

# **PERSONAS FOR NON-PROFITS**

# Prospective Donors



## BACKGROUND

Come from all walks of life

Researching org's to donate towards  
Primarily making a donation decision based on website

## TURN OFF'S

A website that doesn't give a clear message.

Wants to be nurtured and not pestered

Loves to hear impact stories from the org

Wants simple giving options

*“In looking for a cause I want to support, I need to know their mission and that my gift counts.”*

## SUMMARY

**A prospective donor is searching, looking for an organization or cause that is making a real difference.**

**When a prospect like this visits your website, you need to make a great first impression. Don't make your website difficult to navigate because if you do this prospective donor may abandon your website.**

**Ask for the prospect's email in a nurturing way and develop nurture emails that tell your story. Typically, prospective donors can take some time to develop into regular donors so keep your message in front of them with regular updates and a clear call to action.**

## WHAT KEEPS ME UP AT NIGHT

**A prospective donor generally is generous and thinks about what they can do to make a difference. They may not have time to devote to volunteer to a charity, but they do have funds that they can put towards their favorite cause.**

## MY REQUIREMENTS

- **They need your attention (build a website that caters to what they're looking for).**
- **They have to have some form of instant contact after they subscribe to your content.**
- **They prefer slow, steady email communication and not to be overblown by solicitations.**
- **They want clear calls to action; designed giving options that tell them what their donation is going towards.**
- **They cannot experience friction when they do go to donate. The giving experience needs to be simple and straightforward.**

# Major Donor



## BACKGROUND

Believes in making a large impact  
Studies options for giving and wants to be connected into the vision of where the donation goes

## TURN OFF'S

An organization that doesn't take time to hear from their donors  
Direction-distracted org's  
Not knowing if the org is going to use the gifts according to plan

***“I need to know where the donation is going and that the gift is making a significant impact.”***

## SUMMARY

**Major donors are generally the most discerning when it comes to researching and finding an organization that they want to contribute to.**

**Working closely with the organization's leadership or board usually is a plus for major donors. Major donors usually want to make an impact with their major gift to help with a particular building project, campaign, or strategic advancement.**

**For most organizations, one is normally considered to be a major donor if they contribute somewhere between \$5-\$10k (or more) per year to an organization.**

## WHAT KEEPS ME UP AT NIGHT

**If a major donor has to wonder if their contribution will go to good use, this keeps them up at night.**

**Major donors also need regular, personalized contact and touch from the organization...without it, they may feel as if their connection to the nonprofit has diminished.**

**If major donors aren't receiving regular reports from the organization, this can cause a divide with the donor. Being that a major donor is highly invested in the vision of the organization, they want to receive regular updates so they continually have a pulse on the growth and development.**

# Individual Donor



## BACKGROUND

Contributes to several causes; typically not just one  
Driven to donate based on something that catches their attention

## TURN OFF'S

After donating for the first time, there's no response from the organization  
Feeling like a number and that their gift (no matter the size) doesn't count  
Being only sent donor appeals and not updates from the org

***“I need to see what an organization is doing...I can't give very much, but I want to give what I can to help the cause.”***

## SUMMARY

**Individual donors come from different sources and are generally acquired from a campaign, event, or personal connection to the cause.**

**They give what they can to contribute (either one-time or monthly) and they may give sporadically even, but they care deeply about the causes they support.**

**The main strategy to appeal to the individual donor is communicating regularly and having a direct call to action for them to respond to. Typically, having specific actionable donor asks help to make sure the individual donor knows how they can help (without getting stuck in donor friction).**

## WHAT KEEPS ME UP AT NIGHT

**Not being connected to the cause they care about can keep the individual donor up at night. They cannot give as much as a major donor, but it doesn't mean that they won't contribute in other viable ways.**

**If an individual donor isn't contacted regularly, they may lose interest in the cause over time.**

**They want to see a clear call to action so they can where their donation needs to go.**

# Event Attendee



## BACKGROUND

Interested in philanthropy  
Subscribed to the organization's content  
Looks to do good in community

## TURN OFF'S

Not having any post event follow up from the org  
Not knowing what happens with their event contribution  
Having to use a difficult event registration system  
Not having someone at the org they can contact

***“I want to contribute by coming and showing support at local events.”***

## SUMMARY

**Event attendees want to show support, but they like to do it through showing up at a quarterly or annual event (not necessarily by donating online).**

**Typically, their passion for the cause is driven by keeping up with social media content and then being interested in what's happening at localized events. They may not invest time in reading a nonprofit's website, but they will watch a social video and keep an eye out for inventive ways to get involved at events.**

## WHAT KEEPS ME UP AT NIGHT

**She is concerned when she doesn't see that a nonprofit's event is well-attended or well-received.**

**She wants to know what event contributions came in and how it's impacting her cause; she doesn't like it when there's a heightened interest at events, but then the organization never follows up with donors to let them know what their donor dollars and contributions went towards!**

**Typically, event attendees need reminders that the event date is coming up and if a nonprofit event is poorly planned or communicated that becomes frustrating.**

**If there's one thing that affects an event donor, it's an event that doesn't have a point or a good takeaway. They come to the event to know more about the nonprofit's mission, not just to be entertained.**

# Volunteer



## BACKGROUND

Typically likes to volunteer for more than one org  
Wants to take action  
Not satisfied with donating funds, wants to be hands-on

## TURN-OFF'S

Not able to volunteer & help at events  
Receives very little insight into areas they can help in  
When they feel forgotten  
If they can't understand what the org's goals are

***“I want to make an impact and help my organization as much as I can.”***

## SUMMARY

**The volunteer of a non-profit organization is a principled, passionate self-starter eager to promote her organization’s cause. As a non-employee volunteer, the advocate has little influence over the organization’s formal policies and practices, but can bring attention to convenient fundraising solutions that make volunteer work more effective.**

**The advocate will find mobile-based technologies and on-site credit card processing machines particularly helpful in her effort to raise funds. Solutions that facilitate easy donor information collection on-the-go will appeal to advocates who tend to work at large functions away from the organization’s offices. The ability to direct potential new donors to online giving pages also presents the advocate with an easy to use fundraising resource.**

## WHAT KEEPS ME UP AT NIGHT

**The volunteer is concerned with whether or not they are doing enough to contribute to the organization and to their community. They want to make sure that they are doing enough to give back and are considered a help within the nonprofit. In addition, she is concerned with how easy it is for her to do her job as a volunteer and how easy it is for donor’s to contribute to the organization’s cause.**