



# Asset-Building Ideas for Any Organization

No matter what the specific mission of your organization is, you can build assets and make a difference in the lives of children and youth. Whether your organization has direct contact with young people or not, your interest in and commitment to an asset-building vision are what is important. Here are some ideas about how your organization can build assets:

- ◆ **Post the list of assets in key, high-traffic areas** throughout your buildings or sites.
- ◆ **If your community has an asset-building initiative, make an organizational commitment to support it** through financial, human, or in-kind resources. If your community doesn't have an asset-building initiative, take a leadership role in getting one started.
- ◆ **Shape your programs and services to advance the asset-building vision.** Even if your programs and services have little direct impact on children and youth, think of the indirect ways you touch young people. Use an asset-building perspective to examine and improve your policies, programs, and services.
- ◆ **Make your internal practices asset building.** Create a positive, supportive climate throughout your organization. Encourage employees' or members' involvement in asset-building programs and services. Create family-friendly policies that promote asset building and productivity.
- ◆ **Educate staff people or members about asset building.** Brainstorm and strategize about the implications that asset building has for your organization.
- ◆ **Network with other organizations within your community on behalf of young people.** Identify what expertise and resources each one could provide to make the community an asset-building one for all children and youth.
- ◆ **Be creative.** Asset building is about unleashing the creative ideas of individuals and organizations. What new perspective, approach, or idea could make asset building come to life in your organization—and in your community?
- ◆ **Be an advocate.** Many organizations play pivotal roles in shaping policies (both public and corporate), advocating for appropriate changes and increased asset-building opportunities within the community. Think about how your organization's leadership, staff, and constituency can advocate for asset building.
- ◆ **Provide support.** Asset building thrives when there's an undergirding of support, which includes the investment of time, money, and energy. How can your organization provide essential support to maintain asset building long term?
- ◆ **Recognize and celebrate asset-building actions.** If your organization publishes an in-house newsletter, write articles about asset builders within your organization. If not, send article ideas and photographs of asset builders to the community newspaper.