WHAT’S OUR WHY?

|  |  |
| --- | --- |
| We are creating this community because... |  |
| We think people will join this community because... |  |

MEMBERS CAN EXPECT THE FOLLOWING FROM THE COMMUNITY

|  |  |
| --- | --- |
| Conversations about… |  |
| Advice on... |  |
| Expertise on... |  |
| Resources/content related to... |  |
| Connections to.... |  |
|  |  |
|  |  |
|  |  |

THE TYPES OF MEMBERS WE EXPECT TO JOIN ARE

|  |  |
| --- | --- |
| Interested in... |  |
| Experts on... |  |

THEREFORE THE BROAD PURPOSE OF THIS COMMUNITY IS...

|  |  |
| --- | --- |
| Purpose statement |  |

THE NAME OF THIS COMMUNITY IS...

|  |
| --- |
|  |

THE GOALS OF THIS COMMUNITY ARE...

Revisit the expectations of your community and create SMART goals will achieve your community purpose.

**Specific**. What do we want to accomplish?

**Measurable**. How will you know when it’s accomplished?

**Achievable**: How can you accomplish the goal?

**Relevant**. Will this add value to your community?

**Time**. When can you accomplish the goal?

|  |  |
| --- | --- |
| Goal 1 |  |
| Goal 2 |  |
| Goal 3 |  |