

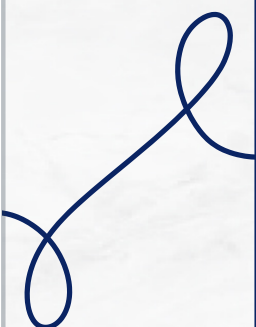


# How communities show ❤️ to members

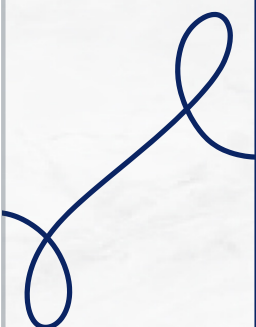
Presented by  
Jenny.Community, LLC & Bettermode  
February 14, 2023



## How Are Communities Showing ❤️ Today?



**How do you reward,  
recognize, and incentivize  
your members?**



**How do your members  
PREFER to be rewarded,  
recognized, or incentivized?**



# **Celebration Survey**

Example: <https://waybook.com/templates/celebration-survey>



What are the most popular  
ways members are  
shown ❤️ today?

Check out Amy Jo Kim's book *Game Thinking*.



Examples:

Stubhub: <https://stubhub.community/t5/badges/userbadgespage/user-id/8/page/1>

Unqork: <https://community.unqork.com/product-updates/new-yearly-leaderboard-badges-12833>



Examples:

Zapier Community: <https://community.zapier.com/code-webhooks-52>

Microsoft Power BI Community

<https://community.powerbi.com/t5/Developer/Embed-Power-Bi-Report-in-WordPress/td-p/886456>

Alteryx Community: <https://community.alteryx.com/t5/Alteryx-Community-Resources/FAQs-User-Ranks/ta-p/178548>





# Programs

Examples:

Sephora: <https://community.sephora.com/t5/Trending-at-Sephora/Introducing-the-Sephora-Beauty-Insider-Community-Ambassador/m-p/5811259>

Amazon Alexa: <https://developer.amazon.com/en-US/alexa/champions>

Canva Experts: <https://public.canva.site/canva-experts>



# Leaderboards & Points

Examples:

ConvertKit Creator Community: <https://community.convertkit.com/>

Motion Page community: <https://community.motion.page/>

Link: <https://bettermode.com/blog/leaderboards>



Example:

Salesforce Trailblazer swag: <https://www.salesforcestore.com/Trailblazer-Outfitters-C75.aspx>



## **Surprise & Delight**

Examples:

Rust-o-leum's Creator's Studio Community. <https://creatorsstudio.chaordix.com/>

Example: Freelance Founders.  
<https://www.freelancefounders.com/>



Now, we show our love to you, our attendees, with this takeaway slide.

Use this to get started on creating your own Celebration Survey!



## Q & A



Thank you &  
**HAPPY VALENTINE'S DAY!**



[jenny.community](https://jenny.community)

[Bettermode.com](https://bettermode.com)