

PRIMARY PERSONAS



MISSING MEANING
MICHAEL



COMMUNITY
CAROL



FAITH-BASED
FRANCIS



PERSONALLY AFFECTED
PAT



FORGOTTEN
PHIL



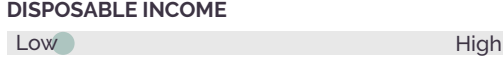
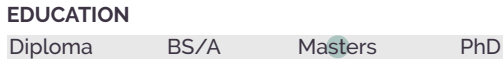
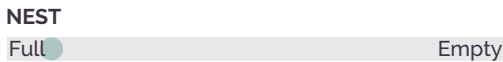
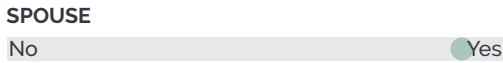
MISSING MEANING MICHAEL

He is a middle-aged man that got recognition early in life for professional success that lead him to marry young and into a family with great influence and wealth. He lives at his means with 3 cars and a boat and all his children in private school. He is now looking to prove himself and define what his legacy really will be. He is up at night worrying about paying for his family's lifestyle and feeling that there is more that he can do.

Being forced by work to attend a charity event, he finds that he not only feels fulfilled but sees how the day of volunteering also made a positive impact on his kids. He starts to see that perhaps there is a balance he can find by bringing a bit of charity into his schedule. He hasn't yet fully planned out a substantial giving portfolio but is looking to make a connection with a charity that he can stay affiliated with in the coming years.

IDENTITY

The identity attributes of your persona, also known as demographics, are an important starting point for learning more about their WHYs.



QUOTE

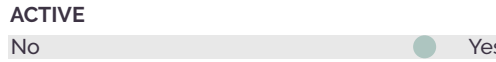
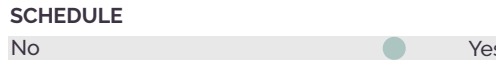
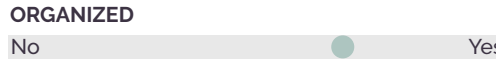
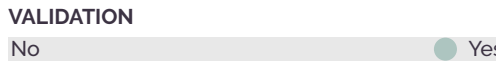
"St. Matthew's House services and programs aren't a bandaid. They are a roadmap to recovery and life changes."

"I was thinking of non profits to get involved with and a friend thought I'd be helpful on this finance committee."

"It is a faith-based organization, but no denomination, or a variety of denominations. If you believe in God and good, you'll find it easy to resonate with St. Matthew's House."

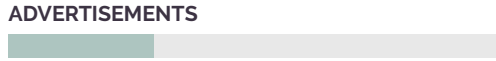
NEED

Understand your persona's needs.



SPHERE OF INFLUENCE

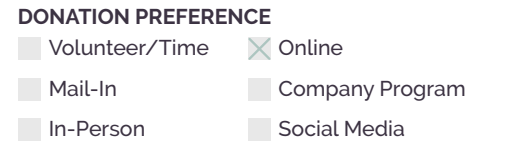
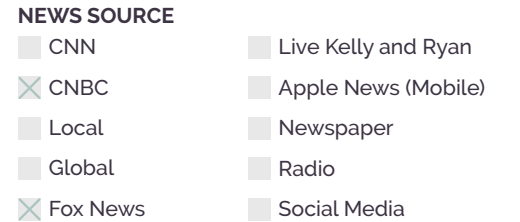
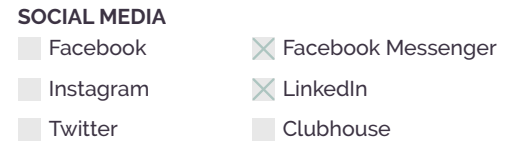
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*AFFILIATIONS: Golf Club / Rotary Club Member / Assistant soccer coach for his kids

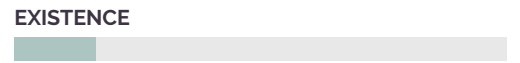
COMMUNICATION

Understand where your persona prefers to communicate.



