

6 Keys to Asset Building

It doesn't cost a lot of money or require special training to build developmental assets. Here are six keys to help build assets:

- 1. Everyone can build assets. Building assets requires consistent messages across a community. All adults, youth, and child play a role.**
- 2. All young people need assets. While it is crucial to pay special attention to those youth, who have the least whether economically or emotionally, nearly all young people need more assets than they have.**
- 3. Relationships are key. Strong relationships between adults and young people, young people and their peers, and teenagers and children are central to asset building.**
- 4. Asset building is an ongoing process. Building assets starts when a child is born and continues through high school and beyond.**
- 5. Consistent messages are important. Young people need to receive consistent messages about what's important and what's expected from their families, schools, communities, the media, and other sources.**
- 6. Intentional redundancy is important. Assets must be continually reinforced across the years and in all areas of a young person's life.**

*** Get to know the names of the kids, who live around you and find out what interests them.**

*** Get to know what young people around you are really like, not just how they are portrayed in the media.**

*** Eat at least one meal together every day as a family. Take time to talk about what's going on in each other's lives.**

*** Volunteer as a tutor, mentor, or youth leader in a youth-serving program.**