Community Welcome Message

The welcome message is the first interaction with a new member of a Community of Practice. The goal of the welcome message is to get a member to take a specific step. Try to use around 50 words (think of an elevator pitch). Your description should cover three, or possibly four points. It's important that you know who you are talking to so that you can choose the **right tone**.

CoP Welcome Message Template	
Guidelines and Examples	**CoP Message**
1. Address the person personally whether formally or informally E.g. "Dear Director Garcia", "Dear Mr. Jones", "Dear Maria", "Hi Camilla", "Ivan!"…."	
2. Welcome the new member to the community and express your honor/pleasure/excitement E.g. "Welcome to (name of community). I am very pleased that you are joining us." "Welcome! I'm so excited that you are joining us!"	
3. Say something that you know the new member is interested in and relate it to the scope of the community (OPTIONAL – Only: in early stage/if person matters particularly to the community) E.g. "I read your recent blog post on the water sanitation project you are working on in Honduras and found it very stimulating. We have several members who have experience in this field who might help you with some of the challenges you are facing."	
4. Have a clear call to action with a link – Ideally have one call to action and not more than two E.g. "We are having an engaging e-discussion on water sanitation that you will find very interesting. Please, share your experience [link]" "Next month/week we will have a conference/webinar on water sanitation that you might want to consider attending. Here's where you can find information and sign up [link]" "We have a new members' area; here's where you can find information on how to participate in the community [link]"	
5. Ask the new member to introduce herself/himself to the community (OPTIONAL – If you have a "new members section" or an "introduce yourself" thread. Do NOT do if you already have two calls of action!) E.g. "Please, introduce yourself to the community so that we can get to know you [link]"	
6. Let know that you are reachable E.g. "If you have questions or need assistance you can always reach me at…."	

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.

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