Digital Community Readiness Checklist

This checklist is a quick-start tool for nonprofit leaders, grassroots organizers, and civic tech teams building online communities.

It helps you clarify your goals, pick the right tools, and prepare to launch a resilient digital space — whether you're starting from scratch or refreshing an existing one.

Is your online space ready to launch and grow?
Use this 10-question self-assessment to evaluate how prepared you are to create a resilient, engaging online community.

◆ Section 1: Purpose & People

1. We can clearly define the purpose of our community.

☐ Can you explain in one sentence why your community exists and what value it provides?

2. We know exactly who this community is for.

☐ Have you identified your core audience — their needs, motivations, and shared goals?

3. We've gathered input about what our members actually need.

☐ Have you surveyed or interviewed potential members, or learned from past conversations?

◆ Section 2: Platform & Tools

4. We've selected (or are close to selecting) a platform that fits our needs.

☐ Have you compared tools like Discord, Mighty Networks, or Facebook Groups based on ease, privacy, and flexibility?

5. Our team is comfortable using this platform — or ready to learn it quickly.

☐ Will your moderators, organizers, and members know how to use the space confidently?

◆ Section 3: Structure & Onboarding

6. We've outlined clear community roles (e.g., Host, Greeter, Moderator).

☐ Is there a plan for who welcomes new members, handles questions, or keeps things organized?

7. We've drafted a welcome message and a simple onboarding process.

☐ Do new members know what to do first, where to go, and how to engage?

◆ Section 4: Engagement & Momentum

8. We've prepared 2–3 types of content or events to post each week.

☐ Think about discussion prompts, highlights, polls, or member spotlights.

9. We've defined what "success" looks like for our community.

☐ Is it active conversation, collaboration, resource sharing, or something else?

10. We have 2–3 ways to track community engagement and health.

☐ For example: returning users, posts per week, replies per post, or thank-you messages.

🧭 How to Use This Checklist

- **Score 8 or more**: You're ready to launch!

- **Score under 8**: You're close — grab the Step-by-Step Community Guide to build clarity and confidence.

What's Next?

If you scored below 8, don't worry — you're in good company.
Most great communities don't start perfect.
The full Step-by-Step Community Guide will help you:

- **Choose and launch your platform**

- **Design roles and onboarding**

- **Create a sustainable engagement rhythm**

👉 **Download it here: dbsds.org/community-guide**

Created by dbSDS — Practical tools for mission-driven digital spaces.
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