

How to Identify Audiences

FOR YOUR CAUSE

causeclarity

Related Cause Clarity topics:

- How to customize your message
- How to choose social media



This worksheet is a complementary guide to help you put into practice the advice found in our “How to Identify Audiences for Your Cause” video. Each 3-minute video is packed with information and is designed to be watched multiple times—even while you are completing this worksheet.

WHAT Narrow down who is most important to reach with your message

TIME REQUIRED 30 minutes

WHO IS INVOLVED We suggest brainstorming responses as a team. Alternatively, you can start this process alone and then refine with a larger group.

Prioritizing the specific types or groups of people you are trying to reach can go a long way in making your communications more effective. The process of identifying audiences is a step that many times gets skipped in the rush to get your messages out. The reality is that you are not trying to reach *everyone* with every message.

This worksheet walks you through three steps to build a persona for each of your priority audiences to help ensure your messages are relevant and motivating.

1. List the groups of people you want to engage
2. Choose your top 3 groups and write down descriptive characteristics
3. Use the descriptions to create a “persona” or representative person for each key audience group

Additional Tip: Add a picture to complete the persona. You can then hang up your personas at your desk and look to them when working on a new newsletter or request—making sure that you are speaking in a way that is most relevant to their personal interests and priorities.

Here is an example:



Key Audience #1: Online Donors

Persona Name: Raymond

Lifestyle: He’s 24 and lives in Queens. He is currently temping. Single. Has a charismatic personality—loves to talk to new people and has hundreds of followers on Twitter. He likes salsa dancing. He dislikes corporate greed and pessimists. He spends his free time outdoors.

➔ For more help, contact Hershey Cause Communications at CauseClarity@HersheyCause.com or visit CauseClarity.org to see other How-To’s.

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You want to break down the diverse audience you aim to reach into several distinct groups. Advertisers call this market segmentation. Complete the following steps to help characterize each of your most important audiences and make it easier to customize your communications for each.

1. List the groups of people you want to engage:

A. Spend five minutes jotting down the types of people you want to be talking to on behalf of your cause.

B. Next, take 10 minutes to write down with whom your cause interacts in an average week. Write down everyone—individuals, groups or types of people.

C. Finally, organize your names into categories or groups of people (e.g., funders, donors, supporters, clients, board members).



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2. Choose your top three groups and write down descriptive characteristics:

Prioritize the categories you created in step 1. Choose the top three for this activity and brainstorm more detailed characteristics that describe who they are (e.g., average age, income level, level of philanthropic engagement, communications preferences and familiarity with social media).

Key Audience #1: _____

Characteristics:

Key Audience #2: _____

Characteristics:

Key Audience #3: _____

Characteristics:



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3. Use the description to create a “persona” or representative person for each key audience group:

Invent a person you can speak to directly when developing your materials and messages. Refer to the example on page 1 for ideas.

Key Audience #1

Persona Name: _____

Lifestyle:

Likes/dislikes:

Key Audience #2

Persona Name: _____

Lifestyle:

Likes/dislikes:

Key Audience #3

Persona Name: _____

Lifestyle:

Likes/dislikes: