



Community Mapping Exercise

Tools Needed

- o Printed large community map
 - o This will be the entire target area for your NAMIWalks Your Way event.
- o Pens
- o Small stickers
- o Sticky notes
- o Reports from DonorDrive
 - o Team Report, from the past two years
 - o Top Participant Report, from the past two years
- o Pull list of your community's top employers, chamber members, corporations who have sponsored or supported other community events, etc.
- o Your prospect list

Community Mapping

- o Begin by placing small stickers on the large community map where each team and/or top participant from the past two years is located geographically. Write the team or participant name on the map next to stickers.
 - o Use the address listed on the reports to identify where each team or participant sticker needs to be placed on the map
 - Please note, you will need to pay attention to the address for the team captain from teams that represent corporations, places of worship, schools, etc. to make sure it is not the address of the team captain home, as you want the sticker to be where the corporation, place of worship, school, etc. is located. You can use google to confirm the address.
- o Identify areas of opportunity by placing sticky notes
 - o Use your list of top employers, chamber members, corporations who have sponsored or have supported other community events, etc. to identify target areas
 - o Target areas on the map who have a small number of stickers or no stickers
 - Example: Small town with no representation – Post a sticky note with goals of finding two new teams
- o Capture target areas on your prospect list

Implementing Your Community Mapping Results

- o Block off time on your calendar to create and implement your engagement plan for your prospect list. Please note, this will be an ongoing project and is not something that can be done quickly.
- o Establish a plan to share your mapping exercise and prospect list with your local NAMIWalks leaders, NAMI Board, and NAMIWalks Your Way Committee. Also, reach out to your National Walk Manager if you have any questions.
 - o This will be your opportunity to gain their input and feedback, as well as your time to ask them to leverage their professional and personal network to help identify contacts from those areas identified on your prospect list.