



Asset Mapping Template for Business Owners and Nonprofit Leaders

Use this template to identify and organize your organization's internal and external assets. Asset mapping helps you leverage what you already have and identify opportunities for growth, collaboration, and funding.

1. Human Assets (People)

Asset	Description/Details	Current Status/Notes
Staff skills and qualifications		
Board members' expertise and networks		
Volunteers and their skill sets		
Consultants and contractors		
Mentors, advisors, or coaches		

2. Physical Assets (Tangible Resources)

Asset	Description/Details	Current Status/Notes
Office or workspace		
Equipment and technology		
Vehicles or transportation resources		
Event or meeting spaces		
Product inventory or materials		

3. Financial Assets

Asset	Description/Details	Current Status/Notes
Cash reserves or savings		
Revenue sources (sales, donations, grants)		
Fundraising tools/platforms		
Financial partners or sponsors		
Lines of credit or investments		



4. Organizational Assets

Asset	Description/Details	Current Status/Notes
Mission, vision, and values		
Business or strategic plan		
Policies and procedures		
Systems and processes (SOPs)		
Partnership agreements or MOUs		

5. Programmatic Assets (Services & Products)

Asset	Description/Details	Current Status/Notes
Current programs or services		
Curriculum or educational materials		
Client success stories/testimonials		
Unique value propositions		
Signature events or campaigns		

6. Social & Relationship Assets (Networks)

Asset	Description/Details	Current Status/Notes
Community partners and collaborators		
Memberships in professional associations		
Client or stakeholder relationships		
Media and press contacts		
Online community (social media, email list)		

7. Cultural & Intangible Assets

Asset	Description/Details	Current Status/Notes
Organizational culture and team values		
Brand reputation		
Community trust		
Shared stories or history		
Vision for future impact		