



**bridge**  
powered by  lightful

## Personas

Visualising key characteristics

# Persona Worksheet

Persona name & demographics:

Who am I?

3 Reasons for me to engage with you...

1

2

3

3 Reasons for me not to engage with you...

1

2

3

My interests:

My personality:

My concerns:

My dreams:

My social environment:

# Persona Worksheet

## DONATIONS

What is their motivation to make a donation to your non profit or cause?

What type of stories or content will capture their attention and inspire a donation?

What are their preferred channels for giving?

## SOCIAL MEDIA / DIGITAL

What social media channels do they use and what needs does it fulfill?

Where do they hang out on social media? What type of user are they? How do they access?

What type of information are they seeking on social media channels? What are they seeing from their friends?