What values and beliefs would your movement members identify with? How would movement members recognize these in each other? What drives them to join?

What change will your movement make in the world? What unique commitment to the cause will your movement’s members make? What experiences do movement members have in common? What tangible opportunities will movement members have to share the journey with others?

What type of activity and actions will your members be doing to create value for your cause? How can members give back to your movement to make it sustainable and help it grow? What will every communication have in common? What communication channels will you use to inform, grow, enable and organize your movement?

What models could provide sustainable funding on an ongoing basis? What will need funding now and by who? What resources are going to be needed to start and sustain the movement? What level of control will your organization require over movement members’ actions and why?

What kind of information about your movement members will help you to understand them better? What opportunities do you have to capture that information? What systems will enable you to store, analyze and use that information to communicate with them?

What experiences do movement members have in common? How will these things reinforce the movement’s identity, and make a meaningful experience of participating in your cause? What tangible and intangible rewards would your movement members value? What will motivate them to continue their involvement?

What are the tangible opportunities or participatory processes that will make the movement bigger than its members? How will these things reinforce the movement’s identity, and make a meaningful experience of participating in your cause? How will you decide what type of communication and when?

What is the change that is going to happen because of your movement? This could be social, environmental, economic, individual or collective. What will your movement members identify with? How will they be supported to organize and take action?

What are the groups in your network that share an interest in your cause? What are the groups outside your network that have an interest in your cause? What groups in your network share interest in your cause? What groups outside your network share interest in your cause?