Community Activation Plan

BEVY COMMUNITY

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Community Vision and Goals

This section helps you develop a deeper understanding of how your community fits into your business. You'll answer critical questions that will shape the way you design your community strategy and measure outcomes.

Recommended Resources:

- [The Community MBA](#) with David Spinks

- [The SPACES Model: The Framework for Defining Your Community's Business Value](#)

> **Education Alert!** As a Bevy customer, you get access to education, training, and networking opportunities by joining the world's largest community of Community Professionals; CMX. This access includes CMX Pro! Look for your email invitation and coupon code, or ask your CSM.

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Community Vision

Let's brainstorm your community's mission and purpose! Respond to some or all of the following questions to begin mapping your community vision.

Community Origin

Reflect on why your community exists. Questions to consider:

- What inspired you to build this community?
- What are the benefits of building this community?

Write your answer here.

Community Framework

Brainstorm how your community will operate. Questions to consider:

- What benefits are you providing?
- How do you define success for this project?
- How would you describe the dream "culture" of your community?

Write your answer here.

Community Members

Think about who will make your community great! Questions to consider:

- Who is your dream community member(s)?
- Who are the most important (external) stakeholders for this project?
- Who is this community meant for?
- What do you want this community to do/deliver for these external stakeholders?

Write your answer here.

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Our Mission

Now that you have a vision, let's craft your mission statement. Your community **mission** is the *external message* of what your organization is seeking to achieve through the community.

Example: The CMX Connect program fulfills the need for community professionals to come together and learn, grow, and, well... Connect!

> Write your answer here.

	Playbook Alert! Publish this content in your [Community Playbook](Community%20Playbook).

Our Purpose

Your community **purpose** is the *internal message* of what your organization is seeking to achieve through the community.

Example: Devolver Digital and our developers hold communities in the highest regard, as we believe it is our fans that drive what we do and where we can go in video games. Devolver Meetups empower fans and strengthen friendships between the amazing community that's already out there.

> Write your answer here.

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Laying the Foundation

This section helps you explore the membership journey in order to build the structure of your program. You'll answer critical questions that will shape the way you build your Community Playbook.

Recommended Resources:

- The C2C Event Program Playbook with Beth McIntyre

- The Community Commitment Curve: An Introduction (Gathering Community Consulting)

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Community Membership Journey

Let's define each phase of your community's membership journey. According to [Gathering Community Consulting](#), a Community Commitment Curve allows us to place all the asks that we make to engage our members along an ideal member journey, to drive members from discovering to leading.

Phase 1: Discovery

Build awareness of your community's existence. Questions to consider:

1. What are you asking individuals to do to become aware of your community?

> Write your answer here.
>
> *Examples:*
> - *Sign up for a newsletter*

> - *Read a blog post*
> - *Visit chapter landing page*
> - *Attend a free event for non-chapter members*

2. How will these individuals feel while discovering your community? What are some predicted positive and negative reactions?

> Write your answer here.

3. What content or assets do you need to create or revise to enhance positive reactions to your community's existence?

> Write your answer here.

Phase 2: Onboarding

Orient your new member to the community's culture, opportunities for engagement, and benefits of active membership. Questions to consider:

4. What are you asking individuals to do to become a member of your community?

> Write your answer here.
>
> *Examples:*
> - *Create an account*
> - *Confirm an email address*
> - *Join a chapter*
> - *Sign up for an event*
> - *Create a public profile*

5.   How will these individuals feel while onboarding into your community? What are some predicted positive and negative reactions?

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Bevy Enablement

This section helps you understand the Bevy platform so that you can define settings that represent your program and empower your leaders to build events within the parameters of your program. We'll also review examples from other communities.

Recommended Resources:

- [Bevy Academy](#)

- [Bevy Help Center](#)

	Education Alert! Learn about our [Academy courses](#) through CMX and Bevy. Courses require a promotion code--just ask your CSM.

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Global Level (Admin or HQ)

The Global Level (also called the Admin or HQ levels) is operated typically by your company's internal community team. This level sets the tone and functionality for your organization. We'll discuss key settings in the Bevy Admin Dashboard dashboard that you can utilize to communicate with your community.

Community Hub (Homepage)

Your community homepage is the very first thing visitors will see when they check out your community.

Examples: Figma | StartupGrind | CMX Connect

Recommended settings for review:
- Homepage video ID
- Platform short description
- Site tagline
- Branding link in header
- Branding link in footer

Help Article: Review the related article to learn more about these settings.

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Regions

Regions are used to classify chapters (or topics) on your homepage, usually by geography. They help users quickly find a chapter near them or that suits their interest(s). You can organize regions by any category you wish!

> **Examples:** [Figma](#) | [StartupGrind](#) | [MongoDB](#)

List a few regions to get started:

Region Name	Definition	Notes
		(e.g., This region requires a committee.)

Help Article: Review the [related article](#) to learn more about these settings.