

## COMMUNITY CONNECT CLUB

136 East Rosemary Street, Suite 100

Chapel Hill, North Carolina 97514

EIN: 93-3913332

### SUPPLEMENTAL RESPONSES TO FORM 1024

#### PART III: ACTIVITIES

##### *Question 1: Narrative Description of Past, Present, and Planned Activities.*

Community Connect Club (the “Organization”) was formed to support and promote the community profession across all regions, industries, and experience levels through collaborative resources, professional development, and cross-pollinating communities of practice. The community profession is a relatively new discipline. Community professionals include professionals who work in roles at their organizations and companies to build, grow, and support a connected community for an organization or company—for example, between the business and its customers, employees, partners, and other audiences through various types of interaction—in roles such as, for example, community managers, community marketers, customer service, community developers, and community strategists working across different industries and geographies. The Organization will promote the common business interests of community professionals to improve the business conditions of the community management profession by advancing the collective skills and knowledge, reputation, and professionalization of this emerging profession.

The Organization’s activities will be undertaken by the Organization’s officers, directors, employees, or independent contractors. The Organization expects to be primarily funded by membership fees, in addition to donations, sponsorships, and earned income from activities (for example, registration fees for conferences). Membership will be open to companies and individuals working in or related to the community industry, as further described in *Question 6* and **SCHEDULE C**, below.

The Organization plans to conduct the following initial activities:

*Community Industry Reports, Studies, and Newsletters.* The Organization plans to produce reports and studies on the state of the community profession, including, for example, on trends, challenges, and opportunities in the community profession. The Organization plans to undertake activities such as recruiting survey participants, analyzing survey data, and producing reports and studies that can be shared with community professionals, community-led organizations, and other stakeholders to provide valuable insight and inform decision-making in the field. The Organization’s reports and studies will be made available at no charge to the Organization’s members and may also be shared with the general public from time to time.

The Organization also plans to research and collect data on different career paths within the community management field to gather insight and create resources that help foster career development within the community industry. This work may include, for example,

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conducting interviews with community professionals at various career levels and in different industries to provide insight and examples of potential career paths and compiling and analyzing the data to produce searchable resources for community professionals. Such information will help highlight the potential growth and advancement of the community profession across diverse industries and contribute to the professionalization of the community management.

The Organization also plans to produce an e-mail newsletter publication that provides community professionals with valuable insights, industry updates, and resources. The newsletter may include content such as articles by industry experts, interviews with successful community professionals, community management event announcements, job opportunities, and news and highlights from the community industry. The Organization plans to publish the newsletter on a regular basis, such as a weekly newsletter. Any member of the public may subscribe to the newsletter.

The Organization plans to spend approximately 20% of the Organization's time and resources on this activity.

Community of Practice Platform. The Organization will maintain an online platform where community professionals can connect and learn from one another, fostering professional development and knowledge sharing. The platform will be hosted on a communication platform such as Slack to provide an inclusive space for the Organization's members that facilitates the exchange of ideas and best practices, offers an ongoing support system among community professionals across various industries, and fosters networking, collaboration, and mentorship for the betterment of the community profession. The Organization will manage the platform and curate relevant resources and best practices to share on the platform. The platform will be free to access and made available to the Organization's members.

The Organization plans to spend approximately 20% of the Organization's time and resources on this activity.

Community Industry Events and Conferences. The Organization will host industry educational events such as roundtables, webinars, and expert interviews with guest speakers. These events will help community professionals learn from experts in the community field and/or experts from relevant adjacent fields as well as provide opportunities for networking and knowledge sharing between community professionals. The Organization expects to host these events virtually and multiple times per month. The Organization may also record such events to archive important knowledge and experience and document the progression of the emerging community industry.

In the future, the Organization also hopes to hold an annual or semi-annual conference for the community industry. The conference may feature keynote speakers, breakout sessions, panel discussions, and interactive workshops. The conference would be open to any community professional from any industry. The Organization intends to charge a registration fee and offer opportunities for corporate sponsorships and exhibitors to help cover expenses. The conference's programming will foster networking, learning, and collaboration; contribute to the overall improvement of community management practices; and promote the growth and

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advancement of the community profession. The conference may be a multi-day event held in-person.

