MAKE A SPACE KIT

THE STEP BY STEP GUIDE TO CREATING A SUSTAINABLE COLLABORATIVE SPACE IN YOUR COMMUNITY

SPACE FEDERATION

school factory

Introduction

This kit is in development as a resource for people who are founding a new collaborative physical space.

Spaces come in many forms:

1. Hackerspace
2. Makerspace
3. Co-working Space
4. Citizen Science Lab
5. Open Democracy
6. Project Collaborative
7. Creative Collaborative

The kit is currently broken out into the following phases: Discovery, Formation, Launch and Outreach.

There are 7 dimensions that all collaborative spaces need to think about and have someone on the leadership team addressing. The Discovery phase currently lists out the related dimensions for each task, and the other phases will eventually be switched to this structure as well. The dimensions are as follows:

- **Governance:** Includes handling the legal details of the organization and keeping it in compliance, board setup, and effective governance procedures

- **Community**: Addresses how members relate to each other and are personally enriched by their experience in the space

- **Outreach**: Connects with the community outside of the space, builds partnerships, brings in guests, ensures inclusivity and considers impact in the larger world

- **Experiences**: Crafts the experiences people have inside the space, including activities, events and programs

- **Equipment**: Addresses what tools and resources are available to members inside the space.

- **Environment**: Addresses the physical space/place/environment and how it impacts the other dimensions

- **Resources**: Stewards and cultivates the necessary resources to the sustain the space, including money, donations, and sources of energy

PHASE 1: DISCOVERY

Discovery: 8-12 weeks

The Discovery phase is about exploring what is possible and desired for your space, and who is willing to help. This phase begins with your first intention to seriously explore the possibility to start a new space, and ends when you are ready to incorporate a new non-profit. That includes both knowing enough about your community to be confident that you to want to start a new organization, and having the minimum required resources (including people) lined up to do so.

While it might be tempting to rush through these first few steps, what is learned during Discovery is fundamental to the success of the remaining phases. By taking your time here, you will be able to focus the enthusiasm of the community into structured action towards a shared goal.

The Discovery phase involves:

- Recruiting members for your Founding Team
- Learning about the needs and interests of your community
- Finding the community resources, partnerships, and people that can help create and sustain the space
- Defining criteria for neighborhoods and locations that work for the project
- Identifying potential sources of revenue and funding

Create documentation system

As you go through the Discovery phase, it will be important to document what you learn. You'll also want to share these details among members of your growing team. The tasks in this section will help you set up a simple system for your whole team to keep track of what you learn.

Select a file sharing system

Dimension: Governance
Estimated Time: 1 week
Difficulty: Easy
Description:

Having a shared file system in the cloud will help you stay organized during the Discovery stage and beyond. It will allow you to track and share your progress, collaborate on documents, and ensure you always have the most recent document versions. (Emailing documents back and forth can lead to many versions and confusion - avoid this approach!)

Select a service and get all of your founding board members set up to use it. As you recruit new board members, add them to the service as well.

We recommend using Google Drive because it's free (up to 15GB per user), easy to share folders/documents, includes version history, and you can collaborate together in real time.

If something like Microsoft OneDrive or Dropbox will work better for your needs, that's fine too. Just be sure to consider what platform is likely to work for all of your team members (including those you haven't yet recruited) and provide the features you need.

Setup filing structure

Dimension: Governance
Estimated Time: 1 week or less
Difficulty: Easy
Description:

Messy filing systems within many organizations waste countless hours of staff time. Make it easy from the start to see what you have, find what you need, and keep it up to date!

Once you have selected your online shared files system, set up some basic folders for the main areas you will need to engage. You might start with a folder for each of the primary leadership dimensions (governance, outreach, community, experiences, equipment, environment, and resources) or more traditionally named areas of an organization (marketing, finance, operations, etc.)

Whatever system you choose, make sure your team members have access to these folders and obtain their agreement to follow the filing structure. Encourage them to create logically named sub-folders and use clear document names. While robust search functions may tempt you not to worry about this level of organization, you will be grateful for it as your efforts expand. Especially if you do launch a new space and eventually team members leave, your incoming board members will be grateful to find an easily browsed and logically organized set of files they can review to determine what already exists and has been done.

Consider having your team agree to adopt some simple filing parameters such as the following:
- Use full words and phrases for file names, not abbreviations (makes it easier to search and understand what it is)
- Delete old documents that no longer serve a specific purpose
- Review what is in your folders occasionally to purge such unneeded documents, add sub-folders or other organization where things are beginning to get messy

Create a contact list

Dimension: Outreach & Community
Estimated Time: 10 minutes for setup, ongoing updates thereafter
Difficulty: Easy
Description:

Create a basic spreadsheet tracking everyone who is interested in hearing about your ongoing efforts, and share it with your entire founding group. Include basic fields like name, email and phone number.

Every time anyone in your group meets with someone for any reason, have them ask whether they'd like to be added to your distribution list, and then remember to add them right away!

At this stage, the primary intent is not to lose track of these valuable contacts. You probably won't need to set up a mass email service or any other distribution capabilities yet.

While one single list will probably meet your needs just fine, it can help to be proactive in segmenting your list early on. You can always do a mass email to ask whether people want to be added to other lists, but only a certain percentage of people will take the necessary step to add themselves. If it feels appropriate, consider asking people while you're meeting with them (or as check boxes on a signup sheet at your public interest session) if they'd like to be added to any of these lists (or a variation based on your needs):

- Basic mailing list (updates)
- Interested in membership
- Interested in supporting the space through volunteer efforts

Learn about your community

Learning about the community is one of the most important steps to take at the beginning of the process of forming a space. You should learn as much as you can about your community so that you can find all of the partners you will need to make your space successful and sustainable, while ensuring that it meets the community's needs effectively.

One of the most important reasons to do this is to make sure that you don't duplicate efforts. You want to make sure that your space will fill the gaps in the community and not replace or compete with organizations that already exist.

Survey potential members

Dimension: Community
Estimated Time: 2 weeks
Difficulty: Easy
Description:
Ask for desired activities, price ranges, hours of operation, good locations, methods of transport, and other aspects of the space that you're considering.
Doodle polls and online forms are helpful as well as e-mail surveys. Sometimes it can be just a casual conversation.

We recommend taking this step after holding the public interest meeting, which will help you identify who some of these individuals are and get the conversation started. Then you can follow up with a more formal survey, reach out to those who couldn't make the meeting, or otherwise make additional contact with potential members to explore their needs and desires.

Contact creative economy stewards

Dimension: Outreach
Estimated Time: 1 week - 1 month
Difficulty: Easy to medium
Description:
Creative economy stewards are people and/or organizations that promote, advocate and cultivate the creative aspects of the local economy.

Stewards provide resources for people working to develop project ideas through conception, development, launch and sustainment/growth. These resources may be provided in the form of environment, knowledge, advocacy, and/or material support. Not only do these stewards have the potential to provide much needed support to your space, but as your space develops, it may itself become a creative economy steward for your members and the larger community.

Ask creative economy stewards both what they need and what the broader creative community needs. What other resources are already available? Where are the gaps?

Ask the local technology community what they need

Dimension: Outreach
Estimated Time: 2 weeks
Difficulty: Easy to Medium
Description:
Identify the players in your local technology community - this might include a local PHP users group, Linux group, hacker group, 3-D printing, Ham Radio, professional and technical societies, local industry and more. Find their meetup.com, facebook.com or web pages and get to know them and find out about their gatherings.

Ask these groups and individuals what they need from a space. Consider attending one or more of their meetups.

If you are specifically looking to start a hackerspace or makerspace, you will find that many technology communities are already familiar with the concept and are likely to be supportive of your efforts. Local industry can be harder to reach.

Ask education leaders what they need

Dimension: Outreach
Estimated Time: 1 Month
Difficulty: Medium - High
Description:
Look for opportunities in education. Community spaces often have great educational potential and educators are frequently looking for new ways to teach lessons to students. Sometimes due to resource constraints, they need some outside assistance.

Education can range from K-12 to college and adult and professional education. A good point here is to make your education material appropriate to your audience to be able to cover the broad spectrum of education.

Be aware as you proceed in these conversations that there will be educational standards to meet depending on what sector you are engaging, and oftentimes working with minors will require insurance and appropriate training.
Educational audiences include:

- Local schools K-12
- Colleges - Some student teams may need assistance on a project or an advisor.
- Homeschoolers - Such communities often seek local resources to supplement their programs.
- Job Training/Career Development Centers and/or Adult Education - Sometimes people are looking to build experience for their professional careers. Being able to teach a class to give them the basics or engage them on a project so they can gain experience or practice their craft can be helpful.

Ask community leaders what they need

Dimension: Outreach
Estimated Time: 1 week - 1 month.
Difficulty: Easy - Medium
Description:
Community leaders are both visible and invisible. For example, you might think of your town's mayor as a community leader, but there are probably just as many "backstreet" mayors as there are official civic leaders. Talk to the people who run your city and find out what they need. Here are some of the people to look for:

- Mayor
- Alderperson or city councilperson
- City Economic Development office leaders
- Faith community leaders
- Leaders of neighorhood organizations/local clubs & organizations
- Thought leaders and influential community members without positional authority

Engaging the local clubs and participating in their activities is optional, but it can help to make the connection. To keep the effort manageable, be sure to 'stick to your knitting'. Engage in those activities and goals that closely match or complement your own so that you and your intended partner can work together to a common goal.

Frequency of contact and understanding how your project connects with what is important to these partners will help you make progress with community leaders.

Ask commercial leaders what they need

Dimension: Outreach
Estimated Time: 1 month
Difficulty: Moderate - it might be hard to get business leaders to meet with you
Description:
Look for the small businesses and big businesses in your community. The people who lead these businesses might have specific needs that your space can address. Asking them what they need is a great way to introduce them to the concept of your space and help them consider how they might engage. Often times these commercial leaders have challenges such as developing new products, or keeping their employees engaged, with which a space can help.

For example, your space can offer local businesses a place to meet off-site and have a creative discussion, which is something they might find it difficult to do at their own offices.

Kinds of commercial leaders to look for:

- Owners of local family-owned businesses
- Leaders of local chamber of commerce or economic development group
- Local leaders of national or multinational companies that are located in the area

- Any group focused on entrepreneurship
- Any business incubator
- Any city- or state-run resources for businesses
- Your city's economic development, tourism, or other agency
- Your city's downtown or Main Street organization (these are typically groups that help organize the city's merchants, stores, and businesses in a geographical area)

Ask arts and media leaders what they need

Dimension: Outreach
Estimated Time: 1 month
Difficulty: Easy
Description:
Make a list of every local organization that focuses on the arts and media. This can include organizations that specialize in design, graphics, architecture as well as art galleries, artists clubs and other arts organizations.

Find out who leads these organizations and ask them what kinds of things they need the most. For example, arts organizations may tell you that there are many places to perform a play, but there are too few places in which to rehearse. Artist clubs might tell you they have no place to meet. Artists might tell you they need a space to exhibit their work.

Kinds of arts leaders to look for include:

- artist clubs
- leaders of performing groups (theatres)
- prominent local artists
- gallery owners
- any 'artist resource networks' (for example, http://marnonline.org)
- Leaders of local design, architecture firms
- Local video or media producers
- Local arts teachers

Meet with leaders of similar spaces in your city and beyond

Dimension: Outreach
Estimated Time: 1 week
Difficulty: Easy!
Description:
As early on as possible, seek out spaces that are similar to yours to learn from their experiences, build partnerships, and make sure that you're not duplicating efforts. When you meet with these people, find out what they are most interested in. See how you can work together. Ask lots of questions about their experience with starting and running the space, what worked, what didn't, and what difficulties they

faced. Also share with them what you have learned from talking to other community partners and similar spaces.

Meeting with local groups similar to yours will be helpful to you in learning:

- Local laws that apply to running your type of space

  o What regulations to be aware of as your space establishes itself and gets its legal status as well as what it took to get that status; e.g. certificates, insurance, facility and property codes, etc.

- What communities have been helpful to them for publicity and connections.

- The lay of the land so that you may better develop your strategy and figure out what opportunities and pitfalls exist for your space.

Local spaces have the potential to be your greater partners and friends, part of your extended community, but don't be surprised if they initial regard you with wariness or aren't quick to share information. If they are working in the same area, they may regard you as a competitor for funds that are hard to acquire in the first place! To address this concern, be clear that you are meeting with them to make sure you aren't duplicating services and that you can have a mutually beneficial relationship. Focus first on what you may be able to do for them, and only second on what they can help you learn. They are more likely to give you the knowledge you need to succeed if they are confident that your new space will help rather than hurt their own efforts.

If there aren't any spaces locally that are similar, you won't need to worry much about duplication, but seek out regional and national counterparts to learn about their experiences and get ideas for models you might want to emulate or adapt. These folks are less likely to feel threatened by your intention to start a new space since you won't be competing for members or funds. Even if there are local groups similar to yours in the nearby area, it's a great idea to cultivate these relationships farther away!

If your new space is a hackerspace, look up other spaces at hackerspaces.org. This community likes to help one another and will usually welcome your questions with open arms!

Meet with leaders of co-working spaces and business incubators in your city

Dimension: Outreach
Estimated Time: 1 week or less
Difficulty: Low - You sometimes have to approach them with a business mindset and communicate with them in that context. Come with a basic business case in mind.
Description:
When you talk to these people, share with them what you have learned from talking to their counterparts. Find out what they are most interested in. See how you can work together.

As co-working spaces tend to be more on the business side of making, it is a great way to make business connections and generate business interest in your hackerspace. It is a good idea to establish such a relationship since makerspaces tend to be more maker-oriented and co-working spaces tend to be more

business-oriented. These two aspects often complement each other and hackerspaces/co-working spaces often refer people to each other depending on their needs. Having this interaction helps the overall maker community and helps you establish yourself in the community.

Meet with leaders of makerspaces and hackerspaces in your city

Dimension: Outreach
Estimated Time: 1 week or less
Difficulty: Easy - These groups are usually quite happy to tell you about themselves and answer questions.
Description:
If your space is a makerspace or a hackerspace, this task is already covered in the task "meet with leaders of similar spaces in your city and beyond." However, if your space is of another variety, it's worth connecting with these folks locally for a few reasons.

1. They have a lot of relevant experience even though what they do might be slightly different. Still ask them about what has worked for them, what hasn't, their best advice, and so on. In some cases the parallels will be obvious. In other cases it might seem like their experience isn't relevant, but listen deeply and you might find inspiration in unexpected places!
2. They might be a natural partner for your space and you'll want to know what they have to offer. There are bound to be times when your members are interested in doing a project for which it would make sense to refer them to a makerspace.
3. They're all about making things and being resourceful! They have access to a wealth of human and physical resources for making things happen without a lot of money. Chances are that will come in handy at some point along the way.

Assemble your founding group

The Founding Group are the people who shoulder most of the burden of getting the space launched and ready. It's critical that this team be willing to stick with the initiative until it's off the ground. During the Discovery phase, these individuals will work together to learn about your community and explore possibilities for the space. When Discovery concludes and you decide to create the organization, they will become your founding board.

Once you have a location, you will form an administrative group to manage the space on a day to day basis. Later on you will also recruit new board members to take over responsibility for visioning and policy making. It's good to plan for succession early on since founding board members tend to get tired from the work of launching the new space!

Find a good second-in-command

Dimension: Governance (Founder)
Estimated Time: 1 hour to 2 weeks or more
Difficulty: Easy to Hard. It all depends on whether you already have someone in mind, who you know, and who you can find.
Description:
While having a "second-in-command" isn't required, especially since you'll be building out a full team for your founding board, it can be a huge help! Find a person who is committed to the idea and has the surplus time to get involved and get things done. (This person could even be a temporary second-in-command, helping you recruit others and build the board but ultimately not serving as a board member themselves.)

This person should help the founder find other people to join the founding team, and help advocate for the space. Choose someone that you trust and who can help with details and getting things done.

Take the time to have a thoughtful conversation about what role(s) they are able and willing to play, and how you will divide up decision making authority until a structured board is in place. If you as the founder want to maintain control over decision making and just need help with the leg work, be upfront (though gentle) about this - it will help prevent conflict down the road! At the same time, keep in mind that the founder of a non-profit organization does not maintain control of the organization long term, so it's a good idea to get used to working collaboratively early on, and to practice your abilities in drawing out the skills of others and empowering them to do good work.

If this person is going to take an active role in finding other founding team members, also make sure they understand the details listed in the "recruit additional team members" task. And once they have agreed to help out, stay in close communication as you move forward on all aspects of Discovery and beyond.

Recruit additional team members

Dimension: Governance (The founder, hopefully with help from your second-in-command)
Estimated Time: 1 to 3 months
Difficulty: Easy to Hard. It all depends on who you already know and who you're able to find with the right skill sets and interest levels.
Description:

In some cases, the right people for the job will present themselves easily and early on; in this case, you can utilize their help in exploring other aspects of the Discovery phase. Other times, finding these individuals may be one of the harder parts of the Discovery phase, in which case you'll be looking to get them on board in time to start with Formation. (In some cases, individuals may even be willing to serve on the founding board once the organization is started but aren't interested in helping with Discovery - this may work out just fine!)

You will need to think about the skills and roles of these individuals in a couple of different ways. First, they will serve as the leaders of your organization through formation and launch, both cultivating the vision and mission of your organization and doing a lot of the ground work. In this regard, it's important to ensure that your team as a whole has the capacity to engage in a variety of different ways, working with different aspects of the space. Make sure that you have people in your founding group who can focus on all of these areas:

- Governance
- Community
- Outreach
- Experiences
- Tools/Equipment
- Environments
- Resources

Secondly, since the founding group will also be your initial board, make sure you find individuals who are willing to serve in the following officer roles:

- President (likely to be the founder, but it doesn't have to be if your skills match better elsewhere)
- Vice President (likely your "second-in-command" if you have one)
- Secretary
- Treasurer
- Technical Officer
- Public Relations & Marketing Officer
- Facilities Officer
- Additional Officers at large, if desired

As you can see, the roles of leadership do line up naturally with some of the officer positions, such as having the Facilities Officer focus on environment and the PR Officer focus on outreach. But it doesn't have to be an exact match. As long as you can meet the needs of your space, fulfil the legal requirements in your state, and establish a structure that is effective, do what works for you.

You may not be able to fill all of these roles right off the bat. Minimum board requirements vary by state, although President, Vice President and Secretary is a common minimum. Having someone skilled with

finances (presumably serving as your Treasurer) is extremely helpful, so you probably want to consider that a minimum requirement as well. The last three roles are less vital from a legal perspective, but there are many important aspects of launching your space that will benefit from having individuals on board with technical, marketing, and facilities related skills. Note: many boards utilize committees for these kinds of areas, so it's also an option to simply have Officers at large and utilize committee structure, but for the founding group it will most likely be easiest to keep your group lean and focused. Building a group composed of the 7 officer roles, with the ability to focus on each of the 7 leadership areas, will put you in good stead to move forward!

