

Discord Server Starter Kit

Your blueprint for launching a community Discord server.



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What This Is

A beginner-friendly guide to setting up a Discord server for your club, team, or gaming community. Whether you're running a high school program, local esports org, or just starting out, this will give you a solid foundational structure to grow from out of the box.

What's Included

-  Server Setup Checklist
-  Recommended Channels & Structure

-  Mod Roles & Permissions Template
 -  Bots & Automations to Use
 -  Downloadable Server Template
 -  Best Practices for Growth
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Server Setup Checklist

Before you invite people, make sure the basics are in place:

- Create a **clear server name + icon image (we recommend Canva, it's free!)**
 - Write out copy for a short **Welcome Message** that will live in your #welcome channel
 - Draft your community **Rules** and prepare to pin the message in a #rules channel
 - Set up **Roles** (e.g. Admin, Player, Coach, Member, etc.)
 - Add key **Channels** (see below)
 - Install essential bots (see below) to automate certain processes/features
 - Invite others part of your community to help you finalize setup
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Recommended Channels & Structure

Core Public Channels:

[WELCOME SECTION]

welcome-start-here

rules

announcements

events

[GENERAL]

general-chat

memes

feedback

Optional Public Channels

game-lobbies (or #game-specific channels)

looking-for-group

tech-support

Core Voice Channels:

- General Voice

💡 **Pro Tip:** we recommend also creating a few private channels that only you and trusted members of your staff have access to. You can use these channels for internal communications and for setting up bots, third party integrations, and more!

Mod Roles & Permissions Template

Roles to Create:

- 🛠️ Admin (full access)
- 🔧 Moderator (can kick/mute, manage channels)
- 👤 Member (default role)

💡 **Pro Tip:** Use **role color coding** and **category permissions** to keep things clean and manageable. The above role matrix is just a general rule of thumb hierarchy when it comes to dividing access and permissions.

Recommended Bots

Bot	Purpose
Carl-bot	Role management, logging, automod
Dyno	Moderation, announcements
MEE6	Leveling system, reaction roles
Statbot	Server analytics

Best Practices for Growth

- Have a clean onboarding process with clear rules, community overview, and roles for people to select
 - Be active, welcoming and engaging with all new users in your server
 - Use Discord Events feature to schedule games/hangouts
 - Ask open-ended questions in general chat to spark discussion
 - Run simple competitions or polls to drive engagement (e.g. “would you join us for a movie night?”)
 - Share the invite link across all your marketing outlets (e.g. social media, websites, etc.)
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This resource is part of the 1-Hub Community Toolkit, built to help gamers, creators, professionals, communities and more, grow sustainably. This was built by the Carolina Gaming team to support grassroots gaming and esports across the Carolinas. Want to give back?

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