

COMMUNITY CHARTER

The Community Charter will guide you in designing the community.

Some of the aspect this template covers are the following:

- What is the purpose of the community?
- Who are its members?
- What is its operating model?
- What are the resources needed?
- What convening venues will be used for members to communicate?
- How will the community impact be measured?

Once the charter has been completed, it can be used as background document for a more comprehensive Community's ToR.

COMMUNITY CHARTER TEMPLATE

Strategy	Background and purpose
	What is the business context in which the Community would be operating and why you have chosen to create a CoP? What is the business need that this CoP addresses? What is the primary (but not exclusive) scope the CoP will focus on? What are the benefits for the members and for the organization and its clients? How will objectives be negotiated and agreed upon with members?
	Domain
	What are the key issues/challenges the CoP will address? Who are your key competitors? Who could be your key partners?
People	Membership
	Is membership open, closed, or something in between? How will you recruit a core group of members and attract new members? How you will understand members' needs?
	Operating Model
	Who will take on the key Core Team roles: sponsor, leader(s), community management professional(s), and KM adviser? How much time they need to dedicate? How will decisions be made?
Practice	Content and Programming
	What will the content strategy be like? (calendar and responsibilities) What kind of activities will the CoP have (meeting, BBL, panel discussion, conference, workshop, etc.) and how frequently?
	Convening Venues
	What online and face-to-face convening venues would you have? How will you communicate with members?
	Resources
	What IT and support resources will be required? What type of support you would need from the Knowledge Management Coordination Group?
	Measurement and ROI
What are the desired outcomes and how will you measure them? What quantitative and qualitative metrics will you need? How will the CoP report its results?	

CONTACT INFO

Version adapted from WBG's publication "Building Community – a primer".