While it may be tempting to welcome anyone into your founding group who is willing to help out, make these choices carefully and focus on determining people's actual skills and strengths. If you find someone who has great interpersonal skills and naturally builds relationships, don't make them your treasurer just because that slot needs to be filled - ask them to serve in a public relations role and continue to seek out someone with financial acumen. If you find multiple people with skills overlap, perhaps consider having some of them help out in ways other than serving on the official founding group. Based on what you know about people, express confidence in their ability to step into the appropriate role for them and do what you can to empower them in leading the way within their sphere. Placing people in roles where they can succeed and enjoy themselves, and giving them the space to make things happen, will make a huge difference in the long term strength of your space!

Hold a public interest meeting

At some point during the Discovery phase, plan a public meeting to gauge interest among community members, find out what they would like to see in a space, and how they are willing to support it.

While the "Learn about your community" project emphasizes meeting with a variety of stakeholders and organizations in the community, the interest session will focus primarily on reaching out to people who might be interested in becoming members. Consider holding this meeting after you've already met with some groups and individuals, and have developed your network of ways to reach out to these potential members. If you are going to attend meetings of groups such as technology meetups, aim to have a date set for this interest session when you go so that you can invite people when you're there! If possible, reach out to the leaders of these groups and ask for a minute or two to make a formal announcement to the group about your upcoming interest session. As you meet with people during the "Learn about your community" tasks, be sure to invite anyone who is particularly excited about your idea to join for this session as well!

Select a date & location

Dimension: Community
Estimated Time: 1 week
Difficulty: Easy
Description:
Pick a date to hold your public interest meeting well in advance of the event. This will allow you plenty of time to publicize the meeting and tell people about it as you meet with them for the "learn about your community" tasks. If you can, pick a date that works for all of your founding board members.

If you get feedback that a lot of people are interested in attending but can't make that particular date, you might consider holding two sessions.

Pick a location that is accessible - plenty of parking, nearby public transit, handicapped accessible, etc. Aim for a place that will feel like "neutral ground" to a variety of interested parties, and have plenty of room for the participants. You'll probably want a setup that includes lots of chairs and a projector/screen.

Libraries are often a great location for holding these meetings. You might also look into nearby schools or community spaces.

Set up registration

Dimension: Outreach & Community
Estimated Time: 1 day
Difficulty: Easy
Description:
Set up a registration system for people who want to attend the public interest meeting.

Create a Google Form or use a system like Eventbrite to ask attendees for some basic information, such as:

- Name
- Contact info
- How they heard about the event
- What their interest is (for example, if you are starting a makerspace, you might ask "What do you make?")

Make sure to include the date, times and location of the event on the form or registration page!

We encourage you to make registration transparent, allowing everyone to see who else is coming. Once the form is set up and ready to accept submissions, share the link with whoever is doing publicity for the event.

Publicize the meeting

Dimension: Community & Outreach
Estimated Time: 1 week
Difficulty: Medium
Description:
Publicize the public interest session as soon as you have a date/location locked down and registration set up.

Think about where your target community hangs out, both in real life and online, and find a way to publicize your event in those locations. Partner with other organizations or individuals who support your idea to get the word out.

Here are some suggestions:

- Post flyers in relevant community locations, including libraries and schools
- Post in online forums, boards and services, including Craigslist
- Invite people in your network through email, letters, phone, or other means
- Ask partners to announce the event at their meetings or bring you in to make an announcement
- Post on social media (no need for an account for your organization at this point - just encourage your team members to share the meeting with their own friends online)

Make sure to include the date, times, location/address and registration link on ALL publicity materials! It's also nice to mention how they can contact someone with questions.

Set the agenda / plan the meeting

Dimension: Outreach & Community
Estimated Time: 1 week
Difficulty: Medium
Description:
Take the time to plan out a smooth meeting flow. We recommend covering 5 main topics in about an hour:

1. **Who are we?**
   Go around the room and have everyone introduce themselves - their name, what brought them to the meeting, and any other relevant bit specific to your idea.

2. **Your idea & its precedents**
   What's the basic idea, what other similar spaces around the country have done, what resources are already available so you're not starting from scratch?
3. **What do you get from this idea?**
   What would they like to put in the space? What community outcomes do they want to see? What kind of environment and experiences do they want?
4. **What could you give?**
   What gifts do they have to offer? Who would like to volunteer or support the space and how? What resources are they aware of that you should contact?
5. **What is next?**
   Let participants know what your next steps are. Will there be another meeting? Will you keep them informed via email? Be as specific as possible - including being honest if you're not sure about some things.
6. **Questions?**

Take the time to plan the specific questions you'll ask the group and how much time you want to allot for each portion of the meeting. Here is an example agenda from one group, although it's missing times: https://docs.google.com/document/d/1tu2xsWJBe0ehW9HD2S5-29eTJjLVZNfRgIoQ...
Consider creating a simple PowerPoint or Prezi to project on a screen in front of the group. Mostly it would probably just be section headers or a single question on the screen while you are exploring that question with the group. Look for photographs of similar spaces to include for the section of the presentation talking about similar spaces elsewhere - many people are visual learners and will get more excited about your idea if you have visual examples of what your space could be like! Do not, however, include bullet pointed lists - they distract attendees from what you have to say. If your facilitator needs notes to stay on track, use notecards for their use only and limit the projected visuals to very short phrases and images.

Plan facilitation & documentation

Dimension: Outreach & Community
Estimated Time: 1 week
Difficulty: Medium (probably harder than you think)
Description:
Great meetings require expert facilitation. With only an hour or two to cover a lot of ground, it will help to have a designated facilitator. This is the person who keeps everyone focused and on task, brings tangents back to the topic at hand, and makes sure you move on when it's time. We encourage you to consider finding someone with this particular skill set rather than just doing it yourself (unless, of course, you are the person what that skill set!) That doesn't mean you won't play a leading role - you probably want someone from your group to start the meeting and welcome participants, to present on the idea for your space and its precedents, and to answer questions along the way. Having a separate facilitator actually helps you to relax and fully hear what the participants are saying rather than trying to keep the meeting moving forward.

Once you have a facilitator chosen, take the time to walk through the agenda together. Clarify who will take the lead for each step of the meeting and each role.

Similarly, it will help a lot to select someone in advance to document what is said at the meeting. Find someone who is willing to take copious notes and decide in advance what form those notes will take. Some groups may find it helpful to take notes into a format that can be reviewed on the projector after the group finishes one section of the meeting ("Did we capture everything? Is anything missing?") while others may prefer to keep it simple. Either way, make sure the note taker is aware of what information you're especially interested in capturing and have them take notes on the roles specific people are interested in taking. Empower them to speak up during the meeting to let the group know if they didn't quite catch something and need it repeated.

Hold the meeting!

Dimension: Outreach & Community
Estimated Time: 1 day
Difficulty: Easy
Description:
Holding the meeting should be a piece of cake since you've planned everything in advance!

We recommend setting the room up in a way that encourages engagement. If you're using a projector and screen, line the chairs up in the horseshoe around it so that people can see each other AND the screen. If you don't need a screen for anything, a circle is best to encourage discussion!

Make sure to offer people a way to sign up for your contact list! This could be a separate sign up or simply checking their name off on your registration list. Asking people to opt in to your list is a great call to action for the end of the meeting.

Follow up

Review what you learned from the public interest session with your founding group members. Are there any remaining questions you need to explore with the group? How many people expressed interest in being involved going forward? How would you like to engage them?

Decide what you need to do to keep these individuals involved. It might be holding a follow up meeting, asking them to do a simple task to help you, or keeping them updated by email about your progress forward. Next steps will depend on the needs of your group, but be sure to keep enthusiastic individuals engaged!

Create new tasks in this system to fit your planned course of action.
Make sure to save your notes from the meeting in your shared files and update your contact list with anyone who wanted to be added.

Begin researching resources

Once you have made good progress learning about your community and have a sense that there is probably enough need and enthusiasm for your proposed space, it will help to get started on researching options for your location, funding options, and other resources.

Hopefully by this point you have recruited a number of founding team members, which will allow some of you to focus on these research tasks while others continue to learn about the needs of your community.

Keep in mind that at this stage, the objectives of your research are to get a general sense of what resources are available and to give you a head start on selecting your location after you decide to incorporate. You aren't, however, making any final decisions, and mostly you will be building working documents. For example, your list of criteria for a location will be a draft based on what you have learned so far, but won't be set in stone until you are done with the Discovery phase so that you can be sure your location meets the needs of your community.

If you find yourself in a circumstance where a seemingly ideal location becomes apparent before you are done with Discovery, be careful about jumping in too quickly! In some cases it might be worthwhile to fast track the Formation stage so that you can take advantage of a great opportunity, but first explore whether you know enough about the community's needs to determine whether it actually IS a great opportunity. If you do decide to move forward, be sure to finish up the remaining steps of the Discovery phase at the same time that you proceed with the Formation stage.

Identify potential funding partners

Dimension: Resources
Estimated Time: 1-2 months
Difficulty: Medium
Description:
Funding can come from a variety of people and organizations including:

- Foundations
- Individual and group donors
- Corporate sponsors
- Economic development groups that work with your city, including both government and corporate groups

Think broadly about what your space will have to offer the community and the different reasons why various groups might want to support those efforts. (For example, people focused on business development might appreciate the opportunity for the development of skilled labor to fill local jobs, while the arts community would care more about providing a place for people to be creative together.)

