

### **Message to People from Youth-Serving Organizations**

When you talk to representatives from youth-serving organizations—for example, the volunteers and paid employees of Boys and Girls Clubs, Big Brothers Big Sisters, Little League, or the YMCA—you need to acknowledge them for what they're doing and help them to translate that into asset language. It's important to state that in many cases you're describing what they already do, and that using the Developmental Assets framework will help them to focus more intentionally on their actions, speak a common language about what they're doing, and communicate to others the strategies they've been using so effectively. You might also want to talk about how powerful the shift from a problem focus to a strengths focus can be in their work with young people. You may want to emphasize those assets that they are in particularly good positions to affect—Adult Role Models (Asset 14), Youth Programs (Asset 18), and Interpersonal Competence (Asset 33), to name a few. And you can point out the overall importance of establishing and maintaining personal relationships with young people.

#### ***Messages specific to this audience:***

- Building Developmental Assets will help focus the efforts of representatives from youth-serving organizations.
- People who work with young people are in excellent positions to build respectful, caring, genuine relationships with them.
- People who work with young people are in excellent positions to determine the youth's strengths and to affirm and increase them.

#### ***Ways that members of this audience might help build assets:***

- Establish clear boundaries for staff working with young people.
- Train paid and volunteer staff in how to have positive interactions and relationships with young people.
- Place young people on the organization's board and give them real responsibility, e.g., with hiring and programming.