

## Community Description

The community description is the first presentation of your Community of Practice (CoP) to a visitor. This is particularly true for closed and private communities where visitors can see only the community description before becoming members. The goal of the community description is to convert visitors into members by attracting your target audience to join.

Try to use around 50 words (think of an elevator pitch). Your description should cover three core and possibly two more optional points.

Community Description Template	
Guidelines and Examples	Your Community Description
<b>1. Welcome the visitors (OPTIONAL)</b> E.g. "WELCOME!" "Welcome to the ACU – the Africa Credit Union community of practice."	
<b>2. State who your community is for</b> E.g. "This is the dedicated space for credit union experts and professionals in Africa"	
<b>3. Describe your audience's specific needs and challenges</b> E.g. "Here you can find resources and advice from peers and other experts that will help you save time and be more efficient with limited resources"	
<b>4. State the concrete benefit the community offers to prospective members</b> E.g. "As a member of a community of top experts in the field, you will have access to the latest innovations that will help you deliver better products to your clients"	
<b>5. Outline the big vision? (OPTIONAL – Only if it fits/makes sense)</b> E.g. "Together we will make finance more accessible and lift thousands of people out of poverty,"	

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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.](#)