

Persona Template

BACKGROUND

- Basic details about persona's role (survivor, participant, repeat participant, donor, volunteer)
- Background information, such as education, hobbies, passions

Persona Photo Goes Here

DEMOGRAPHICS

- Gender
- Age Range or Age Average
- Average Household Income
- Urbanicity (Urban, Suburban, Rural)

DREAMS AND ASPIRATIONS

- Who would they like to be as a person? How do they want to be viewed?
- What are they passionate about? (athletics, health, international affairs)
- How are they trying to create a meaningful life?

CHALLENGES

- Primary challenge to persona's success:
- Secondary challenge to persona:

EMOTIONAL TRIGGERS

- What makes her/him happy, angry, inspired, proud, joyful?
- How do these emotions tie to action?

HOW DOES YOUR ORGANIZATION (EVENT) CREATE VALUE FOR THIS PERSON?

PERSONA QUOTES

- Actual quotes are best

COMMON OBJECTIONS

- "I'm not sure I can raise the minimum."

MARKETING MESSAGE

- What's your marketing message to this persona?

ELEVATOR PITCH:

- What's your elevator pitch to this persona?