

Engagement Recovery Checklist

Most communities lose momentum after the first event. Work through these four fixes (in order) to keep members engaged long after the room empties.

1 Reach every member directly

- ☐ 1 List every channel you currently use to reach members (email, Facebook, group chat, flyers).
- ☐ 2 Mark which ones an algorithm or inbox filter can hide, those are leaks.
- ☐ 3 Move to a channel where every member who opted in actually receives what you send.
- ☐ 4 Confirm you never have to pay to reach your own members.

2 Bring everything into one home

- ☐ 5 Inventory where events, chat, resources, and your member list each live today.
- ☐ 6 Pick one place members can return to for all of it.
- ☐ 7 Migrate the essentials so there's a single "home base," not six tabs.
- ☐ 8 Make that home the link you put everywhere.

3 Build a rhythm between events

- ☐ 9 Choose one small, repeatable touchpoint (weekly thread, monthly update, standing group).
- ☐ 10 Put it on the calendar so it happens without deciding each time.
- ☐ 11 Keep it short, consistency beats size.
- ☐ 12 Send the next touchpoint within a week of every event, while attention is warm.

4 Own your member list

- ☐ 13 Export your member data so you hold it, not a platform.
- ☐ 14 Make sure your reach doesn't depend on rules or pricing you don't control.
- ☐ 15 Keep your list current, one source of truth, updated as people join.

- ☐ 16 Choose tools that let you keep and move your data freely.
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Want all of this handled in one place?

Kannect puts events, members, messaging and resources under one roof, and reaches every member who opted in, every time. Plans start at \$29/mo with a 7-day free trial.

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