



Community Statements



The

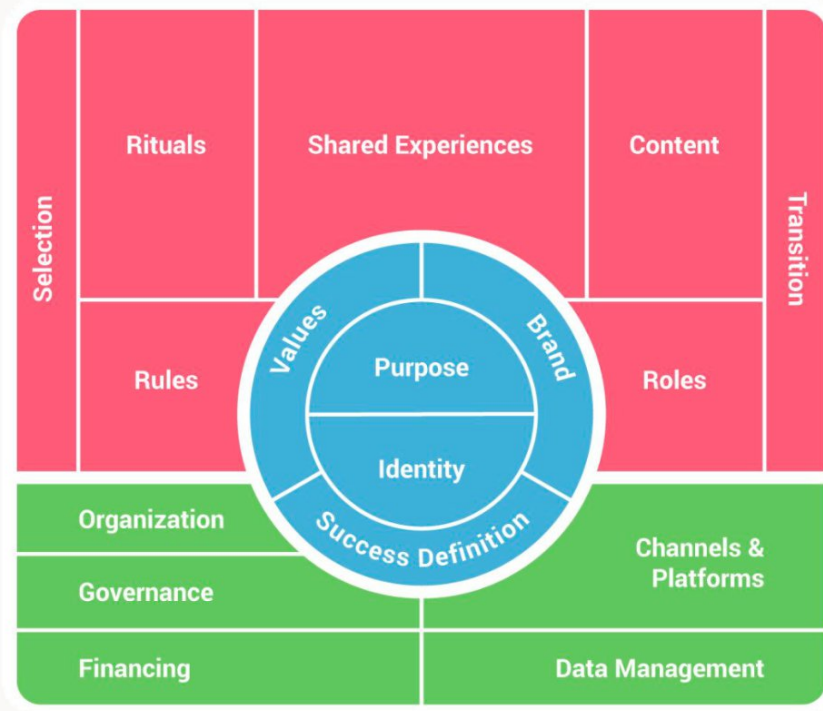
Community Canvas Guidebook

The guide to building meaningful communities



May 2017 – Version 1.0





The Community Canvas has

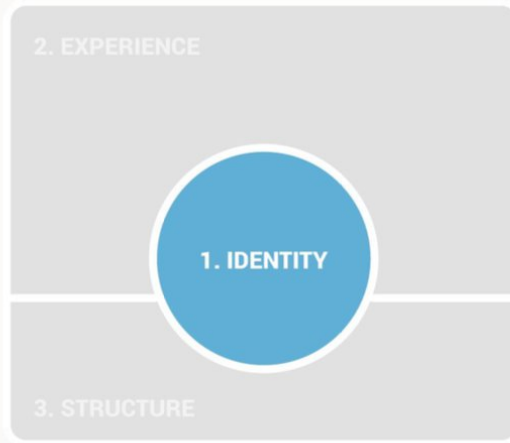
3 Sections

Identity, Experience, Structure

which in turn are divided into

17 Themes

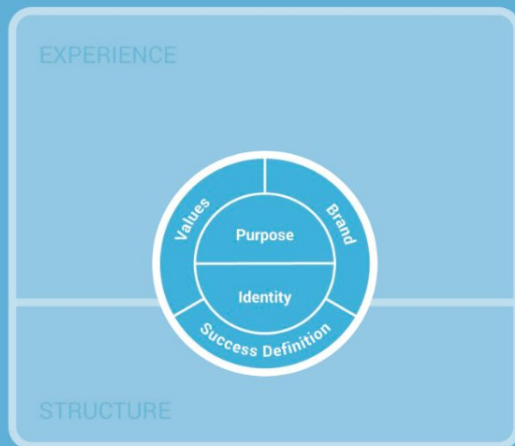
1. Identity



Strong communities have a clear and explicit sense of who they are, why they exist and what they stand for. These questions influences all other parts of the community and that is why Identity is the first section, but also visually at the core of the Canvas.

[Explore Identity](#)

Identity



At the core of everything is the Identity. It involves questions of belief and influences all other parts of the community: who are we and what do we believe in?

Themes

Purpose

Member Identity

Values

Success Definition

Brand

Why does the community exist?

- What does the community hope to achieve?
- How will the world be different by having this community?
- How will the world be worse off if this community doesn't exist/ceases to exist?
- How will it affect the lives of members if they are part of this?



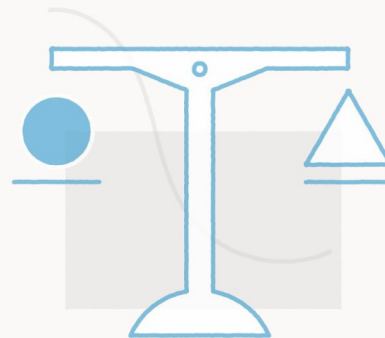
Who is the community for?

- What are the traits that its members share?
- How does the community describe its members?
- What is the profile of the community's most active members?
- How does the community take special care of them?
- How is diversity defined and what is its role?
- How is diversity enacted in all parts of the organization?



What is important to us as a community?

- How do we want our members to treat each other?
- How do our values help fulfill the community's ultimate purpose?
- What is the "vibe" of our community?
- What is the aspirational way of life our community promotes?
- How do we capture and communicate our values, both internally and externally?



How does the community define success?

- What does the ideal community look like?
- What kind of membership in the community is considered a success?
- What kind of value does the community create for its members?
- How does the community measure success?



How does the community express itself?

- How does it use language, visuals and objects to strengthen its identity?
- What is the community's esthetic?
- How does the community's brand reflect its values?
- How does the community communicate its identity to the world?



10 questions to guide your Community Statement

1. [PURPOSE] Why does the community exist?
2. [PURPOSE] What does the community hope to achieve?
3. [MEMBER IDENTITY] Who is the community for?
4. [MEMBER IDENTITY] How will it affect the lives of members if they are part of this?
5. [VALUES] What is important to us as a community?
6. [VALUES] How do we want our members to treat each other?
7. [SUCCESS DEFINITION] How does the community define success?
8. [SUCCESS DEFINITION] What does the ideal community look like?
9. [BRAND] How does the community express itself?
10. [BRAND] How does the community communicate its identity to the world?



**Thank you
for your attention!**