

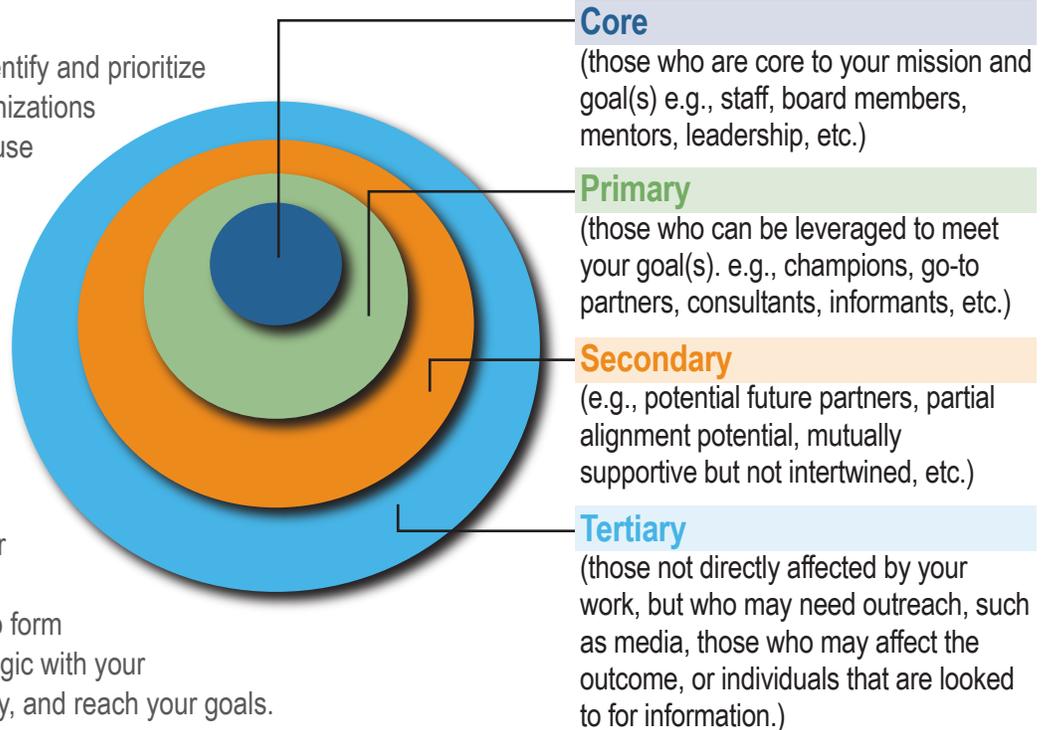


Network Mapping Tool: Outreach & Engagement

Mapping the organizations or individuals who are working on the same issue as you or serving the same population can clarify potential partnerships, determine next steps for collaborative activities, identify opportunities to impact the system in which you work, or even uncover barriers for creating change in your community. Understanding both those within the system you're working to impact as well as others who are connected to your issue is a crucial step in any communication, outreach, engagement or coalition building effort. The system in which your work sits consists of people, organizations and resources that are interdependent and can help if you engage them strategically.

Directions

Follow the steps below to identify and prioritize relationships with other organizations and individuals. Collect and use this information during the formation of a collaborative effort or a new strategy. Remember, environments and issues change; mapping who is out there working in the same space as you is a good exercise to do annually. Once you understand the power of your network and how to leverage that power you will be able to form new partners, be more strategic with your communication and advocacy, and reach your goals.



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Category	Who should be engaged?	Why this individual or organization? What will they do to help you achieve your goal?
1. Local, state or federal government partners (include department leadership, key staff, and policymakers)	1. _____ 2. _____ 3. _____ 4. _____ 5. _____	1. _____ 2. _____ 3. _____ 4. _____ 5. _____
2. Non-profit partners	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____
3. Faith Based Community	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____
4. Grassroots Leaders (an individual or community organization that influences individuals through a bottom up/organizing/campaign approach with constituents or those who are affected by an issue)	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____
5. Education partners (early childhood, postsecondary, or K-12)	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____
6. Other	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____

