Oct 2017 Launch Requirements

Preliminary list of ideas

[Suggestion: please don't edit or move other's submissions! Use comments, or simply add your own even if it seems redundant]

- Sufficient "virality"
  - Set of calls to action to ask others to join
    - Be clear and thoughtful , especially about the money element
  - Agreed messaging: Clear reasons why people should join, PR, FAQ,...
  - Social media sharing capacity - for both our messages and things happening outside that relate to what we do (Equifax,...)
  - Ask members to spread the word (in their own networks, via their own profiles)
  - Well-hosted social media (Facebook, LinkedIn, and Twitter?)
  - Regular naming of things happening outside that relate to what we do (Equifax, Facebook...)
  - Commitment from core team to post things ~2x/wk or more

- Functional (i.e. not broken) member onboarding
  - Agreed list of key steps
  - Simplified Mattermost structure
  - Updated welcome documents and checklist in SL (/dig start)
  - What to expect when engaging with the Collective (e.g. forming a team, making a decision, etc)
  - Clear host roles to welcome members on Mattermost and Discourse

- A set of member engagement invitations
  - I.e. "now that you've joined, here are some things going on NOW that you can get involved in"
  - Make sure there are options for certain categories of members, e.g. people w/software projects, muggles, people that want to help launch DigLife, etc.
  - Member stewards and circle formation process?
    - A [decision flow chart](#) to clarify what kinds of decisions an individual can make and what needs further input.
  - Steward and mentor roles at least in discussion so people can find out we want those to be available.

- A budget, or at least a process for creating one we can tell people about and perhaps invite them to be involved in. *Need to think about this more. Something is needed.*

- ○ [Too much work right now!] Near term budget, e.g. what we might do with out first $100,000 and a longer term one proposing how to use millions.
  - ○ Statements (versus a full budget pro forma) about what we might do with various amounts of money.

- ● Plan for ongoing content creation

- ● Finalized and "approved" Governance/Organizing Principles (of Practice).
  - ○ How we work together, rather than our values

- ● A way to engage/keep track of non-members/prospects who are interested in DigLife(option: http://www.traackr.com/)

- ● Discourse is fit for purpose as a place to direct people who are considering membership and who don't know a member to discuss things with directly
  - ○ On message intro text
  - ○ Categories / some structure to make it easier to navigate
  - ○ Members are responding to questions and discussing things usefully there (monitoring)
- ● There's an FAQ or place to add new longer content which is needed or evolved in response to discourse questions
- ● One consistent privacy policy
- ● Need to check for old links on search engines

Statements on Budget NOW IN GHOST

See https://blog.diglife.com/about-our-budget/