

Asset Mapping for Your Coalition

- Conduct a communications audit for your coalition
- Understand the mission, vision and goals of coalition members
- Determine reach and resonance of coalition members
- Identify power proposition for each organization
- Determine communication pathways
 - How do employees, internal stakeholders and external audiences receive and share information?
- Conduct inventory of communications vehicles (frequency, formats)
- Summarize findings, determine roles and responsibilities



Types of Communication Assets

Coalition assets:

- **Relationships**
 - Influence over policy targets and priority audiences
 - Ability to reach and/or activate policy targets and audiences
 - Effective messengers and validators
- **Issue expertise**
 - Specialized knowledge on MCH, early learning, workforce, etc.
 - Regional knowledge
- **Resources**
 - Spokespeople
 - Staff

Communication assets:

- **Communications vehicles**
 - Social media channels
 - E-marketing communications and emails
 - Media materials
 - Existing events
- **Expertise**
 - Messaging research
 - Knowledge of effective messaging
 - Data points, research
 - Personal stories
 - Media relationships
 - Audience insights

Mapping Your Resources and Tools

Organization <i>Values, Mission, Goals</i>	Reach and Resonance <i>Who do you reach, engage and influence effectively?</i>	Power Proposition <i>Greatest strength that you bring to the effort</i>	Communications Pathways <i>How do you communicate with audiences, what messages resonate?</i>	Communications Tactics <i>What communications vehicles do you use?</i>