

## Exercise: Community Mapping

[Part 1: Who are people who shape and define your community? \(5min\)](#)

[Part 2: How should you prioritise outreach to them? \(5min\)](#)

[Part 3: Where can you recruit these people? \(5min\)](#)

Part 1: Who are people who shape and define your community? (5min)

Why are you gathering this information?

- **Primary goal:**
  - To brainstorm people in your community who you can recruit to join your group
- **Secondary goals could include:**
  - Finding someone who may have a space for you to hold your meetings/event in.
  - Finding people who can help promote your event to others.
  - Finding leaders of other groups that you can work with to build power in your community (eg. Who will do outreach with you?)

If you have trouble thinking of people, you can use this list as an example to draw from:

- Members of Community Clubs & Associations
- Union members
- University Students
- Retirees
- Small business owners
- People of faith
- Farmers

# ACF Community

Independently organised ACF group

- Friends and family

**How to complete the chart:**

Ask members to think about the following questions when filling in this chart on paper or on butchers paper.

- Who are the people who define and shape our community?
- What people and groups do you read about regularly in the newspaper?
- Who do we know from our personal networks who may have an interest in helping our issue?

Name	Key Personal/Organisational Interest	Personal/Organisational Resources	Notes
<i>Sample Prospective Volunteer</i>	<i>They lead a local community group and are an avid bushwalker</i>	<i>They may be interested in joining our group. They could also be a speaker at the event. They could send an email invitation to their local group.</i>	

## Part 2: How should you prioritise outreach to them? (5min)

Now that you've created a list of people to recruit you'll want to prioritise who to reach out to first.

