

Consulting Your (Potential) Community Members: Interview Guide

To ensure the community you are running is relevant and tailored to the needs of your members, it is important to have intentional, powerful conversations with your potential and/or existing members around their perception of social impact and their goals within that. This interview guide can help you steer your conversations with your key stakeholders to understand their views and their perception of your organization & your community's ability in helping them meet their needs:

Tell us a little bit about yourself (and what is your involvement with our community)?



What is the goal of your social impact?

Do you feel like you are achieving your goal? (If no, any idea why not?)

How do you like to engage with other social impact actors or philanthropists?

Do you see yourself engaging online with a community of social impact actors or philanthropists? If yes, how? If no, why not?



Is there anything that would make you want to connect with others online?



What information do you look for when it comes to your social impact or philanthropy?

What is holding you back with your philanthropy or social impact?



What excites you about social impact/philanthropy on a large scale? Personal scale?

What worries you regarding social impact/philanthropy on a large scale? Personal scale?

If our organization were to offer you a digital community to connect with peers, what could be the biggest benefits? What do you see as potential pitfalls?

What do you think the biggest misconceptions about philanthropy and social impact are?

What can our organization offer you in terms of support that would enable you to achieve your social impact/philanthropic goals?

The information you gather through these conversations will be crucial for building member personas (check out the *Building your Community Member Persona* template to learn more about this).

The Mesa is the first B2B community platform specifically designed to bring together philanthropists, inheritors and changemakers to learn, connect and give better. [Click here](#) to check out our other resources:



Do you have any follow up questions? Any feedback? Are you interested in knowing more about how you can ensure members in your community can be kept actively engaged and are thus likely to give more and better as a result of that? Get in touch with our team by contacting info@themesa.org.