**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.*** |