MOTIVATION

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COMMUNITY CAROL

She is a retired grandmother that is trying to find her own now that she and her husband are living in Florida. He is off enjoying his days of golf and time at the club while she is working hard to get involved in the Red Hat Ladies Group in Naples. She was the leader of the ladies back home, including President of the Garden Club, and now is working to get her footing in her new home. She spends her days taking walks and lunching with her new friends while spending her afternoons looking at what her old friends are posting. She also loves FaceTiming with her grandkids who she misses so much.

She is proud of her son who turned his life around and has a strong family now. She worries the most about her daughter Gwenn and that she is still single due to working so hard as a doctor. She is worried at times that they should move back to be closer to her kids and grandkids but loves Florida too.

She is wanting to do more to be relevant and make a difference and is starting to brainstorm how she could do something for her community that would also help fill her days. She is very concerned about her reputation and so she is doing her research to ensure that she finds the right organization that she can jump into and really make a long-term impact.

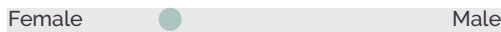
IDENTITY

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AGE



GENDER



ROLE



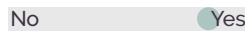
SPOUSE



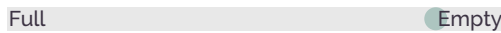
CHILDREN



GRANDCHILDREN



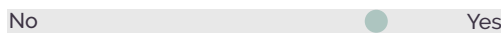
NEST



EDUCATION



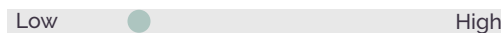
RELIGIOUS



INFLUENCER



DISPOSABLE INCOME



QUOTE

"You know what would be a great idea for St. Matthew's House? A certification program for businesses started by people who go through the programs."

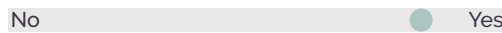
"Communication from the organization is so important. We could lose volunteers after doing things on zoom for so long. That makes it hard to get to really know people."

"I use the word 'our' when talking about St. Matthew's House brand because I feel a part of it. It fills my cup."

NEED

Understand your persona's needs.

CONNECTION WITH OTHERS



RECOGNITION



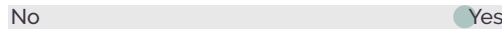
VALIDATION



MOTIVATOR/LEADER



ORGANIZED



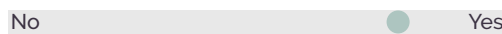
SCHEDULE



ACTIVE



EVENT ATTENDEE



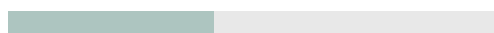
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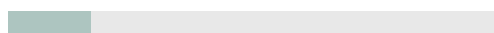
FRIENDS



MEDIA



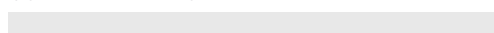
ADVERTISEMENTS



FAMILY



COMPANY/EMPLOYER



AFFILIATIONS*



*AFFILIATIONS: Red Hat Ladies leader

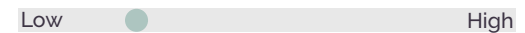
COMMUNICATION

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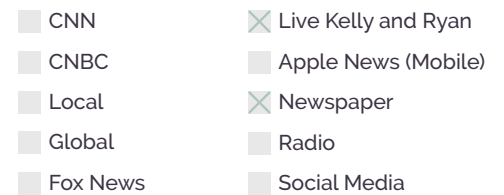
SOCIAL MEDIA



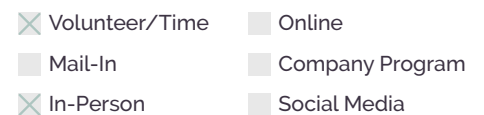
DIRECT MAIL RESPONSIVENESS



NEWS SOURCE



DONATION PREFERENCE



MOTIVATION

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EXISTENCE



RELATEDNESS



GROWTH





FAITH-BASED FRANCIS

Francis is a newly retired man that feels blessed on the full life he has been able to have. He is learning to slow down a bit more so he can spend more time with all his grandkids. He loves nothing more than going to their little league games or spending time with them all at church on Sundays.

