

GlobalWelsh Grows Diaspora Community by 118% Within One Year

The non-profit organization partners with Hivebrite to create a vibrant global diaspora community to help Wales prosper.

Challenges

- Unite global community in single online space
- Drive sign-ups and engagement
- Manage different membership options

Solutions

- A fully branded community platform
- Group module
- Events module
- Membership module

Benefits

- 118% member growth rate within one year
- Almost 3000 active members

GlobalWelsh is a global professional community of people with an affinity for Wales. Launched in 2017, its mission is to help build a stronger and more prosperous Wales through diaspora engagement.

A Growing Community With Big Ambitions

GlobalWelsh is one of the first diaspora organizations in the world to create an online community. It decided to partner with Hivebrite to create an online space for its members to connect and collaborate, as well as support and invest in each others' careers and business initiatives.

“ We are an ambitious organization and needed software that future-proofed our community strategy. Hivebrite was the clear choice; an ambitious company with great customer references, its platform offers all the features we need to support our current and future community plans

Walter May

Founder and CEO, GlobalWelsh

Driving Sign-ups and Participation

GlobalWelsh monetizes its community through memberships. It offers several membership options to encourage joining, participating and, depending on member needs and ambitions, eventually becoming a paying member.

“We wanted to make the community as accessible to members as possible and didn’t want payment to be a barrier to joining and participating. However, as an independent non-profit, we need to monetize the platform. The free entry-level membership offers members just the right level of access to content and features to get a taste of the community. This encourages people to eventually upgrade to a paid membership so they can enjoy everything the community has to offer—all of this is incredibly easy to set up and manage within Hivebrite’s platform!” said Zara May, Head of Community and Operations, GlobalWelsh.

GlobalWelsh also organizes free thought leadership events and introductory sessions for non-members to showcase the platform and explain the benefits of joining the community to encourage sign-ups.

The community grew by 118% in the first 12 months of launching with Hivebrite. GlobalWelsh counts almost 3,000 active members worldwide and supports the Welsh government’s efforts to promote Wales on a global stage.

“Signing up to the platform and getting involved is quick and easy thanks to the platform’s intuitive and user-friendly design. We can tailor the content we offer our members based on location and affinities to offer a more personalized experience and drive engagement,” said Zara May.

Creating Targeted Engagement Strategies

GlobalWelsh counts members in 58 countries and offers several sub-communities based on geography. Run by group leaders, sub-communities offer members a dedicated space for niche discussions, events, and more. Members can discover meaningful connections and collaboration opportunities with other members in their *Hubs*.

The community also offers the only global mentoring program in Wales. Members can request a career or business mentor directly on the platform to help them advance professionally or develop specific skills.

Members are able to post *Callouts* on the platform to request help or advice on specific topics. Members can connect with other members requesting support or offering skills that correspond to what they’re searching for! The community also runs regular networking and thought leadership events to engage its members.

“With Hivebrite’s platform we are able to create quality engagement initiatives to leverage the passion, expertise, and knowledge of our members to help Wales excel and prosper,” said Zara May.



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Locations

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About

Hivebrite is an all-in-one community management platform. It empowers organizations of all sizes and sectors to launch, manage and grow fully branded private communities.