



Customer Persona #1



DEMOGRAPHIC INFORMATION

Name:

Age:

Location:

Job Title:

Family:

BIO:

GOALS:

- _____
- _____
- _____

FRUSTRATIONS:

- _____
- _____
- _____

MOTIVATIONS:

Incentive
○○○○○○○○○○○○

Fear
○○○○○○○○○○○○

Achievement
○○○○○○○○○○○○

Social
○○○○○○○○○○○○

PREFERRED CHANNELS:

Traditional Ads
○○○○○○○○○○○○

Online & Social Media
○○○○○○○○○○○○

Referral
○○○○○○○○○○○○

Guerrilla & PR
○○○○○○○○○○○○

COMPETING NONPROFITS:



Customer Persona #2



DEMOGRAPHIC INFORMATION

Name:

Age:

Location:

Job Title:

Family:

BIO:

GOALS:

- _____
- _____
- _____

FRUSTRATIONS:

- _____
- _____
- _____

MOTIVATIONS:

Incentive
○○○○○○○○○○○○

Fear
○○○○○○○○○○○○

Achievement
○○○○○○○○○○○○

Social
○○○○○○○○○○○○

PREFERRED CHANNELS:

Traditional Ads
○○○○○○○○○○○○

Online & Social Media
○○○○○○○○○○○○

Referral
○○○○○○○○○○○○

Guerrilla & PR
○○○○○○○○○○○○

COMPETING NONPROFITS:



Customer Persona #3



DEMOGRAPHIC INFORMATION

Name:

Age:

Location:

Job Title:

Family:

BIO:

GOALS:

- _____
- _____
- _____

FRUSTRATIONS:

- _____
- _____
- _____

MOTIVATIONS:

Incentive
○○○○○○○○○○○○

Fear
○○○○○○○○○○○○

Achievement
○○○○○○○○○○○○

Social
○○○○○○○○○○○○

PREFERRED CHANNELS:

Traditional Ads
○○○○○○○○○○○○

Online & Social Media
○○○○○○○○○○○○

Referral
○○○○○○○○○○○○

Guerrilla & PR
○○○○○○○○○○○○

COMPETING NONPROFITS: