**Charity Audience Persona TEMPLATE**

|  |  |  |
| --- | --- | --- |
| **PERSONAL GOALS** | **PHOTO** | **PERSONAL CHALLENGES** |
| * ***Type here…***
*
*
 | ***Add a representative photo here of someone you feel looks like the persona you are describing*** | * ***Type here…***
*
*
*
 |
| **VALUES** | **PERSONAL DETAILS** | **PAIN POINTS** |
| * ***Type here…***
*
 | **Name:** **Age:** **Gender:** **Ethnicity:** **Marital Status:** **Dependants:** **Location:** **Shops in:****Disabilities/Health Concerns:**  | * ***Type here***
*
 |
| **SOURCES OF INFORMATION** | **EMPLOYMENT DETAILS** | **OBJECTIONS TO SUPPORT** |
| **Books/Magazines:** **Blogs/Websites:** **Social Media:** **Influencers:** **Other:**  | **Occupation:** **Annual Income:** **Education Level:** **Other:** **Accessibility Needs:** | * ***Type here…***
 |
| **REASONS TO ENGAGE** | **DIGITAL CONSIDERATIONS** | **THE FUTURE** |
| * **Type here…**
 |  |  |

**Charity Audience Persona EXAMPLE**

|  |  |  |
| --- | --- | --- |
| **PERSONAL GOALS** | **PHOTO** | **PERSONAL CHALLENGES** |
| * ***To provide for family***
* ***To be a good parent***
* ***To have a successful career with good work-life balance***
* ***To be an active member of the community and help others***
* **To keep fit and healthy**
 | Ombre Braids Knotless Box Braids Wig for Black Women Cornrows - Etsy |  Braids wig, Box braid wig, Wigs | * ***Family costs limit disposable income***
* ***Balancing work commitments with home life***
* **Single parenting**
* **Finding time to unwind**
* **Over committing in order to help others**
 |
| **VALUES** | **PERSONAL DETAILS** | **PAIN POINTS** |
| * ***Values the importance of family and friends.***
* ***Vocal about perceived injustices.***
* ***Appreciates honesty and trust in others and lives by these principles***
* ***Hard working***
* ***Community is important***
 | **Name: *Dina (Donor)*****Age: *37*****Gender: *Female*****Ethnicity: *Black*****Marital Status: *Divorced*****Dependants: *2 children aged 3yrs and 7yrs*****Location: *Nottingham*****Shops in: *Asda or Aldi*****Disabilities/Health Concerns:** ***None*** | * ***Never enough free time***
* ***Cost of living crisis is making life harder***
* ***Parenting is often tiring, leaving no energy for other interests***
* ***Often in a rush to do things***
* ***Lots of life-admin so peripheral or non-essential activities often get forgotten or side-lined.***
 |
| **SOURCES OF INFORMATION** | **EMPLOYMENT DETAILS** | **OBJECTIONS TO SUPPORT** |
| **Books/Magazines: *Doesn’t get much time to read*****Blogs/Websites: *Uses Mumsnet for family advice*****Social Media: *Regularly uses Facebook to keep in touch with friends and local community*****Influencers: *This Mama Life*****Other: *Meets with likeminded individuals at parent groups on days off.*** | **Occupation: *Office Manager* Annual Income: *£35k* Education Level: *Degree*****Other: *works 4 days a week, spends Fridays with her children*****Accessibility Needs:** ***Poor eyesight but doesn’t need a screen reader*** | * ***Can’t donate much so doubtful a small donation would make any real difference***
* ***Concerned about security of donating online***
* ***Unclear on guidelines for gift aid and whether it will cost her extra***
* **Would like to join a fundraising event, but feels intimidated by the challenge**
 |
| **REASONS TO ENGAGE** | **DIGITAL CONSIDERATIONS** | **THE FUTURE** |
| * **A friend has used the charity’s services in the past, so knows they do good work**
* **Has a desire to help others when able**
* **Can see the impact of the charity’s work**
* **Feels aligned with the charity’s mission**
 | ***As an office manager, Dina considers herself relatively tech-savvy, and understands most standard technologies. She doesn’t have accessibility needs, but does have poor eyesight, meaning she tends to increase text size on screen*** | ***Dina would like to own her own business administration company to give her more financial independence and flexibility to work around school hours.***  |