

COUNTABLE

Identity & Mission

Your core essence and goals.

- Who are you as an organization?

- What is your mission or overarching goal?

Audience & Engagement

The people you aim to reach and why they should care.

- Who is your target audience? Can you list any distinct personas?

- Why should this audience be interested or visit your site?

- What benefits or value will they receive from engaging with your platform or community?

Origin & Funding

The start of your journey and sustainability.

- Why are you (the organization) here?

- Can you outline the long-term plan for the community?

Expectations & Commitment

How you'll interact and safeguard information.

- What should new members or participants expect in terms of email communication? (Frequency, type of content, etc.)

- How does the organization ensure data safety and privacy for its members?

Promotion & Outreach

How members can promote and share.

- Are there specific asks or strategies you'd like members to engage in to help promote the organization?

- How can members utilize social media or other platforms to support and spread awareness?

- How do you plan to promote the site (Google Ads, Facebook Ads, emails, or other social media channels)?

- Do you have a specific budget allocated for this promotion, or do you intend to utilize existing resources?

Community Engagement & Communication

How you'll connect and the culture you're nurturing.

- What kind of communication can members expect? (e.g., newsletters, updates, announcements)

- Describe the type of community you aim to foster. What is the culture or atmosphere you wish to create?

- How do you envision members interacting with one another and the organization?

Content Strategies & Planning

Communication tools and content schedule.

- Email Strategy: How do you plan to use email to communicate, engage, and nurture relationships with members?

- Content Calendar: Outline or describe any plans for scheduled content releases, events, or other significant dates.

- Have you considered creating a welcome page or a series of welcome videos? What would be the content or message? (Countable recommends starting with 2-5 pieces of seed content).

Community Building & Support

Growth strategies and team roles.

- What strategies or methods will you employ to promote and grow the community?

- List the team members who will be actively supporting and managing the community. What are their specific roles or responsibilities?

- Who are the inaugural or first members of this community? Are there any notable contributors or champions?