Here are some ideas for places to look:

- If relevant for your type of space, look for people and organizations in your community who want to help grow the arts and/or STEM (science, technology, engineering and math) education.

- Go to your local university or library and do some research--some libraries have a grants section for searching for non-profit foundations that can support you.
- You might also find individuals who have contributed to the improvement of the city in the past. Who is the library named after? Sometimes these individuals have a foundation that can help.
- Wealthy individuals with a passion for an aspect of your mission like creativity or making might be willing to make large individual contributions to support the space.
- Your local utility, internet provider, and tool shop / hardware store might also be a funding partner. They might not give you money, but they might give you in-kind services or a donation of services/equipment.

Record everything you find in the shared funding sources spreadsheet. You may even want to list options that sounded good at first but were ruled out, with the reaosn why, so that someone doesn't re-research that option later. At this stage you are still exploring needs and ideas for the space though, so avoid ruling anything out. The goal at this point is to generate as many possibilities as possible.

Don't ask anyone for money at this point, but if you are in conversation with someone about the idea for the space more broadly and they seem excited about it, you could ask in general terms whether they might be interested in supporting the space when the time for funding arrives. Record their answer in the spreadsheet!

Create a list of funding sources

Dimension: Resources
Estimated Time: 1 hour
Difficulty: Easy
Description:
Create a shared document containing a list of possible funding sources. Ask everyone on your Founding Team to brainstorm possible donors, investors, and other funding sources.

Create separate tabs for different types of funding such as grants, individuals donors, corporate sponsorships, and so on, since the type of information you would track for each of these differs.

Create appropriate fields for each type of funding sources. For example, the tab for Individual Donors might include the following fields:

- Name
- Organization
- Phone
- Email
- Website
- Who contacts them (who can reach the person most directly)
- What's the likelihood of them giving?
- How much can we ask for?
- What have they given to in the past?

A grants tab, in comparison, would track information such as the name and website of the funder, what types of activities they fund, and due dates.

While the Treasurer, PR Officer, or some other individual interested in fundraising may take the primary lead on researching funding sources, a shared list will allow all members of the Founding Group to add new ideas or leads as they come up. Don't let ideas or information fall through the cracks!

Identify local media contacts

Dimension: Outreach
Estimated Time: 2 weeks
Difficulty: Easy
Description:
Your local media will help broadcast an image of your organization to the public. While you may not be ready to engage them in spreading the word yet, it will be helpful to know who the major players are and how you can get in touch when the time comes. Developing a relationship with key individuals and ensuring they know about your project will make it even easier.

Look up contacts for media sources that are relevant to your activities, including:

- Local News (Newspapers, Radio, Television)
- Technical, Art or Culture Newspapers
- Special Interest News
- Bloggers

Create a list of these media sources, including direct contact information where possible, and make it available to your entire founding group. When a momentous occasion arises suddenly, you'll know how to get in touch with media sources to provide coverage!

If you have time and your space seems very likely to happen, consider contacting some of these sources to learn more about what sort of stories they are and are not interested in reporting, and record that information on the shared document as well. Local media are often looking for story material, which means they are frequently friendly and enthusiastic about learning about your endeavors.

Draft location criteria

Dimension: Environment
Estimated Time: 1 week
Difficulty: Medium
Description:
If your team works to create a matrix of requirements, it will make the process of choosing a location much, much easier. In addition, you will be able to hand this list of requirements to any good real estate broker, who can help your team find a location that matches your requirements.

You probably aren't going to be working with a broker at this early stage, and the goal is just to create a draft document since you probably haven't finished learning about your community yet. Similar to other working documents, you can refine it as the vision for your space becomes more solid.

This list will focus on the physical location of the building. There is a separate task for listing facility requirements.

Some example criteria can include:

- Must be within 2 blocks of a bus / train / trolley stop
- Must be near a residential neighborhood (so we can get people who live nearby engaged in making!)
- Must be within 20 minutes transit time of a university, school
- Must be within 20 minutes transit time of a population center, downtown, or marketplace
- Must be within 10 minutes transit time of an interstate highway

Some districts of a city have funding incentives for non-profits to open in the area. Check with your city's Department of City Development or similar department for details on the best places to locate.

Be sure to include some requirements around public transit options. How easy it is for people to get to your space if they don't have a car? If they ride a bike? Take the bus? Even if your founding team are all equipped with cars, your future members might not be. Make sure your members can arrive with ease.

Other types of criteria you might want to incorporate include safety of the immediate area and/or ruling out or focusing on specific neighborhoods you have researched.

Draft facility criteria

Dimension: Environment (w/ input from Experiences & Equipment)
Estimated Time: 1 week
Difficulty: Medium
Description:
As mentioned in the "Draft location criteria" task, creating lists of location and facility criteria will make it easier to find and choose a location. This task involves creating a draft document based on what you know at this stage, which will be finalized during the Formation stage.

Given what the community wants to put in the space based on conversations so far, generate a list of requirements for what features the building will have. This list will help your community narrow down the available spaces to one that will really work for your community.

As you're creating your list, keep in mind the following considerations:

- Consider spaces that allow for workshop space, meeting / class space, and presentation / gallery / event space all in one building if that makes sense for your needs.
- Look for places that have lots of parking nearby.
- Loading docks make it easy to get equipment inside.
- Plenty of electricity is needed for tools.
- While big, wide open spaces might seem appealing at first, having separate rooms means being able to do more than one thing at a time (run a power tool and have a class!)
- Storage is always running out, particularly in makerspaces and hackerspaces.
- Natural light helps people be creative and productive.

- Floors made of concrete can hurt feet, but allow welding; floors made of wood can burn but are great for walking, dancing, and standing.

Research zoning in preferred neighborhoods

Dimension: Environment
Estimated Time: 1 week
Difficulty: Easy
Description:
After you have completed the Task "Research neighborhood trends," find out what kinds of organizations can be opened in the neighborhoods that you like best by using your city's resources (website, city hall, Department of City Development).

Nearly all cities have rules about what kinds of activities you can do in a certain place, so be sure you'll be able to open the type of space that you have in mind. For makerspaces and hackerspaces in particular, you will need a mixed-use space with light industrial and office space elements. A phone call to the city can often give you the answers--but remember, they won't understand what a "hackerspace" or "makerspace" is. Keep it simple-- "workshop and office space for a small business" or "membership club for workshops--like a community center, but for adults."

Research neighborhood trends

Dimension: Environment
Estimated Time: 1-2 weeks
Difficulty: Medium
Description:
Examine what has been happening in local neighborhoods and start considering what neighborhoods might be a fit for your space. Specific things to look for:

- Gentrification can cause your rent to suddenly become too high to keep your space.
- Look for neighborhoods that are 'on the rise' or projected to improve in the near future. (Often your space can become a cause of this improvement too.)
- Look for places where public transit will soon go--or where the routes are being added.
- Look for changes in population.
- Chat with people in the neighborhoods you like the best. Talk to business owners and residents to get a sense of the pros and cons of that area.

Scope out areas and buildings (optional)

Dimension: Environment (w/ participation from other dimensions)
Estimated Time: 1-2 weeks
Difficulty: Medium
Description:

This task is optional simply because you may want to wait until you are done with the Discovery phase to start looking at specific locations.

If you do want to get started, take tours of the neighborhoods that match your location and zoning criteria. Use local search engines, Craigslist, and other tools to find the buildings that are available in these neighborhoods. As you explore options, remember to consider both the building itself and its location. You might find a building that looks great but is too far away from parking or mass transit options.

Take lots of pictures and share notes on what you saw, felt, and learned while you scoped out the locations.

PHASE 2: FORMATION

Formation: 12-24 weeks

During Formation, the Founding Team will build on the learning of the Discovery phase and establish the legal, administrative, and operational structures of the business as well as selecting the physical location and preparing it for member and community use. The duration of this phase varies widely as factors such as ideal location, funding, and volunteer team availability all affect the timeline.

Formation involves:
- Assembling an Administrative Team who will oversee the day-to-day operations of the space and become responsible for defining its operational policies including money management, marketing and communications, facility management, and member coordination
- Forming a Legal Container for the organization, including filing articles of incorporation, obtaining a tax identification number, bank account, and legal name
- Creating a Usability Structure for the space, including
  - formats for meetups, events, and member activities
  - floor planning
  - storage and materials management
  - access control and security
  - cleaning and maintenance
  - scheduling and space management
- Making the Space Legal, including inspections, occupancy permits, local laws and zoning requirements, liability insurance requirements
- Creating the Membership Model which includes the Membership Agreement, Membership Levels, Member On-Boarding process, and Tour Guidelines
- Public launch of the project, including social media outreach to potential members, groups, and partners and expanding the number of people involved in the project
- Event planning for the Opening Event
- Establishing relationships with utilities and service providers who will support the space
- Initial move-in, setup, configuration, and decoration

The Formation phase concludes with the public launch of the space and an Opening Event that brings the wider community to the space--but there is still much more to do to ensure the space is sustainable.

Assemble your Administrative Group

The Administrative Group is there to help operate the space after it is opened. Finding the team members who can manage these responsibilities before it's open means you have a chance to work within your community to find just the right people. Doing this can help your Founding Group get the break they deserve after the space is launched.

Select a Technical Officer

Role who does it	Group decision or consensus process. Often this person will become readily apparent because of their interests and actions.
Description	Find someone to maintain your website, mailing list, apps account, etc
Estimated Time	2 months for the person to become apparent and to go through training and on boarding process.
Level of Effort	Medium. It's important that this person be the right one for the group - which can be easy as pie or incredibly tricky.

