

ELEVATION

Web Solutions for Nonprofits

Nonprofit Donor Persona



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You can use this template to fill out your own nonprofit donor personas, so feel free to print out as many copies as necessary. We have added descriptions and examples of each category which can be found on the right. By really getting to know your donor personas, you'll be much more successful in knowing how to reach them!

Personal Info

○ Donor Name

> What's the name of your donor persona?
(e.g. Bob Big Donor, Willie Wants-to-be-Involved)

○ Traits

> How would this persona describe himself/herself?
(e.g. passionate about change, big thinker, skeptic)

○ Role

> What kinds of role does this persona play in their professional or personal life?
(e.g. mother of 3, public speaker, local political figure)

○ Family

> What kind of family does this person have?
(e.g. married with 2 young children, single with no kids)

○ Age

> How old is this person?

○ Hobbies

> What kinds of activities does this person like outside of work?
(e.g. wine tasting, golf, volunteering)

○ Location

> Where does this person live? Rural or urban?
(e.g. small town, Alabama; NYC)

○ Gender Identity

> What gender does this person identify themselves as?

🔖 Professional Info

○ Occupation

What is their job and level of seniority?

(e.g. Executive Board of Directors, Partnerships Manager, Student)

○ Income

How much does this person earn?

(e.g. 50-58k per year)

○ Goals

What do they value most? What are their goals?

(e.g. having a family, starting a business, doing a PhD)

○ Challenges

What common difficulties does this person face?

(e.g. time management, over achieving)

○ Education

What kind of education does this person have?

(e.g. B.S. Political Science, Masters in Physics)

♥ Donor Info

○ Macro/Global Issues

What are major global issues that concern this person?

(e.g. refugee crisis, climate change)

○ Micro/Local Issues

What are local issues that concern this person?

(e.g. school safety, high sales tax)

○ Objections to Giving

What are some objections this person has to giving?

(e.g. unsure of which organization to give to, doesn't have the extra money)

○ Interesting Issues

What are some of the issues that my nonprofit addresses that would be of interest to this person?

(e.g. clean water campaign, help homeless dogs)

○ Do Communicate

How should my nonprofit communicate with this person?

(e.g. email, Whatsapp)

○ Don't Communicate

How should my nonprofit not communicate with this person?

(e.g. phone calls, Facebook)

○ Action Point

What should this person be doing?

(e.g. sign up for monthly newsletters, contribute a small amount every month, volunteer weekly)