Community of Practice Charter Template

The Community Charter is like a "constitution" and an "operational plan" mixed together: it describes what the community of practice (CoP) is about and how it works. It is an internal document (to the Core Team and Core Group) that encapsulates main points about your community. It keeps you organized and guides your work. It's also a living document so the Core Team and Core Group should be reviewing and updating it regularly.

The Community Charter helps you think through and identify the key aspects of your community. It is the place where you aggregate everything that you decide about your CoP: the reasons why you are forming the community, that is the what and why of community (purpose), the members whose needs you want to address (people), and how you conduct the business of the community (practice).

Writing a CoP Charter is a team effort and an ongoing activity: you do it with your Core Team and Core Group, and you continuously revise and refine it as your community matures.

The template below has guiding questions to help you develop your Community Charter.

CoP Name:

Community Charter Template	
Purpose	
Background and Purpose	
What is the business context in which the Community would be operating and why you have chosen to create a CoP? What is the business need that this CoP addresses? What is the primary (but not exclusive) scope the CoP will focus on: practitioner support, business support, learning, innovation, or coordination? What does success look like in six months/one year? What are the benefits for the members and for the organization and its clients? How will objectives be negotiated and agreed upon with members?	
Domain	
Specify focus areas and whether there is a relevant "body of knowledge". What are the key issues/challenges the CoP will address? Who are your key competitors? Who could be your key partners?	
People	
Membership	
Is membership open, closed, or something in between? Is it limited to WBG internal staff only, is it a mix of WBG staff and external audiences, or is it mostly for external audiences?	

How will you recruit a core group of members and attract new members? Understand member's needs. Do an audience analysis.	

Operating Model (Community Organization)

Who will take on the key Core Team roles: sponsor, leader(s), community management professional(s), KM adviser? How much time they need to dedicate? How will decisions be made? Any potential work groups/ projects and who will lead them?	

Behaviors

What are the desired behaviors for the CoP (trust, respect, collaboration, reciprocity, network/idea/resource sharing, goal alignment, listening, open & honest discussions, etc.)? What strategy (tools, facilitation norms, incentives) will you use to generate these behaviors? How will you and the core team conduct yourselves?	

Practice

Content and Programing

What will the content strategy be like? What kind of activities will the CoP have (meeting, BBL, panel discussion, conference, workshop, etc.) and how frequently?	

Platform and Other Convening Venues

What online and face to face convening venues would you have (Yammer, Teams, C4D, WebEx, in person events and meetings) How will you communicate with members? user	

Resources

What kind of budget will be required? (staff and consultant's time, events, collateral, etc.) What IT and support resources will be required?	

Measurement and ROI

What are the desired outcomes and how will you measure them? What quantitative and qualitative metrics will you need? How will the CoP report its results? (frequency, format, audience)	

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.