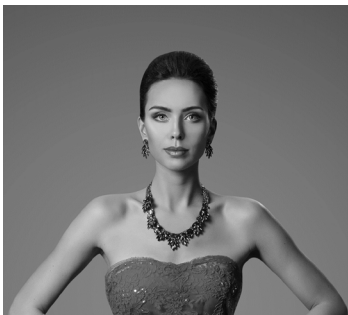


Event Donor Personas Templates





"As a professional, get things done and make things happen, including helping family, friends and colleagues fundraise. I move fast, but if you engage me in your cause, I am loyal and ardent supporter."

JOB TITLE Director, Entrepreneur Vice President,

Urban or Suburban

AREA Female. Age 40-50.

DEMOGRAPHICS

ASSERTIVE

FOCUSED

SOCIAL

INFLUENTIAL

"I am an active in local charity events, and sit on several boards. My friends and colleagues are closely connected with me. We often attend several galas and auctions throughout the year. I have many corporate connections that, for the right causes, I am willing to solicit for donations/sponsorships. Events are my preferred way to give, as they combine charitable giving and social networking."

MOTIVATIONS

- I am driven by making a difference to high profile causes.
- I like to associated myself with known nonprofits.
- I want to be viewed as leader in the causes I support.
- I want to hear from the cause on strategic plans.

GOALS

- Hit fundraising goals.
- Use my social influences for social impact.
- Attract sponsors to my events/causes.
- Choose causes with efficiency and real-life impact \$

PREFERRED MEDIA CONSUMPTION

- Local Charity Guide, Crain's
- Social media (Facebook, Twitter Instagram)
- Colleague Recommendations

FEARS & CONCERNS

- Financial stability of nonprofit.
- Wasted resource and fundraising inefficiency.

CHALLENGES & FRUSTRATIONS

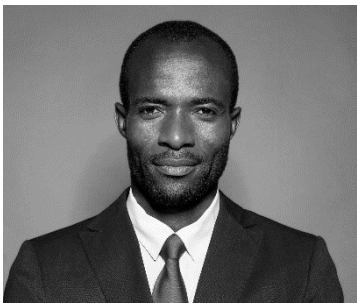
- Don't use my donations wisely
- Too many asks
- Lack of corporate sponsors
- Lack of personal fundraising
- No modern tools for donations

DONATION HISTORY

- Gala Chair & Table Sponsor
- Live Auction Contributed
- \$5K in Direct Appeal Donations

AREAS OF INTEREST

- New Program Support
- Childhood Education Initiatives
- Local Hospital Foundations



"I am an cause junkie. Once I find a group that does work I believe in, I am engaged 100%. I love to sponsor people and teams, recruit friends via social and raise awareness while having fun."

JOB TITLE Manager, Analyst, Specialist, Entrepreneur

AREA Urban or Suburban

DEMOGRAPHICS Male. Age 26-39. Urban.

ARTICULATE

PASSIONATE

PERSUASIVE

ON THE MOVE

"It's paramount that I give to a cause that helps me engage digitally with their mission and visually connect with my networks and their social impact. I enjoy a good auction with good items to win! You can find me on social media, supporting auctions and event fundraisers. Let's get it done and have fun!"

MOTIVATIONS

- I love to win auction items!
- I gravitate to creative, innovative & successful inventory.
- I want to donate on a flexible & intuitive platform that engages me in the cause.

GOALS

- Participate in multiple auctions.
- WIN GOOD STUFF
- Reimagine and grow the organization's proceeds and help them hit goals.

PREFERRED MEDIA CONSUMPTION

- YouTube
- Instagram, Twitter, Snapchat
- Friends & Colleagues
- Organization Email Lists

FEARS & CONCERNS

- Jeopardizing my social cred if a cause isn't legit.
- Not being taken as a serious donor.
- Understanding where I can best give and fit in.

CHALLENGES & FRUSTRATIONS

- Donor communications are too long and boring.
- Tell me about your impact and show me images!
- Need easy ways to engage, on my time and schedule, and on the tools I use everyday.

DONATION HISTORY

- Fund A Cure
- GivingTuesday
- \$1K in 2018; but dedicated volunteer top 5%

AREAS OF INTEREST

- On the ground research,
- Social activism
- Ambassador fundraising