## Defining The Plan: Your Member Journey

We all know engaging members can be challenging - it's maybe one of the biggest challenges in building a community. One way to address this is by taking them on a journey. The following chart represents a high-level view of the steps that this journey can entail and what you should keep in mind as you go through them.

Awareness



- What is it? People becoming aware of your community
- What you should do: Ensure you communicate the mission and vision to help prospect members develop an affinity for your community

he 'Ask'



- What is it? Inviting people to join your community
- What you should do: Ensure the 'ask' comes from the right person, leveraging your team, as well as your existing members

Onboarding



- What is it? New members join and go through relationship building and onboarding in the community
- What you should do: Share all relevant information about the community in an easily digestible way

Familiarization



- What is it? Members start to get to know your community and discover who else is present and engaging
- What you should do: Be available to provide hands-on support and, once they've had a chance to explore your community, check in with people to ask about their experience

Discovery & Participation



- What is it? Members start engaging with the community, connecting with other members, sharing information, joining events, and consulting resources
- What you should do: Allow members to become comfortable with the community and identify 'super members' to draw on their support to encourage participation and refer new members



The Mesa is the first B2B community platform specifically designed to bring together philanthropists, inheritors and changemakers to learn, connect and give better. <u>Click here</u> 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.