

Experience Cards

Use these Experience Cards to select the experiences you will use as part of your community building campaign. Print them out on standard letter-sized paper and cut them apart. Feel free to print as many copies as you like—some campaigns might use the same experience type more than once. Gather a few collaborators and rearrange these cards to design the experience arc for your community building campaign.



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PLANNING

Small, Intentional, Focused

Chart the course for a new project.

Thinking Questions

- Who needs to get involved?
- How often will this group meet?
- What will they accomplish together?

Notes

Works well with: Fundraising, Kick-Off, Feedback, Showcase, Ideation, Recruitment, Summit

Experience # _____ of _____

FUNDRAISING

Purposeful, Mission-Driven, Profitable

Raise money to benefit a cause.

Thinking Questions

- What kinds of resources are needed?
- What's the most compelling approach?
- Why will people show up?

Notes

Works well with: Planning, Social

Experience # _____ of _____

KICK-OFF

Aspirational, Introductory, Action-Oriented

Announce a new campaign.

Thinking Questions

- What's the best way to get the word out?
- Who should attend?
- What happens next?

Notes

Works well with: Planning, Recruitment, Ideation, Social

Experience # _____ of _____

RECRUITMENT

Inclusive, Informational, Catalytic

Gather participants for a program or initiative.

Thinking Questions

- Why would someone get involved?
- How can you increase participation?
- What will encourage people to contribute?

Notes

Works well with: Planning, Kick-Off, Knowledge-Sharing, Social, Summit

Experience # _____ of _____

IDEATION

Creative, Participatory, Generative

Develop ideas for new projects and programs.

Thinking Questions

- How can we generate unconventional ideas?
- How can we involve diverse voices?
- How can we learn from existing projects?

Notes

Works well with: Planning, Kick-Off, Knowledge-Sharing

Experience # _____ of _____

KNOWLEDGE-SHARING

Engaging, Educational, Enlightening

Share expertise with one another.

Thinking Questions

- What do people want to learn about?
- How will you choose the topics?
- Who might lead these sessions?

Notes

Works well with: Recruitment, Ideation, Social, Showcase, Summit

Experience # _____ of _____

SOCIAL

Casual, Informal, Relational

Create and strengthen social connections.

Thinking Questions

- Why would someone come to this event?
- What venues might inspire or intrigue people?
- How will we help people stay connected?

Notes

Works well with: Fundraising, Kick-Off, Recruitment, Knowledge-Sharing, Showcase, Summit

Experience # _____ of _____

SHOWCASE

Fun, Inspiring, Celebratory

Celebrate a community's achievements.

Thinking Questions

- Who do we want to highlight?
- Who do we expect to attend?
- How will we document and share what happened?

Notes

Works well with: Planning, Knowledge-Sharing, Social, Feedback

Experience # _____ of _____

SUMMIT

Large, Multi-Faceted, Galvanizing

Convene a large audience around an important topic.

Thinking Questions

- What's the focus of the convening?
- How can we engage all participants?
- How will people stay engaged with each other afterwards?

Notes

Works well with: Planning, Recruitment, Knowledge-Sharing, Social, Feedback

Experience # _____ of _____

FEEDBACK

Conversational, Reflective, Pragmatic

Solicit input from stakeholders and constituents.

Thinking Questions

- Who do we need to hear from?
- How do we want people to give us feedback?
- What will we do with what we learn?

Notes

Works well with: Planning, Showcase, Summit

Experience # _____ of _____