

Community Pitch to Members

After you complete the ecosystem and audience analysis, you should be able to transform the initial idea for the Community of Practice (CoP) you would like to create into a short description that is based on what would make your community unique and what could appeal to its potential members.

You should think of this short description as an “elevator pitch”, no longer than a couple of paragraphs, which you would tell a potential member if you met her/him in an elevator. Develop a “WOW – HOW – NOW” approach:

- WOW – think of a “WOW” opening that will get their attention.
- HOW – explain briefly how your community addresses a need or solves a problem, and give example(s)
- NOW – what action you or they can take NOW

Notes:

- The community pitch should be practiced “out loud” 3 or 4 times before you start using it with potential members. All members of your core team or core group should be able to give it.

Community Pitch Template	
Instructions	Your Community Pitch
<p>1. Think of who the community is for and of a “WOW” opening to get their attention</p> <p><i>E.g. Did you know that...? Do you want more X...? The secret of X is... Avoid (X problem) once and for all! Imagine if you could... Did you realize that...? True or false...? Wouldn't you agree that...</i></p>	
<p>2. Identify HOW the community helps its members</p> <p>a. State a concrete benefit or value</p> <p><i>E.g. Solve a problem, make a difference, add value, bring result, change a process, transform something, provide a benefit</i></p> <p>b. Give an example that illustrates impact or potential impact. Make sure the example is relevant to your pitch target group.</p> <p><i>E.g. A community member was able to get feedback on a proposal by starting a discussion with and getting response from fellow community members.</i></p>	
<p>3. Call to action: what can they or you do NOW – make it concrete:</p> <p><i>E.g. They can join the community or refer a colleague to the community. You can refer them or connect them with someone, offer a resource, share research.</i></p>	

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.](#)