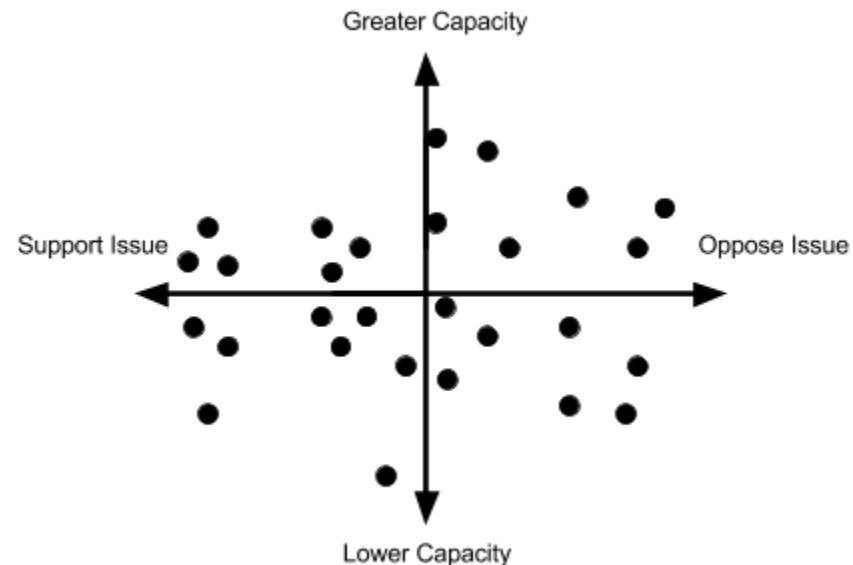
### How to fill in your Community Map

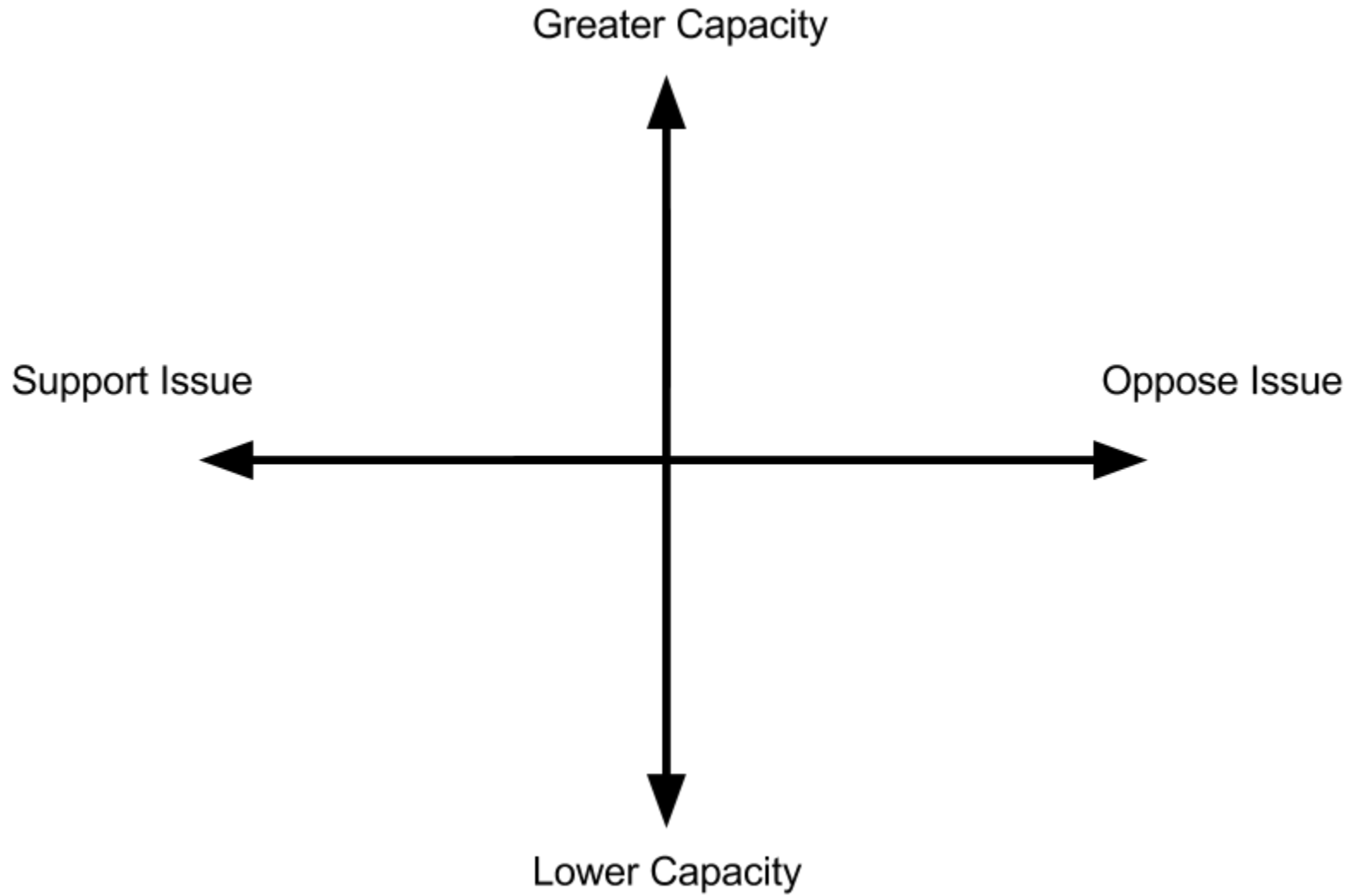
#### 1. Ask members where each person fits in the map.

- Who are the people who are most supportive of your issue?
  - i. What capacity do they bring? (eg: time to volunteer, access to other supporters, a venue for events, etc)
- Who are the people who are in most opposition to your issue?
  - i. What capacity do they bring? (eg: time to volunteer, access to other supporters, a venue for events, etc)

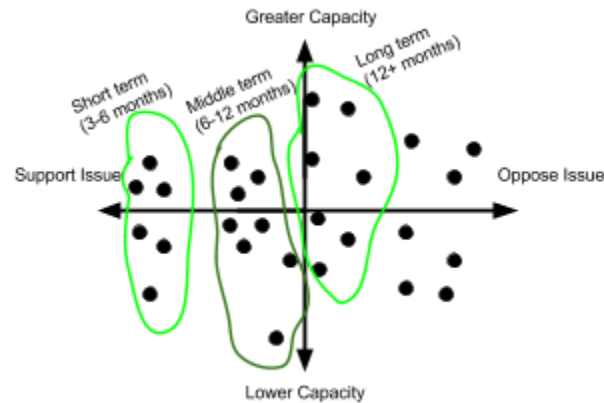
#### 2. Create your own map, see sample below

- Instead of dots, use the names of people and place them based on how supportive they are and the capacity they may be able to provide to your group.





3. **Draw a circle around the group of people who are most supportive of your issue**
  - This is the group of people who you should prioritise your outreach to over the next 3-6 months
4. **Draw a circle around those who are still on the supportive side but closer to the middle of your map**
  - This is the group of people who you should prioritise your outreach to over the next 6-12 months as your group grows
5. **Draw a circle around those who are close to the middle of the map but more on the opposing side**
  - This is the group of people who you should prioritise your outreach to over the next 12+ months as your group grows



### Part 3: Where can you recruit these people? (5min)

Now that you've identified who you'll want to reach out to first, you should talk about where you can reach them. Add that info to the "notes" column in the chart.

If you have trouble thinking of people, you can use this list as an example to draw from:

- Market stalls
- Community group meetings
- Universities
- Community events