

Experience Arc

At Sprout, we like to think about a series of community building activities as a campaign: an intentional arc of focused, action-oriented activity that mobilizes people to achieve shared goals. Use this sheet to sketch a series of purposeful experiences that will help you achieve your campaign's goals.

How do your experiences connect to each other?

Do they progress from one to the next? Do they cycle and repeat? Do several identical experiences happen at once? Feel free to draw your experiences in a straight line, in a circle, or along a more freeform path.

How does your experience arc connect to your campaign's purpose?

Consider how it connects with these ideas:

- **Goal:** How will this group of experiences help you achieve your campaign's main objective?
- **Message:** How will these experiences help tell your campaign's story?
- **Organizers:** What roles will your team members play within each experience?
- **Participants:** How will these experiences help you engage your target audience?

Use the space below to sketch your campaign's experience arc.

