

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?