

Organizational	Organizational assets are those which reflect the identity, capacity and resources of groups within the community. Often, organizations represent something greater than the sum of the individuals they include – this may be due to a common religious belief, accumulation of financial and other resources, or the collective action of the group. Organizational assets could be groups themselves or what the groups are able to accomplish.	<ul style="list-style-type: none"> <li>• Religious organizations (e.g., churches, youth groups)</li> <li>• Civic organizations (e.g., Rotary Club, Lions Club)</li> <li>• Youth development organizations (e.g. 4-H, Scouts, National Honor Society)</li> <li>• Non-profit service providers (e.g., Red Cross, Salvation Army, Community Action Agencies and partners)</li> <li>• Other non-profit organizations (e.g., Extension, Chamber of Commerce, Industrial Authority)</li> </ul>
Leadership	This is personal asset, ask people to identify individuals whose opinions are respected and who people naturally follow. Also ask people to identify an 'elected leader' and a 'non-elected' leader to increase the diversity of responses and identify informal leaders in the community that may need to be tapped for the current issue.	<ul style="list-style-type: none"> <li>• Mayor, city council members</li> <li>• Long-time resident whose opinion is respected</li> <li>• Local activist</li> <li>• Local minister</li> <li>• School teacher</li> <li>• Extension educator</li> </ul>
Natural	Natural assets are those which are present in your community that are naturally occurring – they are not the product of human intervention.	<ul style="list-style-type: none"> <li>• Wind</li> <li>• State park</li> <li>• Water supply</li> <li>• Natural amenities (e.g., lakes, mountains, rivers)</li> <li>• Shale deposits</li> <li>• Wildlife habitat</li> </ul>
Financial	Financial assets are the monetary resources the community has available for projects. This would include local government resources (e.g., tax revenue and fees, grants), endowments (e.g., community funds), philanthropic funds (this could be generous local businesses, or formally established foundations).	<ul style="list-style-type: none"> <li>• General fund</li> <li>• Community Development Block Grant or Rural Economic Action Plan Grant programs (contact RD Specialist with Commerce for details)</li> <li>• Community foundation</li> <li>• Industrial authorities</li> <li>• Local utilities</li> <li>• Fundraisers</li> </ul>
Political	Political assets would include political parties and their activities (which could be leveraged to educate residents or promote an issue), as well as the elected officials who represent the community. It would also include advocacy and lobbying groups, activists, and activities oriented toward changing local and state policies that affect your community.	<ul style="list-style-type: none"> <li>• Former and current state and federal Senators or Representatives</li> <li>• Advocacy organizations within the community</li> <li>• Annual events with an advocacy or activist emphasis</li> <li>• Republican and Democratic parties (memberships, meetings, events)</li> </ul>
Social	While social assets is a broad category, here you would want to identify more informal social assets – more formal assets should be identified elsewhere (e.g., civic groups). These may involve community block/neighborhood parties/events, informal networks (i.e., friends), and family relationships. One could also include here community events that are not tied to one organization, or at least is promoted as a community-wide event (e.g., County fair, fall festival) – those opportunities that allow the community members to engage one another outside of our usual routines (i.e., work, civic activities, etc.). This could also identify groups that exist primarily for social purposes.	<ul style="list-style-type: none"> <li>• Mrs. Soandso's pool which is open to the neighborhood to use</li> <li>• Family relationships</li> <li>• Friends</li> <li>• Annual fall festival</li> <li>• Celebration &lt;Your Town Name&gt;</li> <li>• Red Hats and other women's groups</li> <li>• Senior groups</li> </ul>