The Organization plans to spend approximately 15% of the Organization's time and resources on this activity.

*Mentorship Program.* The Organization will conduct a mentorship program to help support more junior community professionals receive valuable advice, perspectives, and relationships from senior community professionals. This program will help develop the community professional industry as a whole and encourage ongoing knowledge sharing. The Organization anticipates the program will happen quarterly for approximately 6-8 weeks and be conducted virtually. The mentorship program is available at no charge to all members. The Organization anticipates that in the future the mentorship program will include cross-functional mentorship where community professionals are matched with professionals in adjacent functions to help promote a greater understanding for community professionals of the different perspectives and pain points of functions that often must collaborate within an organization for effective community management. As part of this program, the Organization will develop an application process for mentor and mentee applicants, select accepted participants and pair mentors and mentees, provide instructions and guidelines for the mentorship and training sessions for volunteers, conduct periodic check-ins with participants during their mentorship and follow-up assessments for continuous improvement of the program.

The Organization plans to spend approximately 10% of the Organization's time and resources on this activity.

*Community Profession Job Board.* The Organization will host on its website a job board for community professional job openings to help community professionals learn of new opportunities and support the growth of the community industry. Making such information freely available also helps with standardization in the industry related to hiring, including standardizing job descriptions, requirements, and salary range for community professionals across various industries. This will be free to use by job seekers and companies with job openings. The Organization will maintain a job board with job posting relevant to community professionals and review submissions for postings. The Organization will also hold virtual accountability groups that help job seekers stay motivated and help each other prepare for job interviews and applications.

The Organization plans to spend approximately 10% of the Organization's time and resources on this activity.

*Educational Courses and Certifications.* The Organization plans to offer a variety of online courses and certifications for community professionals. The courses aim to provide in-depth knowledge and practical skills in various aspects of community management to enhance the knowledge and skills of the community profession and help community professionals stay current with the latest industry trends and best practices. The Organization expects to conduct these courses online. At the outset, such courses will be offered for free in an on-demand format, though the Organization may in the future provide the courses in other formats such as live sessions or

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cohort-based learning and may charge a fee. The Organization will develop the course curriculum and learning materials, provide the course programming, and issue certifications for completion of courses.

The Organization plans to spend approximately 5% of the Organization's time and resources on this activity.

Community Building Resources Directory. The Organization will maintain an online directory of resources for community building, such as a list of reputable community building courses and certifications, tools and software for effective community building, and consultants specializing in community management. The directory is intended to provide a centralized hub of resources that can help improve the knowledge and skills of the community profession. This directory will be free to access and made available to the general public.

The Organization plans to spend approximately 5% of the Organization's time and resources on this activity.

Directory of Communities of Practice. The Organization plans maintain a Directory of Communities of Practice, a comprehensive resource that indexes various communities of practice in different industries. This directory currently indexes over 400 communities of practice across 20 functions (e.g., marketing, product, and sales). This directory will be a resource and a tool that allows community professionals to search a wide variety of communities according to different criteria to better connect within their professional focus and learn from other communities of practice. This directory will be free to access on the Organization's website and made available to the general public.

The Organization plans to spend approximately 5% of the Organization's time and resources on this activity.

Directory of Nonprofit and Volunteer Projects. The Organization plans to maintain a curated and vetted list of nonprofit and volunteer opportunities seeking help from community professionals to work on a community management or community-building project. This directory will be free to access on the Organization's website and made available to the Organization's members. Providing such a directory will encourage a sense of social responsibilities and engagement within the community profession.

The Organization plans to spend approximately 5% of the Organization's time and resources on this activity.

Community Member Awards. The Organization plans to present monthly awards to outstanding members of a community. The Organization is currently developing the awards process but expects that it may involve nominations from communities managed by community professionals for review and selection of awardees by the Organization. The awards are intended to highlight contributions and achievements of outstanding members of communities managed by community professionals and help promote excellence in the community profession. The

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Organization plans that this award will be for recognition only (i.e., no monetary prize). Awardees may receive a low-cost item such as a book on a relevant topic to the profession.

The Organization plans to spend approximately 5% of the Organization's time and resources on this activity.

