

Get Together

- 3 Sections
 - Spark The Flame: Getting Together
 - Stoke The Fire: Sticking Together
 - Pass The Torch: Growing Together

Chapter 1 Pinpoint Your People

- The first people you involve are **consequential**
- To figure out who to focus on, ask
 - Who do I want to get together?
 - Why are we coming together?
- Identifying your who
 - Find your team of allies by asking
 - Who do I care about?
 - Who do I share an interest identity or place with?
 - Who do I want to help?
 - It may take time to find your who
 - Who do you start with? Focus on 2 criteria
 - 1. Who brings the energy? Who are the people who already engage, contribute, or attend
 - 2. Assuming that the community flourishes, who will you stick with?
- Who do you want to invest in?
- Defining your why
 - Thriving communities demand a **shared purpose**
 - Make sure your community's purpose is grounded in your people's needs and it expresses what you can accomplish together. Consider
 - 1. What do my people need more of?
 - 2. What's the change we desire?
 - 3. What's the problem only we can solve together?
- Inclusion and exclusion
 - Communities focused on bridging bring different people together to share assets, ideas, and skills
 - Communities focused on bonding connect similar people for solidarity and social support

Chapter 2 Do Something Together

- Communities form around **shared activities**
- What is something your people crave that would be better performed or experienced as a group?
- Design your first activity
 - 3 principles to start the group on a collaborative path
 - 1. Make it purposeful
 - Tie activity back to why
 - 2. Make it participatory
 - Don't just talk at people
 - 3. Make it repeatable
 - One-offs are the enemy
 - Design it with the intent to repeat it over and over
- Don't think of your people as an audience. Treat them as **collaborators**
- Remember, big things often start small

Chapter 3 Get People Talking

- "People show up for the meetup but they come back for the people"
- To get people talking, figure out:
 - 1. Space
 - Where can members continue the conversation independently?
 - See where your people already spend a lot of time
 - 2. Prompts
 - How do I give members an excuse to connect for the first time?
 - 3. Structure
 - What structure would make communication more meaningful?
- Founders need to take an active role model for what participating should look like

Chapter 4 Attract New Folks

- A sign of a vibrant community is that new members join because they want to
- New people need to be genuinely excited about your shared purpose or they'll never stick with the group
- Can't just put unknowing people on a list and start calling them a community
- Establish your origin story
 - Will give both existing and prospective members the language they need to explain what your community is and why it formed in the first place
 - Marshall Ganz Public Narrative framework
 - 1. Tell the story of self
 - What made you start caring?
 - 2. Tell the story of us
 - It's bigger than you. What is possible if the group comes together?
 - 3. Tell the story of now
 - What is a small immediate way that someone can get involved?
 - Meetup
 - Join newsletter
 - Why should they do it now?
- Share the recruiting responsibility
 - Make it clear to members that their active involvement is crucial to ensuring the vitality and success of your community
- Collect the right shareable stories for your community
 - Ideas
 - Community centred around in-person experiences
 - Package up images or videos that encapsulates the experiences
 - Community centred around training or learning
 - Encourage members to share their efforts
 - Cooking community share recipes
 - Share workouts in Strava
 - Community centred around contributing and sharing content
 - Make content they contribute simple to reshare and discover
- Wield your spotlight
 - Put the spotlight on the inspiring people in your community

Chapter 5 Cultivate Your Identity

- To cultivate, answer
 - 1. What badges are we promoting? **How do people telegraph their affiliation?**
 - 2. What rituals are we elevating?
 - 3. What language does our community use? **Example: Gooners, Beyhive**

Chapter 6 Pay attention to who keeps showing up

- "A community is a living organism. It's either declining or improving; there's no steady state in a community"
- A community can only grow sustainably if newcomers find value in their first interactions
- To track and explore retention
 - 1. Collect participating data
 - The more the measured action demonstrates true participation, the better
 - 2. Gather info about your regular participants
 - Where members are from, contact info
 - 3. Seek insights on why they participate and what they want more of
 - Listen, listen, listen
 - Why vs. How many
- Look for hand raisers
 - Who seems to be taking on individual responsibility on their own?
 - Ask yourself
 - 1. Is there a cohort of ultra-engaged volunteers?
 - 2. What does it *mean* to be ultra-engaged?
 - 3. Why are they committed to the cause, and what are their aspirations?
 - What motivates and inspires the handraisers to volunteer?
 - "Attention is the rarest and purest form of generosity" - Simon Weil

Chapter 7 Create More Leaders

- Growing a community isn't about management, it's about **developing leaders**
- In any community, a small set of extra-passionate people will do the majority of the work to push the group forward and expand what's possible
- To find leaders, clarify
 - 1. What does it mean to be a **qualified** leader in your community? **Seek hand-raisers who have a skill you need support for**
 - 2. How can you vet for **genuine** leaders? **Sincerely motivated by the community's purpose**
 - 3. What's your feedback process with leaders? **Consistent check-ins**

8 Supercharge Your Leaders

- Time to focus on super-charging your leaders' work so you can accomplish even more together
- Have to balance structure and freedom
- Map out your leader journey
 - Build out a flowchart of the leader's journey by discussing:
 - 1. What are the first steps that leaders take after raising their hands to accept a leadership role? **How?**
 - 2. How are they vetted? **Welcomed? On boarded? Acknowledged?**
 - 3. What are the key activities involved in their work? **What support do they currently receive?**
- Identify where leaders need support
 - Which activities add value to this leader's service to the community?
 - Your support should supercharge valuable activities and minimize or eliminate the others
 - 1. Which activities are valuable?
 - 2. Which activities are not as valuable, but still necessary?
 - 3. Which activities don't help at all?
 - Tie "valuable" to the community's purpose

Chapter 9 Celebrate Together

- Celebrations revitalize a group
- BOOK: Priya Parker The Art of Gathering
- Nail down the intention of your celebration
 - Why are we getting everyone together?
 - How does this help the community grow?
 - How will we incorporate our community's special sauce? **Badges**
Rituals
Terminology
 - What have we accomplished together? How can we reflect on those achievements?