

# A Roadmap For Community Engagement



## Introduce Curated Experiences with Community Tours

Personify Community creates rich, digital spaces for nonprofits and associations, where supporters, members, volunteers and other constituents feel like they belong. But while those opportunities for engagement offer huge incentive to participate, getting started and staying involved can prove challenging.

Guiding the constituent experience for Community users is a critical step for organizations, and often one that is easily missed. Our Community Tours engine drives adoption, empowering organizations to help, guide and delight users throughout their journey, with relevant and contextual direction. Key information from a member or donor's community interactions and activities are captured and shared across systems.

### Introduce tours to:



#### Optimize New User Onboarding

Create customized flows to improve user experience, lower support costs and drive engagement from day one. Welcome new community members with interactive tutorials to highlight key community features. Provide how-to instruction for common tasks such as filling out your profile. Launch new user tours automatically, without burdening staff or volunteers with manual processes.



#### Deepen Engagement for Existing Users

Maintain momentum for your constituents and keep enthusiasm high with powerful, personalized walkthroughs designed to address a specific segment's needs, encourage action and increase retention through proactive introduction of new features, important information and opportunities to make new connections.



#### Showcase new, important or undiscovered features

- Shine a light on what's new in your community or provide additional visibility for specific areas.
- Promote content and events.
- Drive attention for urgent issues or actions.
- Highlight volunteer needs.
- Alleviate support needs through proactively answering questions or providing how-to instruction.

## Add a tour to any page on your community

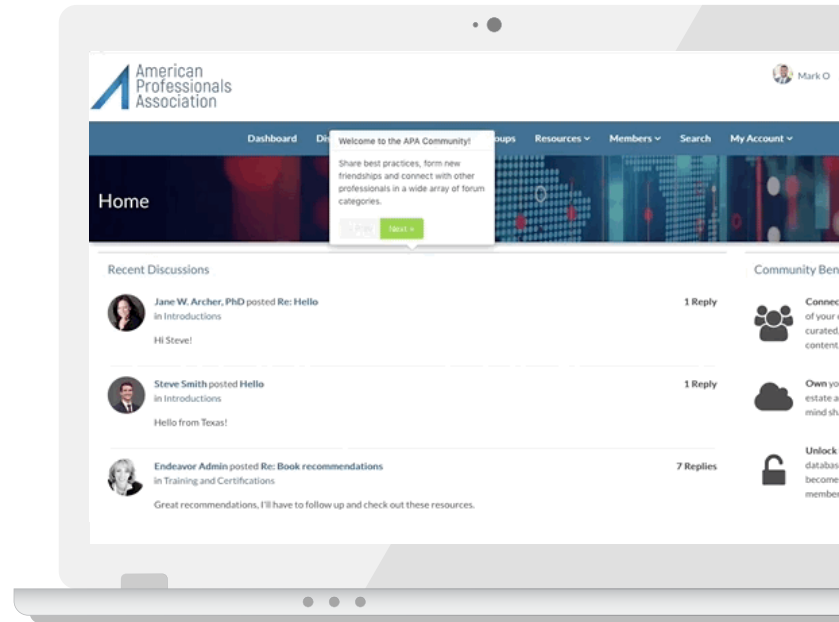
### The possibilities are endless

Our mission is to empower purpose-driven organizations to connect and engage with their supporters and make the world a smaller place. For Personify Community, Tours introduces a direct path to engagement, delivering a roadmap with visual cues and strategically placed content for members getting started, members well on their way or members looking for ways to do more.

## A Roadmap for their Success – And Yours

Our goal is simple: ensure your community remains vibrant, with the know-how and best practices to ensure that your community is delivering value for your users and your organization. Creating tours can help your members navigate your community but creating a strategic plan for your organization is a roadmap for success.

Let our Implementation Team partner with you to identify, develop and document holistic programs designed to engage community members from the moment they arrive. Keep your community thriving with proven recommendations for getting your members in the door and interacting with your content, threads and tools.



Learn more about Personify Community

[personifycorp.com](https://personifycorp.com)



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