### ***Question 6: Membership.***

The Organization's membership will be available to individuals and companies working in or related to the community industry who share a mutual business interest in the business conditions of the community profession. The Organization is currently in the process of finalizing its membership requirements for membership classes, qualifications, rights, and dues structures.

The Organization expects to have several groups of members according to membership type. For example, the Organization anticipates that membership for individuals will be available to any professional in the community field or individuals who previously worked in community management but for which the community profession remains relevant to their current role (i.e., an individual membership); individuals who work with community professionals, such persons in adjacent functions in an organization or who interact with community professionals are part of the community ecosystem (i.e., an affiliate membership); and students aiming to work in community management after graduation (e.g., student membership). Membership fees for individuals may be determined based on factors such as country of residence, employment status, type of individual membership (i.e., student, affiliate, or individual membership), and length of membership.

The Organization anticipates that corporate memberships will include companies that employ community professionals for whom the company wants to provide personal memberships for all such employees (i.e., a corporate supporter membership) as well as companies that work with community professionals but do not employ directly community professionals such as companies that provide services and products for the community industry and support the growth and advancement of the community industry (i.e., a corporate supporter affiliate membership). The Organization anticipates that corporate supporter membership fees will be determined based on a sliding scale, depending on the company's size/valuation, location, and number of employed community professionals. Corporate supporter affiliate membership fees will be evaluated based on factors such as size of company, funding status of company, length of membership, and number of relevant employees.

The membership groups will have certain rights and privileges under the Organization's membership policies that are being developed. The Organization's members will not be "members" as that term is defined in Delaware General Corporation Law who have the right to vote for directors or on certain significant corporate actions. However, all members, except for affiliate or student memberships, will have a meaningful voice in the Organization's governance and operations. For example, such members may be provided with opportunities to: participate in committees related to director nominations, programing, resource moderation and curation, and research reports; serve on advisory or sub-committees of the Organization; help organize events;

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hold leadership roles; research industry trends; or review resources and directories. Other membership benefits may include, for example, access to member-only resources and content databases, discounted membership rates for Organization events, and invitations to participate in Organization's programs. Affiliate and student memberships, which pay a reduced membership fee, may receive some but not all member benefits.

In addition, members who join in the initial year of the Organization's operations and make a meaningful contribution of financial or in-kind support to help finance the Organization's initial operations will receive an additional distinction as a "founding" member. Such recognition may appear, for example, in the membership list on the Organization's website during the Organization's initial years of operation. This recognition is available to any membership type.

The Organization will also consider membership scholarships based on financial need for applicants who cannot otherwise afford the membership fees to join the Organization. The number and amount of scholarships available each year will depend on the availability of funds and qualifying applications annually.

In addition, the Organization will develop processes and policies designed to be responsive to the members by, for example: soliciting input from the membership on developing or changing the Organization's strategic plan; continuously soliciting and reviewing member feedback and ideas on the Community of Practice platform space; and enable members to offer proposals for board-level consideration.

### PART V: FINANCIAL DATA

#### *A. Statement of Revenues and Expenses.*

##### *Line 24: Itemized Financial Data*

- **Line 9:** Revenue from registration fees for community industry conferences hosted by the Organization.
- **Line 14:** Expenses for low-cost items, such as books on community industry topics, purchased for monthly member recognition awards (projecting approximately 10 awards per month in 2024 and 15 awards per month in 2025).
- **Line 22:** Other operating expenses, such as webhosting services, database software, job board hosting software, phone, newsletter platform, and engagement analytics tools.

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<b>SCHEDULE C</b>
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***Question 2: Common Business Interest.***

The Organization's members share a common business interest in the community management profession, including, but not limited to, advancing the collective skills and knowledge, reputation, and professionalization of this emerging profession.

***Question 3: Services Performed.***

The Organization will not perform any particularized services to any members. The Organization will, however, provide certain content and events accessible to members only such as closed roundtable discussions with industry leaders or member-only resources and content databases, as explained in response to **PART III, Question 1**, above.

***Question 7: Professional Listings.***

The Organization will maintain various directories, including a directory with referrals for consultants specializing in community management and reputable tools and resources for community management, as explained in response to **PART III, Question 1**, above. The Organization also plans to provide a directory of software vendors that provide platforms that serve communities, as well as a directory of courses and other educational resources that would benefit community professionals.