Select a Treasurer

Role who does it	Group decision or consensus process. Often this person will become readily apparent because of their interests and actions.
Description	Find someone who will track your funds, and be financially conservative with your resources. Some financial or accounting background would be extremely helpful here. If a member of your founding group is strong in those areas, however, they may be able to train the right person as long as they have an attention to detail.
Estimated Time	2 months for the person to become apparent and to go through training and on boarding process.
Level of Effort	Medium. It's important that this person be the right one for the group - which can be easy as pie or incredibly tricky. They need to understand your value systems as well as your payment system.

Select a PR/Marketing person

Role who does it	Group decision or consensus process. Often this person will become readily apparent because of their interests and actions.
Description	Find someone who can make and maintain contacts with the rest of the

	community. Look for someone who deeply understands your group and has the ability to communicate that understanding with the larger community. Experience in professional PR/Marketing fields may be helpful, but isn't necessarily required.
Estimated Time	2 months for the person to become apparent and to go through training and on boarding process.
Level of Effort	Medium. It's important that this person be the right one for the group - which can be easy as pie or incredibly tricky.

Select a Secretary

Role who does it	Group decision or consensus process. Often this person will become readily apparent because of their interests and actions.
Description	Find someone who will keep track of paperwork, keep notes, etc. Look for someone with a strong attention to detail and organizational skills. Familiarity with various methods of maintaining records and paperwork is a plus.
Estimated Time	2 months for the person to become apparent and to go through training and on boarding process.
Level of Effort	Medium. It's important that this person be the right one for the group - which can be easy as pie or incredibly tricky.

Build Usability Structure

Creativity flourishes on structures which are easy to interact with. The steps in this section help you create a usable space with the necessary tools and infrastructure for members to get to work right away when they arrive.

Acquire projector

Role who does it	Technical Officer
Description	Find a projector that will suit your needs. These are essential for venues where you might be giving talks or hosting events. You can find them

	fairly cheap - but remember the bulbs are super expensive!
Estimated Time	1 day
Level of Effort	Easy

Create access/security system

Role who does it	Technical Officer and Secretary
Description	Based on your membership system and dues structure, how do people get into and out of the space, and how is that tracked (if it is)?
Estimated Time	2 months
Level of Effort	Hard

Create desk spaces

Role who does it	Membership as a whole, especially those most enthusiastic about the vibe and layout of the space
Description	What does the ultimate desk space look like? Is there a poster of who usually sits there and what they do? What sort of power might they need? Does the space come with a kit, like a monitor and chair, or is it a blank slate? Consider your optimal set up.
Estimated Time	2 days
Level of Effort	Medium

Create a Floor Plan

Role who does it	Membership as a whole, especially those most enthusiastic about the vibe and layout of the space
Description	How do people flow through your space? What is the first impression when people initially enter? Think about things like collaborative working, keeping sawdust out of paint, noisescapes, and privacy.
Estimated Time	1 week
Level of Effort	Medium

Establish Storage Space

Role who does it	Membership as a whole, especially those most enthusiastic about the vibe and layout of the space
Description	How much storage do different membership tiers have? How does this

	impact the sorts of projects people can work on and how the space looks? Will the storage be above eye level? Contined in consistent boxes? The last thing you want is for your space to look like a cluttered garage.
Estimated Time	2 weeks
Level of Effort	Easy

Establish acceptable donations guidelines

Role who does it	Secretary and Treasurer
Description	This subculture has a major tendency to hoard. People will be **thrilled** to donate their extra circular saw, set of miscelanany screws, and CRT monitor. What do you really want taking up space? How do people donate to you, cash or otherwise?
Estimated Time	2 days
Level of Effort	Easy

Get Chairs and Seating

Role who does it	Sections of the membership should opt into this task.
Description	It's important people have a place to sit. Do you want a cozy area of your space? Do you intend on having large events, but putting those chairs away the rest of the time? Consistency gives an air of professionalism, but a wide variety can be artsy and fun.
Estimated Time	2 weeks
Level of Effort	Medium

Get Co-working Desks

Role who does it	Sections of the membership should opt into this task.
Description	Where are people sitting to work? Again, consistency gives an air of professionalism, but being able to make each desk individualized adds a sense of ownership and fun.
Estimated Time	1 month
Level of Effort	Medium

Get a Bank Account

Role who does it	Secretary and Treasurer
Description	Where will people be depositing their membership dues and donations if not into the space's bank account? You'll need to be a legal business entity in order to set this up, and it helps to have two or three people on the account.
Estimated Time	2 days
Level of Effort	Easy

Get a Debit Card

Role who does it	Treasurer
Description	That bank account likely comes with a debit card or two, but be sure! Do you want to place limits on how much can be spent in one go by any one person?
Estimated Time	1 hour
Level of Effort	Easy

Offer local groups meetup space

Role who does it	PR/Marketing person
Description	Reach out to local groups which meet up and see what their needs might be for a meeting space. Does your space meet those requests? If so, let them know. If not, you might consider adapting.
Estimated Time	3 months
Level of Effort	Medium

Setup cleaning schedule

Role who does it	Sections of the membership should opt into this task.
Description	How is the space maintained? Is it distributed amongst the membership, or does it rotate, or is someone hired? How are these tasks tracked?
Estimated Time	1 week
Level of Effort	Easy

Setup materials storage

Role who does it	Sections of the membership should opt into this task.
Description	It helps when members have a place to put all their materials
Estimated Time	1 day
Level of Effort	Easy

Setup paper filing cabinet

Role who does it	Secretary
Description	Create a place and system for filing any relevant paperwork. Secure if necessary.
Estimated Time	2 days
Level of Effort	Easy

Setup Trash Removal Schedule

Role who does it	Sections of the membership should opt into this task.
Description	(Garbage cans in space getting to dumpster)
Estimated Time	1 day
Level of Effort	Easy

Communication Set-Up

You know what's awesome? Talking to each other. Keep the mailing list and task management systems for asynchronous communications and announcements. Use daily questions and real-time chat channels for everything else. And remember, bots can be your friend!

Establish a Yammer/HipChat/IRC Channel for Core Group

Role who does it	Technical Officer
Description	high signal to noise ratio
Estimated Time	2 hours
Level of Effort	Easy

Finalize the location

Talk to the neighbors

Role who does it	PR and Founding Team
Description	Talk to your potential neighbors. Find out what it is like to live in (or operate a business in) the neighborhoods you choose. Questions to ask: 1. How safe do you feel in this neighborhood? 2. Have you ever had a problem with crime? 3. How do people usually get to your (home | business)? 4. Where do you go for (food | supplies | entertainment)? (This will help you know these options for your future members.) Create a standard list of questions and ask everyone the same things. This is science!
Estimated Time	1-2 weeks
Level of Effort	Moderate - interviews

Make a final selection

Role who does it	Founding Team
Description	Once you have identified building options that meet your facility, location, and zoning requirements, and have explored what these neighborhoods are like, review the tradeoffs between your choices. While your requirements list was constructed with yes/no criteria, review the deeper reasons for those criteria and how closely your options meet those needs, both quantitatively and qualitatively. For example, if one of your requirements is a location within 2 blocks of a bus stop, you might consider how often the bus arrives, whether there are multiple routes nearby, whether the local neighborhood is likely to draw many members, how easily reached the location is from various parts of the city, and so on. In other words, return to the fundamental need you had (in this example, that members can easily reach your location) and evaluate how well each building option meets those needs. There are many different ways to think about making your final decision, from a formal weighted criteria to going with your gut after reviewing the details, but ultimately you'll need to make a decision that you feel confident you can stand behind. The work you have done up through this point will arm you with the knowledge of what your community really needs, which will ultimately help give you that confidence and make the

	right choice more obvious.
Estimated Time	1-8 weeks *(this is such a total guess - please help me out!)*
Level of Effort	Easy-Hard - It all depends on what options you uncover and how tough the tradeoffs are

Form the Legal Container

Look at you, getting all official. Now for a way for your organization to interact with the rest of the world. We do this by creating a legal container. This allows you to do things like protect the participating individuals and to set up a bank account.

Choose a Name

Role who does it	Core team with ratification from the membership.
Description	What name will represent you for ALL TIME? Make sure it has to do with your core values, is an available domain name, is easily shortened if it's not already short. What will the acronym be? If it takes more than 2 rounds of discussion, you're probably overthinking it.
Estimated Time	2 days
Level of Effort	Medium

File Articles of Incorporation

Role who does it	Secretary
Description	Filing the Articles of Incorporation is what creates your organization with your home state. This is making the legal non-profit entity that you will operate as a business. Most states have fairly inexpensive filing fees and a simple process of filing "Articles of Incorporation." Typically, articles include: 1. Name - what do you call it? (See above.) 2. Governing Statutes (this varies by state, but the state will provide the number of the statute right on the form.) 3. Registered Agent - who's legally the "go to" person, and where does the state send letters? 4. Mailing address / Street address 5. Have Members or Not Have Members: We strongly recommend

	you choose a type that DOES NOT have members. Don't confuse this with 'we have members of our space.' This is about choosing something that legally works like a co-op vs. somethign that works like a non-profit. Laws vary from state to state.
	6. Names of Three Directors (who are the founders, but don't need to remain on the board.)
	To find the form you need, use a search term like this: [name of state] non-profit articles of incorporation Here is a list of the PDF links by state: *Articles of Incorporation By State*
Estimated Time	1 day
Level of Effort	Medium

Obtain a Tax Identification Number

Role who does it	Secretary and Treasurer
Description	Get this from the IRS here: *http://www.irs.gov/businesses/small/article/0,,id=102767,00.html* This will let you: • Open a bank account • Do business in general
Estimated Time	1 day
Level of Effort	Easy

Make Space Legal

It is vital that you make the organization legal having formed the legal container. There are regulations for your organization regarding the facilities, your liabilities as well as tax status.   You must do the following to comply with the regulations.

