

Cause

1

Storytelling of the problem/solution fit. It must be powerful enough so that people share the cause and join.

Manifesto

2

Core values of the community

People

3

People, influencers and existing communities I should address as future active members

Engagement / Cocreation

4

The key activities of the community. Different actions for different roles.

Inclusion Process / Activation

5

The first steps to get in touch with someone and enroll him as a new member

Rewards

6

What do the community have to offer to reward the engagement: social rewarding, peer-to-peer learning and exchanges, money, gifts, etc.

Scalability / Referral

7

Strategy and tools to animate, empower and grow the community

Resources

8

Money, time and stakeholders needed to start and animate the community

Impact

9

Define KPIs: How does it help my mission, my company, my product