

How Will It Happen? Growing the Commitment to Asset Building

Use these questions to identify opportunities and strategies for getting started with an asset-building focus in your congregation.

Step 1: Articulate the benefits you see for your congregation.

- As you've begun learning about asset building, how do you see it helping your congregation? What need does it meet? Why are you passionate about it?
- How can you imagine asset building both reinforcing and strengthening your congregation's work with children, youth, and families?

Step 2: Share the asset-building vision with allies and stakeholders.

- Which leaders in our congregation(s) need to be informed about the asset framework and/or involved in planning? What other stakeholders need to be included (youth, parents, volunteers, etc.)? Who are the informal "opinion shapers" who need to be informed?
- What do we see as the key benefits of asset building that address the specific concerns or needs of each of these individuals and groups?
- What is the best way to introduce the 40 Developmental Assets™ to these individuals and groups and get feedback from them?
- Is it necessary to form a separate team or task force to address asset building in our congregation? What would be the advantages and disadvantages of such a group?
- If we form an assets team, what is this group's primary purpose? Who should be involved in order to represent the various stakeholders in asset building? How will this vision team connect with other groups in our church?

Step 3: Listen and learn.

- What type of information do we need in order to plan well? What sources do we have for this information? What strategies could we use to gather the information?
- What are the key things we're learning from the information we gather?
- How are we going to involve others in shaping the vision so that it's widely shared in our congregation?
- What do we hope to see happening in three years if we intentionally focus on asset building today?
- How does our vision connect the resources, opportunities, strengths, and traditions of the church(es) with the asset-building needs of youth in our community?

Step 4: Shape your asset-building messages.

- From all the information about the 40 Developmental Assets, what are the three key messages that we feel are most important to share first? What messages about the assets would we like to add later?
- In what ways will we share our three key messages with adults and young people?
- What are our core goals for asset building (such as building adult-youth relationships, strengthening youth leadership, involving youth in service, etc.)?
- Who are the key individuals and groups with whom we need to communicate these goals?
- How do we make our asset-building message relevant to the various groups within our congregation?

Step 5: Create awareness, energy, and commitment.

- How will we introduce the asset framework to various groups in the congregation(s)? What opportunities do we have (or could we develop) to offer education about asset building to adults and youth?
- What simple and low-risk opportunities can we offer or support that will give people a taste of asset building? What opportunities do we need to put in place that give people a chance to practice asset building?
- How will we create and celebrate early successes?
- How will we recognize and affirm individuals for their asset-building efforts?
- How can we apply positive social pressure that encourages people to build assets?
- How will we monitor and evaluate our efforts to be sure they are effective?
- What opportunities and resources exist in the wider community that can support our asset-building efforts?
- How will we gather stories and examples of asset building and how will we share them?

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