

# Worksheet Doc

## Intro

Our ultimate goal with the Community Canvas is to enable people and organizations across the globe to build meaningful communities. And to make the Canvas actionable, we have created a v1 of a worksheet. Below we have listed key questions for each of the 17 themes.

This worksheet is best used in combination with our Community Canvas Guidebook, which you can download at [community-canvas.org](https://community-canvas.org). Looking for a more visual version you can neatly print on one page? Download the [Visual Summary Worksheet](#).

Message us at [team@community-canvas.org](mailto:team@community-canvas.org) if you have any feedback or advice how to make future versions more useful. Many thanks!

## Instructions for creating your own copy

- To edit Online: Go to File > Make a copy ... to save as editable version to your Google Drive.
- To download: Go to File > Download as ... and choose your format.

All Community Canvas documents are released under Creative Commons license BY-NC-SA 4.0. [More about that here](#).



# Identity

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Who are we and what do we believe in?



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## Purpose

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Why does the community exist?



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What does the community hope to achieve?



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How will the world be different by having this community?



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**How will the world be worse off if this community doesn't exist/ceases to exist?**

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**How will it affect the lives of members if they are part of this?**

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## Member Identity

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Who is the community for?



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What are the traits that its members share?



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How does the community describe its members?



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What is the profile of the community's most active members?



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**How does the community take special care of them?**

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**How is diversity defined and what is its role?**

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**How is diversity enacted in all parts of the organization?**

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## Values

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What is important to us as a community?



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How do we want our members to treat each other?



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How do our values help fulfill the community's ultimate purpose?



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**What is the “vibe” of our community?**

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**What is the aspirational way of life our community promotes?**

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**How do we capture and communicate our values, both internally and externally?**

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## Success Definition

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How does the community define success?

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What does the ideal community look like?

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What kind of membership in the community is considered a success?

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What kind of value does the community create for its members?

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How does the community measure success?

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# Brand

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How does the community express itself?

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How does it use language, visuals and objects to strengthen its identity?

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What is the community's esthetic?

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How does the community's brand reflect its values?

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How does the community communicate its identity to the world?

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# Experience

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What happens in the community & how does it create value for the members?

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## Selection

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How do people join the community?

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Is this an open or a closed community?

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For open communities: what marks the difference between a member and a non-member?

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**What is the onboarding process for new members?**

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**How are the people identified who should be part of the community?**

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**How actively does the community want to grow and add people?**

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## Transition

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How do members leave the community?

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Is there ever an end to the experience or does membership continue on indefinitely?

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Is there a separate structure or experience for people who have left the community (e.g. an alumni community)?

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How does the community handle inactive members?

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## Shared Experiences

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What experiences do members share in the community?

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How do the individual experiences connect to the community's overall goals?

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Why are certain experiences more important than others?

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How are shared experiences organized: is everything organized top down for the members? Or do members organize experiences for each other?

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Do the shared experiences speak to a diverse group of members?

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## Rituals

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Which rituals enhance the community experience?

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Which rituals deepen the bonds among members?

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Which rituals embody the community's values?

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Which rituals mark specific milestones in the membership experience?

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**Which rituals happen online?**



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**Which rituals happen in person?**



# Content

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What content creates value for members?

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How can the community tell the stories of its members?

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What content will create deeper bonds among members?

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How do members contribute valuable content to the community?

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## Rules

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What are the community's rules?

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What does the community expect from each member?

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What can the member expect from the community?

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What is considered "out of bounds" misbehavior?

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What are the rules guiding the online interactions?

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**What are the guidelines for in-person gatherings?**

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**How does the community deal with inactive members?**

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**What happens if someone doesn't follow the rules?**

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**Which entity has the authority to create, change and enforce rules?**

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# Roles

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What roles can members play in the community?

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Why do the different roles exist?

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What are the expectations for each role?

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What are the rules for how handovers and transfer of responsibilities happen?

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# Structure

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What gives us stability in the long-term?

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## Organization

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Who runs the community?

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How is leadership organized?

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Who does what?

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**How is leadership incentivized for their work?**

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**Who hires and manages staff?**

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**What functions are considered critical for survival?**

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**What is the legal entity of the community and what requirements come with it?**

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## Governance

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How are decisions made in the community?

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What are the community's decision-making bodies?

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How is decision-making power distributed or concentrated within the community?

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What gives the decision-makers their authority?

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How are conflicts handled within the community?

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## Financing

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What is the community's plan to be financially sustainable?

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How is the community financed?

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How does it generate revenue?

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**Non-profit vs. for-profit: Does the community have a profit motive?**

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**Does the community rely on revenue from its members (internal), or other sources (external)?**

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## **Channels & Platforms**

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**What channels does the community use to communicate and gather?**

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**What are the core digital needs of the members and which platforms can fulfill them?**

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**What is the existing digital behavior of the members and how can the community integrate into that?**

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**Where does the community meet regularly - physically or digitally?**



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**How does the community communicate internally? With the outside world?**

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**What are the requirements of the community towards their physical spaces?**

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## **Data Management**

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**How does the community manage the data of its members?**

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**How does the community keep its member contacts up-to-date?**

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**How can members search for other members within the community?**

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**What insights are critical for the community to regularly derive from its members?**

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**How does the community capture insights and knowledge generated in the community?**

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**– You Made it –**