Pinpointing *Who* to focus on

Having a clear idea of “Who do we want to bring together?” will make questions like: “Why will this community come together?” and “What should we do together?” easier to explore.

Use this guide to draft “*Who* hunches” and discuss among your team.

Tips for nominating a *Who*

How to prioritize one *Who* from many options

Consider the following questions:

1. Energy**:** Who is most eager to participate—which group of people already engages, contributes, or attends organized activities or conversations?
2. Importance**:** Strategically, which group of people should we invest in over the long haul? *(e.g. program participants, volunteers leading data sub-communities)*

How to describe your *Who*

Give your *Who* a **name**, a **one-sentence description**, and a few **examples of specific people** who’d be in this group. Other language tips:

- Be specific in your description (i.e. who are they, what do they care about?).
- Suggest people, not entities (e.g. no brands).

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Draft *Who* Hunches for Your Community

Share your Who *descriptions here ahead of your discussion. Bonus: rank your hunches. Which group would you focus on first?*

1. TK
2. TK
3. TK

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Discuss *Who* Hunches

How we prioritize

Who do we want to focus on building a community with right now?

1. Energy**:** Who is most eager to participate—which group of people already engages, contributes, or attends organized events or activities?
2. Importance**:** Strategically, which group of people should you invest in now that makes sense over the long haul?

Reminder: develop your best hunch, move forward, and adjust.

Discussion Notes

TK

Our top *Who* hunch:

TK

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