He and his wife have instilled faith in all their kids and see that as a source of strength for their family. He has loved watching his children grow up in the church and everyone at church knows their family as they are at every church event.

As a family, they always have made it a point to give more around the holidays to support those in need. And, as their children have become successful in their own careers some of them are wanting to find organizations outside of just the church to support as well.

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QUOTE

"St. Matthew's House does good from a morality standpoint - it is actually going to do good and to help. Full contribution goes to help people... doesn't pay anyone's salary."

"As an organization, we don't forget that God is our source. We cannot forget who we are."

"I first heard of St. Matthew's House years during my church's "Mission Moment", it was maybe 5 minutes or so. I took a tour and got involved."

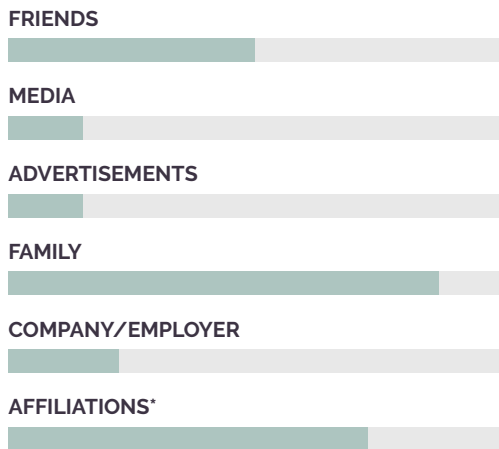
NEED

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SPHERE OF INFLUENCE

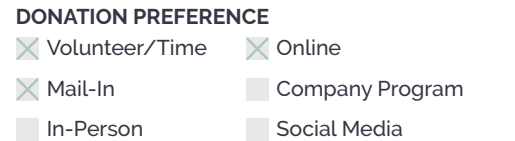
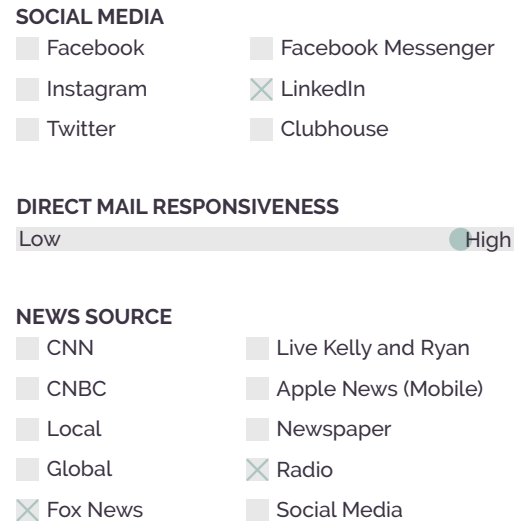
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*AFFILIATIONS: Church / Condo Board / Chief Volunteer at another impact Non-Profit / Christian Business Luncheon Speaker

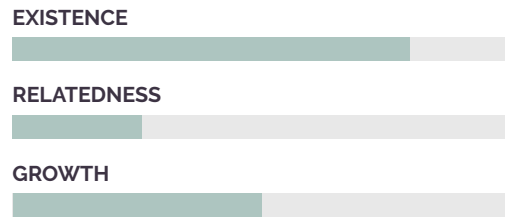
COMMUNICATION

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PERSONALLY AFFECTED PAT

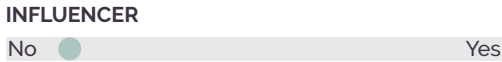
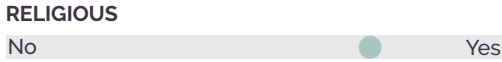
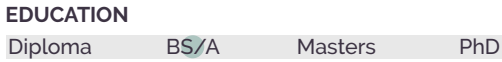
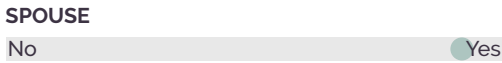
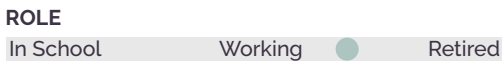
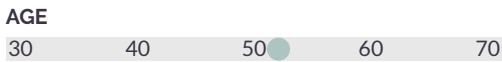
She is a retired grandmother that is relishing her new grandchild. She and her husband almost lost their younger daughter to alcohol when she was just 25. It took years to truly understand but she devoted all her energy to figuring it out. She and her husband were fortunate as they had great resources and time to be there to help their daughter in recovery.