Get Liability Insurance

Role who does it	Governing Board, Founding Team
Description	This should be the main aim of the founding team after the hackerspace is incorporated as a legal entity. Usually to rent or acquire a space, liability insurance is required. Also, it is needed to cover public events held by the hackerspace whether or not you have a space of your own. It

	is also recommended that a policy be bought that includes general liability insurance and insurance for the governing board of the hackerspace. As most insurance companies are unfamiliar with a hackerspace, one can describe a space as a community center or educational organization to be able to get insurance.
Estimated Time	3 months
Level of Effort	Moderate, need to keep in touch with the insurance company and need to be able to develop a case for insurance as most insurance companies are unfamiliar with what a hackerspace is.

Complete Inspectors Compliance Checklist

Role who does it	Facilities Manager/Group, Governing Board, The Landlord (If You Are Renting)
Description	For a hackerspace to be a public entity, you must be able to pass a basic building inspection to ensure the building meets safety and health standards for public access and for the type of work associated with member projects. The inspection will usually cover structure, wiring, plumbing and sewage and if applicable, gas and fire suppression. You will also need to pass local building codes, fire codes, ADA requirements and others. Check your local Department of Public Work's office for codes that you must meet and to find out who you have to contact for a building inspection. That will enable you to know what you must meet on the compliance checklist. If your building does not meet codes, you and/or the landlord will have to either put in the effort to repair and/or retrofit the building to meet codes.
Estimated Time	Depending on the amount of work needed, 1 week to 3 months. Longer times for major reworks of the facility.
Level of Effort	Depending on the amount of work needed, easy to major effort. More effort for a major rework of the facility.

Schedule Building Inspectors

Role who does it	Facilities Manager/Group, Governing Board, The Landlord (If You Are Renting)
Description	Once you have completed the Inspectors Compliance Checklist, you are now ready for a building inspection. Get in touch with your local Department of Public Works to schedule an inspection.
Estimated Time	Dependent on availability of inspectors.
Level of Effort	Low

Get Occupancy Permit

Role who does it	Facilities Manager/Group, Governing Board, The Landlord (If You Are Renting)
Description	Once you have completed the Inspectors Compliance Checklist, and have passed the inspection by the building inspector, you get your occupancy permit. This signifies that a building surveyor is satisfied and has approved your building as being suitable for occupation. You can start moving in once and holding public events when this piece of paper is ready.
Level of Effort	Low to moderate depending on how easy it is to reach your building inspectors.

Obtain State Non-Profit ID

Role who does it	Governing Board, Founding Team
Description	In order to avoid taxes for business and to be able to receive certain grants for education, your hackerspace needs to obtain 501c3 status. Depending on your state, you will need to file additional paperwork before applying for 501c3 status; e.g. articles of incorporation, application for tax-exempt status, etc. This step can take the most time and will require a fair amount of knowledge of your region's legal system around non-profit status. Be wary as often, some banks and other entities will not do business with you until you have the full articles of incorporation, tax-exempt status and non-profit status. It is noted that a completed organization description and bylaws is required for the tax-exempt status filing. It is advised that a lawyer, other legal professional or someone with legal experience help you with the effort.
Estimated Time	6 months to a year depending on the knowledge of the people working with you and the efficiency of the state entities with whom you are filing.
Level of Effort	Moderate.

Member Engagement

Now that you've got the structure, people need to start coming in and interacting!

Create Member Signage Template

Role who does it	One to three members should sign up to create and impliment this system
Description	A standard way for a member to 'leave a trace' in the space that they are there, that this is their workspace, bench, table; that they are a part. Examples include picture frames with photos of members in them with their name and contact info next to the photo.
Estimated Time	2 weeks
Level of Effort	Medium

Setup Member Information Computer Kiosk

Role who does it	Technical Officer
Description	What's been happening in the space? What are the upcoming events or how do you book one? How can people create or renew their membership? Not everyone has a laptop. Make your space accessible by having an all-in-one kiosk for people to log in and interact on.
Estimated Time	1 week
Level of Effort	Medium

Setup a Gathering Place for groups

Role who does it	A few individuals from the membership should set up the meeting area for those meetup groups and other local orgs you reached out to.
Description	Make sure it's possible to book the area, that it's clean and well suited to the task. How is seating? Is the projector easy to find?
Estimated Time	2 weeks
Level of Effort	Easy

Membership Structure

Description: Define membership in your space, what benefits and fees are associated with it, how members can join and how they must be vetted as well as what the rules are and how members must follow them. This will officiate your inner community's personality.

Create donor and supporter acknowledgement wall/display

Role who does it	Publicity Officer, Outreach Team
Description	Give your supporters some clearly visible acknowledgement and thanks for all that they have done to help the space. It can also give members an idea of the spirit of your space by who is advocating for you.
Estimated Time	3 days
Level of Effort	Easy

Determine the types of members desired

Role who does it	Community & Governing Board
Description	Using what you have learned about your surrounding community from the 'Project: Learning about your Community' during the Discovery Stage and getting the input of your inner community, the people who have become involved in your space, get a feel for the personality of both. That will determine what kind of members you are looking for. Also take practical matters into consideration when making this determination. For example, if your space has no kid safe areas, families are not a part of your membership offering. On the inverse, if you do plan to welcome families, prepare kid safe areas and arrange for appropriate adult supervision.
Estimated Time	1 week
Level of Effort	Medium, depends on the size and how diverse your community is as well as how much prior thought has been put into this as well as what the current emergent membership is.

Determine different types of membership, including their fees and benefits structure

Role who does it	Governing Board with Leadership of Finance and Facilities Officers
Description	Considering your community personality, your financial requirements to

	be sustainable, and what your facilities have to offer, define the classes of membership and their respective member benefits and fees. You need to have enough income to cover expenses and that income requirement will give you a clear goal of how many members are needed and how much they must pay at a minimum. Your finance people are vital to setting the goal. Also, take into strong consideration what your current membership is willing to pay and what they think the current space is worth to them for what it offers. Make a poll and get their feedback. Your facilities people are essential to determining what the shop can offer as member benefits and how many people want to take advantage of them as well as how much they are willing to pay. Remember to be keep fees sustainable for the members.
Estimated Time	1-2 weeks
Level of Effort	Medium to High depending on your financial state, the facilities you offer as well as how many members you have gained at this point. The more stable your finances, the more prepared your facilities and the more mature and committed your membership, the easier this will be.

Develop the vetting process for new members

Role who does it	Community & Governing Board
Description	Develop a process to check out new member and make sure they will fit in well with your community and its culture and are overall okay. Depending on the nature of what you do and how in-depth you want to be, this can be as casual as as new members being recommended by a current member or a meet and greet with the governing board or as serious as a background check. At the very least, you want to make sure that they fit in well with the community, they have an overall positive character and if your space is working with minors or hazardous equipment and/or conditions, that they are okay with such and can either pass the required background checks or undergo the recommended training. The membership application forms and bylaws ought to reflect the values you are looking for in this vetting process and be clear to a new members when they wish to sign up. Also, have members of the governing board sign off on their membership applications.
Estimated Time	1 week
Level of Effort	Easy to Medium depending on how much vetting is needed based on what your space does as well as your community's experience in fitting new members.

Write your membership agreement
(*http://wiki.jigren.org/index.php/Membership_agreement*)

Role who does it	Governing board
Description	Based on your community values, what you have developed with your vetting process above and sourcing from your bylaws, formalize it in the membership agreement. The objective is to develop a membership agreement that makes sure all incoming members understand the values, rules and regulations of the space and agree with them and that a member of the community and a board member can sign off on that agreement in good faith.
Estimated Time	1 week
Level of Effort	Depending on how mature the vetting process is, it ought to be easy.

Setup Operational Procedures

Description: Determine the details of how you will run your space in alignment with how you've set up your space so far, your goals, charter and rules as well as the form of your board and membership.

Create the membership joining process

Role who does it	Governing Board
Description	Determine how you are going to introduce newcomers to the space, promote them to join as well as check them out as needed for fit in your community.
Estimated Time	2 days
Level of Effort	Low, if you have done the prior work to determine your membership structure, this ought to follow naturally.

Set up facilities management (organizing chores)

Role who does it	Everybody under the leadership of the Facilities Manager
Description	This includes the regular things and chores, cleaning the space, taking out the trash, paying the bills on time and making sure there are enough supplies to go around. A very vital part of running a space.

Estimated Time	1 week and more as things move along and develop. This task is likely to be continuous.
Level of Effort	Involve more people and this can be easy. It is important that people understand the importance of it and commit.

Setup the Space

Set up your space for public viewing. After all your hard work of building it up to code and setting up gear and supplies, you really want to clean up and make it presentable and inviting. Beautification and front-end engineering here are a must.

Clean up the space

Role who does it	Everyone under the leadership of the Facilities Manager.
Description	Get the place squeaky clean. A clean space will make good impressions.
Estimated Time	2 days
Level of Effort	Get as many hands on board and it will be easy.

Create a welcoming entrance

Role who does it	Everyone with a good eye for front-end engineering.
Description	Make an attention-drawing and inviting entryway for newcomers. This will bring people in and give first impressions. You want to make a good face.
Estimated Time	3 days
Level of Effort	If you have a good eye for it, medium to easy.

Hang signage

Role who does it	Everyone, graphics design experience a plus.
Description	Make attractive and simply descriptive signs to advertise your space and draw people in. Humor, wit, simplicity and visual pleasure are a must.
Estimated Time	3 days
Level of Effort	If you have a good eye for it, medium to easy.

Setup Utilities

Description: This task follows on from the 'Project: Setup Operational Procedures'. When you have set up your chores and what you need done, here are the details. Coordinate a monthly utilities budget with your treasurer.

Arrange recycling removal

Role who does it	Facilities Manager
Description	Get in touch with your local recycling services and find out what they take and how. Set up appropriate bins, signage and let the membership know what can be recycled and how. Organize the members to take out the recycling on collection days. Note that recycling can also cover scrap metal, batteries and more beyond paper and plastic.
Estimated Time	2 days
Level of Effort	Easy to low end of medium.

Arrange trash removal

Role who does it	Facilities Manager
Description	Get in touch with trash services for pickups and acceptable trash. Set up appropriate bins and organize members for collection days.
Estimated Time	2 days
Level of Effort	Easy as this is often a given if you live in a city, medium if you are in a remote area.

(If applicable) Arrange hazardous waste removal

Role who does it	Facilities Manager
Description	There are some things you cannot throw into the trash; paint, toxic and/or reactive chemicals and metals, pressurized containers, electronic waste and oils. These pose a hazard and must be disposed in special facilities. Find out what regular trash will not accept and look up local hazardous waste pickup. Usually you have to ship this waste on your own. Coordinate special pickups, set up storage appropriate for hazardous waste, educate the membership and make sure it gets done right. There can be environmental and legal consequences for inappropriate storage and disposal of hazardous waste.
Estimated Time	1 week, depending on what you are handling and how much prep work is needed to handle.

Level of Effort	Medium depending on the nature of what you are handling.

Get electrical turned on

Role who does it	Facilities Manager
Description	Contact your local electric utility and get power connected. If necessary and possible, transfer responsibility of the utilities to your space.
Estimated Time	1 week
Level of Effort	Easy to medium. The more prep work you have done during the 'Formation > Project: Making The Space Legal' to pass a building inspection for electrical, the easier this will be. The electric company will be expecting the appropriate inspections to have been passed.

Get gas turned on

Role who does it	Facilities Manager
Description	Contact your local gas utility and get gas connected. If necessary and possible, transfer responsibility of the utilities to your space.
Estimated Time	1 week
Level of Effort	Easy to medium. The more prep work you have done during the 'Formation > Project: Making The Space Legal' to pass a building inspection for gas, the easier this will be. The gas company will be expecting the appropriate inspections to have been passed.

Get internet access

Role who does it	Facilities Manager
Description	Contact your local internet service provider and get internet service. Fast connections where possible are best and at times necessary.
Estimated Time	1 week
Level of Effort	Low to medium depending on how cooperative the internet company is and the availability of service in your area.

Get water and sewage utilities turned on

Role who does it	Facilities Manager
Description	Contact your local electric utility and get power connected. If necessary

	and possible, transfer responsibility of the utilities to your space.
Estimated Time	1 week
Level of Effort	Easy to medium. The more prep work you have done during the 'Formation > Project: Making The Space Legal' to pass a building inspection for water and sewage pipes, the easier this will be. The water and sewage company will be expecting the appropriate inspections to have been passed.

PHASE 3: LAUNCH

Launch: 12-16 weeks

The first weeks after opening a new space are very exciting--all of the systems that we have created are now being put to the test by real life use. Members of the Founding and Administrative Teams will be elated and exhausted from their hard work. The Launch phase helps transition the energy of ownership from the Founding Team and Administrative Teams to the membership itself, to bring the space to financial and cultural sustainability--while building a strong community between members of the space.

Launch involves:
- Forming an Advisory Team of members and community leaders to sustain and nurture the future growth of the space
- On-boarding members rapidly to reach the membership level targets defined by the financial model
- Promoting individual member activities
- Modifying the Operating Manual with learnings from the experience of the space being open
- Engaging members in taking ownership of the environment
- Engaging members in collaboration with each other

The Formation phase concludes with Reaching Financial Sustainability--the number of members and fees they pay completely covers the cost of operations, and there is a cash reserve--and Reaching Community Stability--members are actively and consistently engaged with the space, their own projects, and each other and there is at least one collaborative project shared by multiple members.

Communication Set-Up

Description: Communication with the public is important for getting the word out about your space, creating public presence and bringing visitors to the space as well as getting potential members to grow the community. It can also serve as a means for the local community to contact you, propose ideas for collaboration or ask questions about the space.

Open group in online community

Role who does it	Publicity Team with Social Secretary and Members with Connections
Description	Make a on-line communications channel separate from closed group - for incoming members and interested parties with which to communicate. Your publicity team can keep on top of it by handling messages, answering questions and inviting curious posters to the space.
Estimated Time	2 days
Level of Effort	Easy to medium

Communications in offline community

Role who does it	Publicity Team with Social Secretary and Members with Connections
Description	As with the above, but in the offline medium; newspaper ads, bulletin boards and your space's mailbox. Have someone check the mail, posting opportunities and keep on top of them. Your publicity team can be very helpful for doing the legwork.
Estimated Time	1 week
Level of Effort	Medium as it requires some legwork being offline.

Host Opening Day

Description: Announce yourself to your community in a memorable and attention-grabbing way. This is also part of your first presentation to the community as you have likely gotten their attention with all the work you have been doing to set up. Now they'd like to see what you are all about. Make a good first impression.

Be interviewed on local TV

Role who does it	Publicity officer and founding members/board.
Description	Contact your local TV station and invite them to do a story on your event

	and/or interview members of your space. They may come to you or they may invite you to their studio. It's a good idea to outline beforehand what you guys want to say. It's a good chance to show your space, projects and what is happening. Usually, local news is always looking for something to report so they tend to be pretty friendly and open to such invitations.
Estimated Time	2-3 days
Level of Effort	Easy. Getting in touch with local media is readily available. Sometimes, they may be looking for you first.

Be interviewed on local radio

Role who does it	Publicity officer and founding members/board.
Description	Contact your local radio station and invite them to do a story on your event and/or interview members of your space. They may come to you or they may invite you to their studio. It's a good idea to outline beforehand what you guys want to say. As radio is auditory, you usually have to be more descriptive of what you are doing and showing. It's a good chance to show your space, projects and what is happening. Usually, local news is always looking for something to report so they tend to be pretty friendly and open to such invitations.
Estimated Time	2-3 days
Level of Effort	Easy. Getting in touch with local media is readily available. Sometimes, they may be looking for you first.

Send press releases to local media

Role who does it	Publicity officer and founding members/board.
Description	As the above with TV and radio, expand your contacts to more; local newspapers, magazines, online blogs, vlogs and podcasters. Some hackerspaces are known to do their own podcasts and/or vlogs. If you have this, take advantage of the opportunity.
Estimated Time	2-3 days
Level of Effort	Easy. If you are doing your own media, medium to hard depending on how well you pull it off.

Arrange for local arts and entertainment partner

Role who does it	People with the right connections. Bridge figures who are members of both the local arts and entertainment scene and the space are a plus.
Description	Invite local artists and entertainment to come by and please the crowds during your opening. A bonus if they can do something that is in line with

	the theme of your space.
Estimated Time	1-2 weeks to give the artists and entertainers time to prepare.
Level of Effort	Medium to coordinate with the artists and entertainers.

Arrange for local food sponsor

Role who does it	People organizing the opening day.
Description	Get some food for your event. A quick and cheap way to do it is to organize a BBQ or potluck from your members. Make sure you take into account special dietary considerations.
Estimated Time	1 week for preparation.
Level of Effort	Easy to medium depending on how you do it.

Marketing & PR

Description: A good marketing campaign is key to getting you name out in the open and letting people know you are open for business. This effort complements the opening day and should run for several weeks to drum up interest and anticipation for the opening of your hackerspace and keep up interest in the months following.

Fliers! Cards! Schwag!

Role who does it	Publicity officer and team. Bonus for people who have marketing experience and/or graphic design.
Description	Make business cards, pamphlets, fliers and schwag to hand out to people you meet or to leave in public venues for people to pick up. Often times you engage in casual conversation with someone and have a chance to make a connection. Make it worthwhile by having something to give them so they remember you and what you offered. Something witty, useful and attention-getting usually helps people pick it up and keep it (e.g. pens and tools with your space name, contact and logo on it).
Estimated Time	2-3 weeks depending on the campaign, the material you will use and how much you have.
Level of Effort	Low to medium depending on the size, medium and material of the campaign.

Press releases (open house, events, etc)

Role who does it	Publicity officer and team. Bonus for those with a journalism and/or media background.
Description	Send a press release out via your website and other channels to announce your open house and give an after-action report. Writing, podcast, video are recommended mediums. Keep this up for future events. Often times the media will watch your channels and repost your releases. The frequency and quality of the posts keeps people interested. Hence the need for good journalism, photographs and an all-around strong presentation.
Estimated Time	Once every 1 or 2 weeks.
Level of Effort	Medium depending on the material and the experience and size of your team.

Open Classes

Description: This is likely your greatest tool to outreach. Teach classes and get interest in the activities and skills that are involved in doing activities in the space. At times, the barrier to entry is the need for a prospective member to learn the skills related to your activities. Make it easy and fun to learn and be supportive and you will give them an open invitation to be involved. For more experienced members, getting deep into technical details and helping them refine their craft is also a bonus to keep people around. Getting an age range from youth to mature is a plus.

