise Volunteers Community relationships Advocacy connections	<u>Human Resources</u>	<u>Human Resources</u>	<u>Human Resources</u>	<u>Human Resources</u>
<u>Balance Sheet Assets</u> Endowments Liquid Unrestricted Net Assets Temporary Investments In-Kind Contributions Time-restricted grants Diversity of support sources	<u>Balance Sheet Assets</u>	<u>Balance Sheet Assets</u>	<u>Balance Sheet Assets</u>	<u>Balance Sheet Assets</u>
<u>Other Intangible Assets</u> Brand Reputation Community goodwill	<u>Other Intangible Assets</u>	<u>Other Intangible Assets</u>	<u>Other Intangible Assets</u>	<u>Other Intangible Assets</u>