She and her husband are in awe of how far their daughter has come and what a beautiful mother and wife she is now. They also realize that so many people don't have the chance their daughter had and have been committed to supporting organizations that help with recovery.

Now that she is getting ready to slow down professionally she is wondering if there would be a place to volunteer to help others in recovery?

IDENTITY

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QUOTE

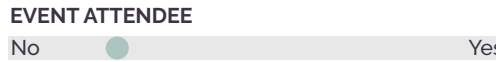
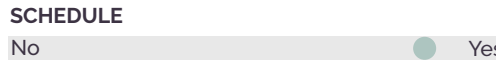
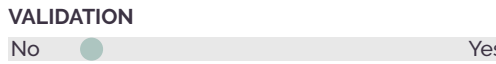
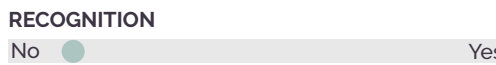
"St. Matthew's House is special. They sit with you. They serve you. They make you feel like a real person- cloth napkins, flowers on the table. It humanizes people, it doesn't matter your background."

"My son is an addict and I want to reach him and help other families in the same situation. I felt that it was definitely God-led."

"Each department is a piece of the puzzle- all looking to help people who can't help themselves."

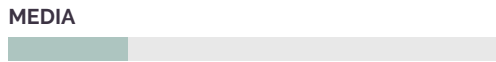
NEED

Understand your persona's needs.



SPHERE OF INFLUENCE

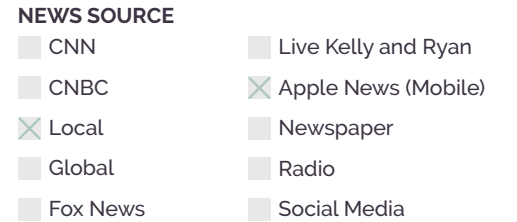
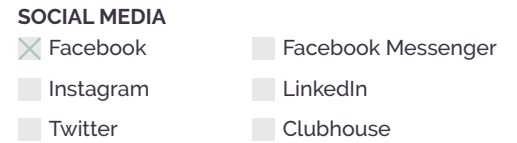
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*AFFILIATIONS: Church club / Alanon

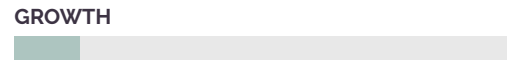
COMMUNICATION

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MOTIVATION

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FORGOTTEN PHIL

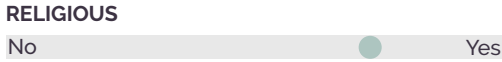
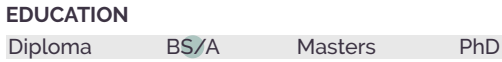
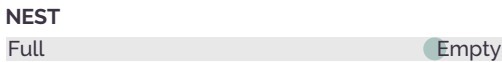
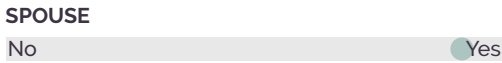
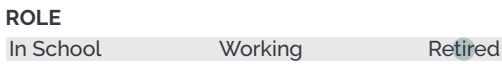
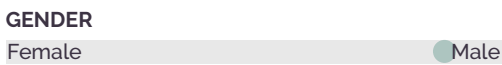
Phil is a retired man that relishes time with his grandkids and traveling around the world with his wife. He had a very successful career and is enjoying the fruits of his efforts. He and his wife still host family BBQ on the weekends and have weekly dinners out with their friends.

When Phil was still working he led his companies outreach with St Matthews holiday donation and helped to create a corporate donation matching program to which he donated to personally every year.

After retiring, he stopped getting all the SMH annual information. He and his wife also didn't volunteer for a few years as they got swept up with a few intense years of traveling and relaxing. Given the current state of affairs he would love to get back involved in supporting his community. He isn't sure what SMH is doing these days and feels a bit unsure about reaching back as he is no longer the "big corporate donor".

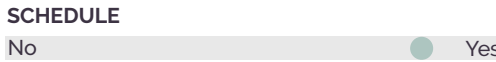
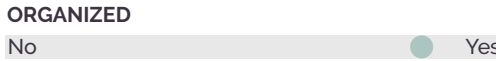
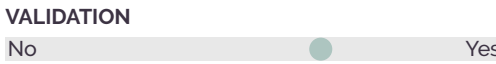
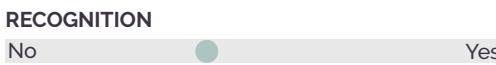
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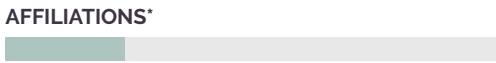
NEED

Understand your persona's needs.



SPHERE OF INFLUENCE

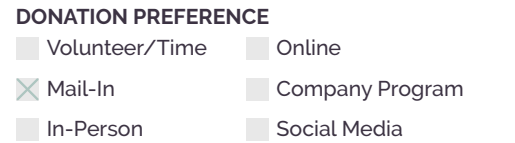
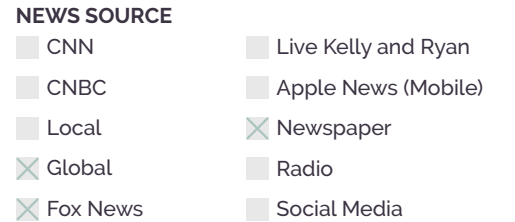
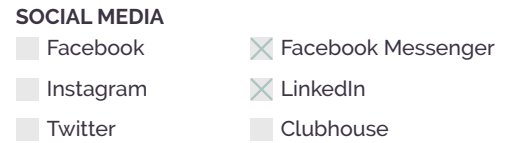
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*AFFILIATIONS: Golf Club / Union League Member

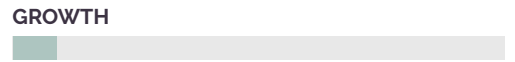
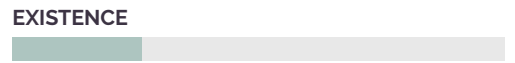
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SECONDARY PERSONAS

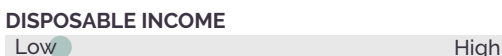
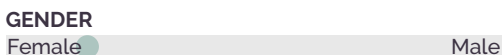
Our primary personas were selected by the voices heard in Module 1's Audience Interviews as well as through decisions from the Audience Lens Workshop as to who would be most relevant in achieving our expected results. These Secondary Personas are relevant and helpful when thinking about target audiences for specific programs and possible growth opportunities.



THRIFTY THERESA

Theresa is a young widow who was set-up comfortably after her husband's passing. Since her husband got sick, she really got more invested in the church and the community which have been a real source of strength and comfort for her. She loves spending her weekend going to Estates sales and is looking at ways to give back with her friends.

IDENTITY



NEED



SPHERE OF INFLUENCE



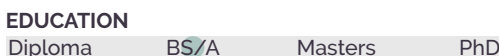
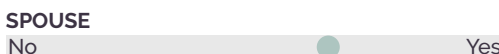
*AFFILIATIONS: Church (weekly volunteer) / Neighborhood ladies book club



KNOW-NOTHING NATE

Nate is a young father that is enjoying the hard work of his 20's. He and his family just recently got transferred to Naples for work and his wife wants to see how they can do more to help their new community. Being new to town, they are not sure where to start. They can't give a lot financially, but, they can give time and motivate their online network to give to great causes too.