Gauge interest

Role who does it	Anyone who has the guts to teach a class and make it happen. Don't be shy and remember to have fun.
Description	Announce it on your mailing list, other channels and see how many people would like to have a class. Set up a signup list and see how many people to commit.
Estimated Time	1 to 2 weeks.
Level of Effort	Easy to medium.

Schedule classes

Role who does it	Event and/or Facilities Officer and/or Board
Description	Get a good time to occupy the space. Be sure to have good space usage etiquette and be mindful of other events or other members' plans to use

	the space. Likewise in reverse, members be sure you are not intruding on a class with an excessively large or noisy project. Coordination, communication and understanding between everyone is key. Also, be sure to announce and publicize the class by the space's channels.
Estimated Time	1 week before the class starts.
Level of Effort	Medium to easy depending on how cooperative and coordinated your group is.

Do it!

Role who does it	The instructor, assistants and the students!
Description	Get set up, get ready and make it happen. Have workstations, projectors for presentation and more. Take lots of pictures for the photo album! Also, be sure to clean up and reset the space when you are done. Some classes can get pretty wild and leave a mess. Don't leave that hanging around.
Estimated Time	1-2 days
Level of Effort	Medium

Reach Financial Stability

Description: The biggest key to your make or break is being financially sustainable. Make sure you can keep your costs low enough and your income high enough to balance the books. Save up for a rainy day. From when you started planning your space from getting a place rented, the bills and taxes calculated to the members you have and how much income you are drawing from them and other sources (grants, donations, etc.), the goal of financial stability always needs to be on your mind.

Have 2-months operating costs in the bank

Role who does it	Governing Board and Treasurer
Description	Be able to pay any rent, fees, bills, operating costs, unexpected costs and taxes for a minimum two months. It is recommended that three to four months be done. Any additional bonuses you get in the beginning should first and foremost go into the bank to give yourselves protection for a rainy day. From the start, you should plan your finances that you have a healthy income that can build up this pad of savings in the bank.
Estimated Time	Ideally, hit this goal within two months of operating (e.g. drawing income), but at the least, within 4 months of operating.

Level of Effort	Medium, you often have to exercise strict financial discipline and work hard to earn income to achieve this, but it is well worth it.

Reach break-even point of membership

Role who does it	Publicity Officer, Team and Governing Board
Description	Have enough members paying fees to pay all your expenses. Members are your bread-and-butter and should be your primary source of income. Grants and one-time donations help, but remember your people are always the most important. From when you planned your space, take the required membership count for financial stability and drive towards that. All the efforts you gave to making the space useable and attractive to members and to publicity need to come to fruit here. If not, poll your membership, prospective and current, to figure out what needs to improve to bring them in and how much they would pay for it. Improve and iterate until you reach the goal. Keep up your publicity efforts and events to keep people coming.
Estimated Time	Aim for 6 months after operating to get there.
Level of Effort	Medium to hard depending on how well you have been keeping your space and publicity efforts going.

Schedule Public Access

Description: Getting the public to continue to be involved and have access to the space is important to the perpetuation of the space. Additionally, it helps two important sides of running a makerspace; your current members get their time and space to concentrate on projects and you have a way to invite the public to come in and see what is happening, leading to potential new members, and members get a chance to put their best foot forward. Making a clear division between these two times really helps a space be a workspace and still keep in the public view.

Cross-promote public events

Role who does it	Publicity officer and publicity team along with anyone who has connections.
Description	Along with general promotion along your usual channels, find other clubs and events that have interests relevant to those of your space. Promote your public events with those organizations and invite them to come by. As you share interests, the pull factor will be stronger to bring them to your space. Ask your members for connections as they may be in multiple organizations.

Estimated Time	1 to 2 weeks before your events.
Level of Effort	If you know plenty of other clubs, then this is easy.

Promote & host regular tours

Role who does it	Publicity officer and team and dedicated members.
Description	Schedule and keep regular public tours of your space. Weekly tours is a recommended pace. Keep the rhythm going. This adds constancy that the public can rely on and can refer others to. Be mindful to keep it on days that are appreciable to the working pace of your members so that they may be able to keep at their projects without interruption. For members, set up your projects and do a casual show of what you do in your element. Be ready to answer questions and keep the public engaged.
Estimated Time	1 week before you start and then once every week is a recommended pace.
Level of Effort	Easy if you keep it regular.

PHASE 4: OUTREACH

Outreach: 12 weeks and beyond

Having launched a successful space and populated it with a thriving community of members, it is possible to look outside the four walls towards the wider community and form the partnerships and relationships that keep people engaged. Outreach brings the new co-working space into relationship with a diverse array of local and national community organizations, initiatives, and events and represents the final and on-going state of a co-working space.

Outreach includes:
- Forming collaborations with other community organizations that leverage the space and its community of members
- Inviting the wider community to schedule events and meetups in the space
- Building a broader audience for the activities and community in the space
- Creating events and activities that are unique to the space
- Developing a culture of celebration
- Ensuring continuing diversity of new members and outbound members, to keep the population varied and vibrant
- In-sourcing community events from other cities and regions
- Forming relationships with other spaces across the region and the nation

Community Building

Description: As you did with your community research to figure out where to establish yourselves, how to coordinate your publicity efforts and connect to the local community, keep advancing the work. Your connections to the community mean potential members, contributors and supporters. Keeping a good and growing relationship with them will determine the longevity of your space.

Draft a meetup standard guide for your space

Role who does it	Everyone with the Publicity Officer and publicity group and the Governing Board
Description	As before with the section on 'Launch > Project: Scheduling Public Access', mature the etiquette you developed for public access into some solid standards to when it is a good time for public meetups to occur in your space and what the expected conduct is. As with before, this will go a long way to keeping your internal community and connections to the external community healthy.
Estimated Time	1 week.
Level of Effort	Following what you have matured from the public access etiquette, this ought to be easy.

Write the tour-guide script

Role who does it	Everyone with the publicity team.
Description	Write a list of highlights and cues to hit for anyone who wants to give a tour. Mark out things in your space, projects to notice, other things that people would like to know about. Be open and invite the public's curiosity and tell them what you are about and what is going on.
Estimated Time	1 week
Level of Effort	Easy if you guys have been trucking along and making things happen, then you have a lot to talk about and the public has a lot to ask you.

Contact neighborhood association & neighbors

Role who does it	Publicity Officer, group and Governing Board
Description	Be good neighbors and get to know your neighborhood. Connecting with who your neighbors are and who runs the neighborhood association grows relationships that can be handy for getting in the good graces the neighborhood.

	If they have a neighborhood event, you can gain publicity through that. It is also easier to invite the neighborhood to your own events. If there is a conflict and there is need to resolve it with the neighbors and/or their association, having established points of contact will make the resolution swift and smooth.
Estimated Time	A few days.
Level of Effort	It's easy. Just be friendly!

Form Collaborations with Other Spaces

Description: Spaces like yours often share goals and purposes with other organizations and similar spaces. Chances are there is already collaboration between such spaces and associations already exist to support you and other such places. Get out there and get to know these people and connect and collaborate. With shared goals, you can also share efforts and help each other out, exchange ideas, solutions, etc.

For example, hackerspaces form a worldwide community (see hackerspaces.org).

Find your local non-profit center / similar associations

Role who does it	Publicity group, Governing Board and anyone with connections.
Description	Get to know organizations like yours and their support associations. It will be critical to find potential collaborations and be part of their support network. The idea is have strength in numbers and like organizations that you may share advice, solutions, ideas and support.
Estimated Time	A few days.
Level of Effort	Easy to medium.

Go on a tour

Role who does it	Anyone with wanderlust and curiosity.
Description	Go out and visit other places like yours. Get to know them, how they do things and what projects they are working on. Often times, you can find an idea, solution or collaboration for your home space by just meeting people as well as getting your name out. It's just a matter of being

55

	friendly and sharing stories. Often times, it's a fun way to travel and make new friends. Likewise, invite other people to come visit your space if they are passing through, starting up a similar space of their own or looking for a collaboration partner. You never know who you might meet!
Estimated Time	1 week
Level of Effort	Easy to Medium

Form collaborations

Role who does it	Anyone who has a mind for partnership.
Description	If you or someone else needs help or has something to offer, a collaboration can exist. It is just a matter of making the connection and keeping it going. Keep the communication open, make it mutually beneficial and helpful and you'll have good loyal partners and collaborators.
Estimated Time	1 to 2 weeks
Level of Effort	Medium depending on the collaboration.

Tell your Story

Description: Record your history and tell your story. You have gone through the process of conceiving your space, coming together establishing yourself and making it all happen. Be proud. You and your group have done well. Write it down and put it somewhere for future generations to know about it and learn how you guys did it. It will be useful when it is time to pass on the torch and when it is time to remember why you started out in the first place and determine where you are going.

Record your history

Role who does it	Everyone with a memory and a good historian or two.
Description	Gather your stories; notes, online posts, meeting minutes, napkins you scribbled on, pictures, videos, interviews, media and nostalgic memories. Take those memories and preserve them as your story. Have your historian record them and store them somewhere digital or otherwise.
Estimated Time	2 weeks
Level of Effort	Medium

Get listed in public directories

Role who does it	Publicity group and Historian
Description	Find public directories in which to list your space. This can be online or offline; public archives such as the archives of the local library, town hall or museum or online. For hackerspaces, get listed in hackerspaces.org. Coworking spaces can use coworking directories and/or Craigslist. When you do list, make sure it is in an appropriate format for who visits those sites. Preserving and publicizing your history is not only a historic record, but also a means to publicize your space.
Estimated Time	1 week
Level of Effort	Easy to Medium