



THE ULTIMATE CHECKLIST FOR STARTING A FUEL CYCLE COMMUNITY



GETTING STARTED

Thinking about launching your first online community, but not sure where to start? No worries. This checklist will help you get started.

Meet the Team

The first step to being successful is getting to know the team members that will help you launch your community. We have team members dedicated to client success, research, and community management.

Skill Up

You may not be an online community expert... yet. With the help of our robust resource library, however, you can download step-by-step instructions to learn how to do anything in the platform.

Read & Reference

We provide you with a series of onboarding documents that will help you get started. The top 4 documents you'll reference are the: Rules of Participation Template, Sweepstake Rules Template, Example Screener Questions, and Sample Charter.



STRATEGY FOR LAUNCHING

Now that you are trained on how to start an online community, it's time to put together a strategy for launching.

Create a Relevant Experience

Before you launch is the perfect time to decide on your online community tone, look and feel, and the activities to be available when you go live.

Customize Your Login Page

Your login page is yours to make your own. Edit the text and settings to match your tone, style, and brand.

Build Your Homepage

Your homepage is the next part of the platform to customize. Select a look, feel, and moderator message that will resonate with your participants.

Craft your Welcome Discussion

Take the time to craft a welcome discussion that introduces yourself as the moderator, sets expectations for the community, and allows participants to introduce themselves as well.

Decide on Albums Needed

Albums are pieces of content that can include featured images. You may consider posting an FAQ, rewards program information, and/or a "Meet the Team" page with pics and bios.



GOLDEN RULES FOR MAINTENANCE

It doesn't matter how large or how small your community is, here are the 6 golden rules that apply to everyone.

Clearly Define Objectives

The most important part of building a community is knowing what you want to accomplish, what your priorities are, and what signifies you're on the right path.

Recruit the Right People

Your login page is yours to make your own. Edit the text and settings to match your tone, style, and brand.

Develop a Strong M.V.P.

Don't forget to write a strong Member Value Proposition. This statement will outline the motivations for recruits to join and participate in the community.

Make Activities Meaningful

Aim for always developing content that serves a meaningful purpose (e.g. helps community members provide valuable feedback, engage with your brand, etc.). Focus on engagement. You're going to get what you give. If your brand is engaged, your community will also be engaged.

Close the Feedback Loop

Your members take the time to weigh in on impactful projects. Let them know you appreciate their feedback by telling them how you are using it.