

Identify needs in your project

Take a look at your project holistically. Which aspects of your project are lacking? What parts are often seen as “nice to have” but often times become neglected despite their relative ease? These items are often times good low hanging fruit for contributors to work on. An example list is below for some inspiration.

- Development documentation
 - Getting started on various types of systems (mac, pc, linux, etc.)
 - Running tests
- Translation of copy such as docs, websites, user guides
- Managing community support (stack overflow, discourse, etc.)
- Fixing bugs/features in the code base
- Managing project roadmap & prioritizing bugs

Identify potential contributors

Take a look at the various potential sources of contributors. Identify skills they are likely to have, areas they might like to contribute, and incentives they might have to contribute. A simple sentence or list of each source will do.

Prioritize contributors and develop incentives

Now that you have a broad list of potential contributors, based on the needs you have in your project and the sources of contributors you have, begin ranking the various potential sources of contributors. Starting in priority order, for each source, use the below guide to develop a **persona** for that specific source. This will be the end result that will help you develop incentives to recruit and build up your contributor base.

https://mozillascience.github.io/working-open-workshop/personas_pathways/

After you have developed some initial personas, you can begin building out **pathways** to have them become active participants in your project.