

Personas are fictional representations of your ideal audiences – the people who are most likely to care about your mission and engage with your work year after year. Turning audience research into personas helps personalize your communications in a more meaningful way.

Notes: These questions are guides and can be adjusted to better fit your needs. Be sure to use a separate persona worksheet for each target audience.

SAMPLE QUESTIONS

ANSWERS

1. Persona’s background
 - Lives in (e.g. specific town / area / etc.) _____
 - Attends college at _____
 - Works at _____
 - Volunteers at _____
 - Donates to _____
 - Other interests (specify) _____

2. Demographic info
 - Gender _____
 - Age cohort _____
 - Education Level _____
 - HH Income _____
 - Urbanicity (e.g. urban, suburban, exurban, rural) _____
 - Languages spoken _____

3. Personal style
 - Social connector
 - Organizer
 - Community leader
 - Social amplifier
 - Natural salesperson
 - Other (specify) _____

4. Primary goal/s as a donor, member, volunteer, etc.
 - Making a difference
 - Connecting with like-minded people
 - Preparing for future career directions

5. Pain points or challenges as a donor, member, volunteer, etc.
 - Not having much time or money
 - Not seeing how their involvement will make a difference
 - Not having their abilities put to best use

6. What problem/s can your nonprofit help this persona solve?
 - Acting as an entry-point for getting involved
 - Offering a community of like-minded people
 - Showing how your organization can further her goals
 - Helping her learn about nonprofits
 - Providing services she values

SAMPLE QUESTIONS

ANSWERS

7. Where does this persona get information?
 - TV / radio
 - Online news sources, magazines, etc.
 - Reads blogs about issues / philanthropy
 - Internet search
 - Other (specify)
8. What social media channels does this persona use regularly?
 - LinkedIn
 - Facebook
 - Instagram
 - Twitter
 - Google +
 - Other (specify)
9. What is this persona's most common objections to your nonprofit?
 - Lack of time / money
 - Lack of experience / comfort with your activities
 - Not sure how effective your nonprofit is or what results you get
 - Other? (specify)
10. Real quotes
Include a few actual quotes taken during your interviews that represent your persona well. These will make it easier for staff to relate to and understand this persona.
11. Persona's name, picture, and story
Give your persona a fictional name, pick out a stock photo that fits this persona, and try to tell a brief story about their connection to your cause.
12. Initial messaging for this persona
13. Nonprofit category? (e.g. direct service, education, advocacy, etc.)
14. Tag Line / Mantra?
15. Conversation starters?
16. Nonprofit story?

If you haven't already, check out our free eBook, *Honoring the Donor's Journey*.