

WORKSHOP 2: IDENTIFYING YOUR AUDIENCES

Please write down 15-30 actual people (you may or may not know personally) who interact with your organization in some way—these could be service recipients, volunteers, donors, internal staff, foundation managers, etc. Include their age, location, education, and who they trust/ get their information from.

Audience Demographics	Who Do They Trust?	What Do They Care About?	What Do <u>You</u> Want From Them?
<i>(Type, Age, Location, Income, Education, Marital Status)</i>	<i>Where do they get their information from? (news outlets, social media, institutions/orgs, blogs, etc.)</i>	<i>(Why they are coming/learning about your organization? What do they want from you?)</i>	<i>(Donate, introduce you to partners, people, communities, share your content, volunteer)</i>

GUT CHECK

Before we begin this activity it is important to call attention to ideas around othering and racial biases. We ask again for this to be a brave space for us each to explore our biases and reflect upon current systems of power.

Consider the people who are historically marginalized by this type of activity and consider how you can bring their needs to the center.

Each time you mentally arrive at a racial bias or stereotype, practice turning that thought into a question...be curious and kind to yourself and others.

Is the tone being set gender normative?

Are personas diverse enough in age or are you being agist in any way?

Are you choosing personas with money and higher education that are also more white and male leaning?

Are clients of your services being considered in your persona creation?

How can we better consider the names being used?

How else can you be more inclusive?

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WORKSHOP 2: AUDIENCE TO PERSONA MAPPING

Sort nonprofit audiences into like-minded/-motivated groups. Example personas are below but please create your own.)

EQUITY EVOLVER

This persona type tends to have a lifetime itch to change the world. They see injustices for what they are and remain hopeful they can be a part of the change. They are often deeply involved with multiple nonprofit organizations and are frustrated when they do not see equity reflected in mainstream culture. This persona is often well-educated, holds a deep commitment to activism and is passionate about the network of community members they can connect to one another.

GOAL-ORIENTED EXPLORER

This persona is primarily tactical and are coming to your organization to research a specific program or offering. They often lack time, resources, and stability and are looking for a quick, direct route to the information they seek. They also must feel aligned to your values and beliefs as well as your impact to the community in which they are apart.

EXPERT INFLUENCER

This persona is a well-known expert in their field and their voice, opinions and presence carry great weight in the communities in which they are a part. Sometimes they are paid to consult with a variety of organizations and public entities, but are most passionate about their own professional research and development. Expert Influencers are most impressed by your connections to other organizations or people that might help them further their own work.

SYSTEMS THINKER

This persona is most passionate about the complexity and interconnectness of all things—they are looking for ways to catalyze effective change and create more efficient solutions to large-scale problems. This persona is excellent at identifying issues, bringing thought partners together and designing collaborative, informed and thoughtful solutions. Systems Thinkers are most impressed when you are able to see your role in the larger picture without duplicating the work of others.

MEASURING STICK

This persona is a often successful administrator, or in some kind of management position and lives in the world of flowcharts, matrices and impact numbers. Their interests tend to lie most in tangible facts and outcomes and they will be most inspired when they can see how your work is grounded in proven research, partnerships and results.

GUT CHECK

Though we want to create these personas based on motivations, we also do not want to dehumanize the real people we have just taken time to identify.

As you are building your personas, please again consider how your own biases or privilege might be influencing your thinking. Consider who has historically been under-represented or marginalized.

Are you focusing all of your personas on those you need money from?
Is their perceived power shaping your response?

WORKSHOP 2: PERSONA DEFINING

PERSONA DESCRIPTION

(include demographics such as age, location, education level, finances, and who they trust/where they get their information)

Denise is in her late 40's/early 50's, JD/ MBA, \$120K+/yr., married and ED of a large Foundation. Listens to NPR, active on TW professionally, FB personally.

WHAT DO THEY CARE ABOUT/ WHAT ARE THEY LOOKING FOR?

Clear sense of credibility/ leadership in the field.
Depth and breadth of impact (ROI)
Info about issues & actions

PERSONA NAME

WHAT DO YOU WANT THEM TO UNDERSTAND ABOUT YOUR ORG/ HOW DO YOU WANT THEM TO BECOME INVOLVED?

Follow on Social, Subscribe, Call/Email to Connect, Request Proposal, Partner/ Consult

EFFECTIVE MARKETING CHANNELS

Social Media? Email?
Direct Mail? Listservs?
Tabling at Events? Radio? TV?

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WORKSHOP 2: PERSONA JOURNEYS

THE MARKETING FUNNEL



WORKSHOP 2: PERSONA JOURNEYS

Persona Name: _____

Phase 1: Unaware <small>(least branded materials)</small>	Phase 2: Aware	Phase 3: Considering	Phase 4: Joins	Phase 5: Loyalty <small>(most branded materials)</small>
<p>What tools, resources, information, experiences are there for people like [persona]?</p> <p><i>(eg. Word of Mouth, Visits Website, Advertising, Direct Mail, AdWords, SEM, SEO)</i></p>	<p>How do these tools/this organization help [persona] (my work/life/prestige/etc.) What kind of people are they/how legitimate?</p> <p><i>(eg. Visits Website More Frequently, Signs up for eNewsletter/ Action Alerts)</i></p>	<p>What might inhibit/push [persona] further to join?</p> <p><i>(eg. Visits Website Regularly, Consumes Timely Content, Follows on Social Media, Participates in Actions, Attends an Event)</i></p>	<p>How does [persona] get more out of this/out of their relationship with your organization?</p> <p><i>(eg. Recieves Personalized Content, May Begin Creating Content/Sharing on Social Media Regularly, Attends Events Regularly)</i></p>	<p>How can [persona] do more? How can they help connect others who can benefit?</p> <p><i>(eg. Evangelist/ Brand Champion: Partners/ Promotes You Regularly Across All Channels, Donates, Volunteers)</i></p>

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