IDENTITY



NEED



SPHERE OF INFLUENCE



*AFFILIATIONS: Young professionals / New members of a local club



LUXURY LAURA

She is a young successful single woman. She has her own place now and is all about luxury but looks for ways to have designer labels without paying the retail price. She doesn't have time to shop in stores but loves shopping online and sharing with her followers all her great finds. She is also all about getting her community involved in programs that she has connection to.

IDENTITY



NEED



SPHERE OF INFLUENCE



*AFFILIATIONS: Junior League President, Young Professionals



APPENDIX

This worksheet is designed to help people define their AudienceLens by building an audience persona avatar. It is not meant to serve as an absolute, rather it is to serve as an informed, baseline picture of your ideal audience member. With a thoughtful, researched, defined model for creating this persona, people can be unique, achieve growth, and inspire loyalty with their brand and organization.

PROCESS

IDENTIFY	RESEARCH	ANALYZE	CREATE	REPEAT
Use educated assumptions, based on experience and some conjecture, to determine your persona of choice. The choice is a single person prioritizing the person as the most relevant in achieving your expected results. Most organizations have multiple personas because multiple people are involved in buying and working with your organization post- purchase.	While all parts of the process are critical, this part carries particular importance because it's too often the most poorly executed. People rarely take the time to do the research well up front, nor revisit it periodically over time. It is often tedious and time- consuming. But for a naturally curious person, it can be nirvana. If you do not have the right people within your organization to do this part right, source it to a pro. You will still need to provide guidance, but that's much easier to accomplish than actually performing the research.	Analyze the data and information as objectively as possible. We all have bias and it cannot be completely eliminated. Just try to minimize it as best as possible by testing any conclusions against whether or not multiple sources support the conclusion. Far too often, one stakeholder says one thing that supports a bias or causes concern and the whole organization pivots on it. Sometimes its just a squeaky wheel or a rogue opinion. Again, seek objectivity from multiple sources or interviews. Less bias generally means more accuracy. But don't focus on achieving accuracy over reducing bias. Doing so will lead to perfectionism which you cannot afford. You will achieve reasonable accuracy making people better equipped for knowing how to connect with the audience through their lens.	Creating the persona avatar is the application of your analysis conclusions and, in some sections, the direct application of data and/or information. This will feel like the easy part if you pursue "roughly right". If you pursue perfection, it will be hard. The important thing is to make sure your avatar is born. You can grow it up later. And that's where the Repeat step comes into play.	Again, while all parts of the process are critical, this part often goes undone. That's in large part due to the fact that this is simply a reminder to cycle back through the first 4 parts...with one exception: you can now use information you collect from expanded engagement to apply. And don't forget to seek objectivity in your conclusions when you get to that step. Don't react to squeaky wheels. Work to make a more authentic persona avatar by seeing your brand through the lens of the audience.

RESEARCH SOURCES AND METHODS

Interviews, and Google. That's seriously it. This isn't an exercise in breadth. It's an exercise in depth. And the best depth comes in these three forms.

MOTIVATION SPECIFICS

- ✓ ERG Theory of Motivation: https://www.academia.edu/39019146/_PDF_ALDERFERS_ERG_THEORY_OF_MOTIVATION
- ✓ https://cdn.ymaws.com/flnonprofits.org/resource/resmgr/FINAL_Giving_in_Florida_Repo.pdf
- ✓ <https://flnonprofits.org/page/DataDashboard>
- ✓ <https://milkeninstitute.org/article/considering-your-philanthropy-holistically>
- ✓ https://cdn.ymaws.com/flnonprofits.org/resource/resmgr/files/FNA_COVID-19_December_2021_R.pdf
- ✓ https://generosityforlife.org/wp-content/uploads/2019/10/Changes-to-the-Giving-Landscape_Vanguard-Charitable_2019-FINAL.pdf
- ✓ <https://www.causeiq.com/directory/>
- ✓ <https://www.nonprofitpro.com/post/motivates-donors-give/>