

# Community Building Checklist

This document is part of the Communities4Dev CoP Toolkit featuring practical resources to help you develop impactful Communities of Practice in the development sector. [Access the full CoP Toolkit.](#)

## Charter Checklist – Planning Stage

### PURPOSE

#### Background and Purpose

- Business context, intended value and need have been defined jointly by sponsor and Core Team
- Scope has been agreed on and discussed with members (at least with a Core Group)
- Clear objectives have been identified for the short run (6 – 12 months)

#### Domain

- An Ecosystem Analysis has been carried out
- Interviews have been conducted with standout members of the Community of Practice (CoP)
- The focus and “body of knowledge” have been identified
- Key issues and challenges of practitioners in the field have been identified – you may do Core Group/member Interviews or leverage the Audience Analysis to do this

### PEOPLE

#### Membership

- Type of membership, openness, and processes to join the community have been defined
- An Audience Analysis has been carried out with prospective/current members

#### Operating Model

- A Core Team has been recruited, roles have been clarified, and time commitments have been agreed upon
- The Core Team has discussed how it will work as a team (frequency of meetings, decision making processes, consultations with members and with Core Group)

#### Behaviors

- Key behaviors for community members have been identified (their inputs into the CoP)
- Core Team and Core Group have agreed to role model key behaviors

### PRACTICE

#### Content and Programming

- The Core Team and Core Group have discussed and agreed on the type of activities organized in the CoP

- The Core Team has developed a (draft) content and events calendar, linked to the objectives of the community

### Convening Venues

- The Core Team and Core Group have discussed and agreed on the ideal mix of convening venues, based on members preferences
- The Core Team has developed a plan and put in place ways that allow to communicate/promote activities to members

### Resources

- The Community Leader and Sponsor have discussed the resources (budget + staff time) needed to deliver on the administrative tasks of maintaining the community as well as the programming and delivery of activities

### Measurement

- The Core Team has identified a set of indicators to track progress towards objectives and overall impact of the CoP, including member behaviors
- The Core Team has defined how frequently indicators will be tracked and results reported to both sponsor and members

## Start Up Checklist – Pre-Launch and Launch Stages

### PURPOSE

- The Community Description has been finalized and posted on the relevant venues
- Different Community Pitches have been developed and tested (for different audiences) to attract new members

### PEOPLE

- Different member personas have been identified and are driving member engagement
- Core Team and Core Group have been onboarded and relevant platforms and tools have been tested
- Core Team has started inviting prospective members to join the community, in waves/small batches
- Core Team (and Core Group) are doing personalized welcome of new members, facilitating connections and engagement

### PRACTICE

- A member engagement plan (calendar of activities) for the first 3 months has been developed, together with the Core Group
- A Welcome Message for new members, describing “what’s in it for them” and how they can engage has been developed

- Core Team and Core Group have led their first activity with other members, role modeling behaviors
- Core Team tracks engagement using the indicators defined for the measurement

## Long Term Planning Checklist – Post-Launch Stage

### PURPOSE

- Core Team and Core Group revise the Charter at least on an annual basis
- Core Team establishes partnerships and collaborations with similar communities

### PEOPLE

- Core Team and Core Group establish regular opportunities for collaboration and exchanges
- The Core Team plans to do regular Audience Analysis and surveys to assess the value of the CoP for members
- Core Team develops opportunities to refresh the Core Group, by establishing processes and TORs to recruit new Core Group members

### PRACTICE

- Core Team tracks measurement indicators, to assess progress and identify areas where adjustments are needed
- Core Team reports regularly (at least yearly) to sponsor and community members on key indicators
- The Core Team develops a yearly member engagement plan and calendar of activities, in collaboration with Core Group and based on the results of the yearly Audience Analysis
- Core Team captures and packages relevant knowledge generated in the CoP to contribute to the actionably body of knowledge in the field

## More Information on Communities of Practice

- [Communities4Dev Platform](#)
- [Guidebook to building Communities of Practice](#)