

Donor Persona Exercise

Organization: _____

Program (if applicable): _____

Your donor's name: _____

Is your donor male or female?

Where did she grow up?

What is her level of education?

Where did she attend college?

Was she a member of a sorority?

Is she married, single, divorced, gay?

What is her occupation? Spouses?

Does she have children?

What are their names/ages?

Is she involved in the community?

What's her religious affiliation?

What other organizations does she support?

Where does she get her news? From radio, TV, internet?

Is she on social media? What tools does she prefer (Facebook, Twitter, etc.)

Is she a reader? Books or magazines? What's her favorite book?

What are her passions and interests?

Are they politically conservative or liberal?

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Donor Persona Exercise

What's her name? Can you create a visual picture of your composite donor in your mind's eye?

Example: Years ago I worked with an organization created to provide inner city middle school children with the tools that they needed to go above and beyond their oppressive public school education, receive high school scholarships to attend the city's best private and magnet schools, and eventually go on to attend college. The programming was taught by talented high school and college students, which, in turn, drew talented teachers into urban areas where great education opportunities were most needed. A definite win-win!

After interviewing a sampling of our most loyal donors, I envisioned this organization's "tarquet." And I arrived at "Lisa"

Lisa is a 49-year-old woman with a master's degree in political science. Lisa wasn't born and raised in the area -- she was a transplant who moved here when her husband took a position in Center City, Philadelphia. She considers herself both a progressive and an environmentalist and believes strongly in the importance of giving back. Lisa and her husband enjoy a relatively affluent lifestyle and live in the suburbs of Philadelphia. Their eldest son is in his junior year at Berkeley and their daughter is in her junior year at the local public high school. She drives a Honda Civic hybrid and shops at Whole Foods. During the year, Lisa volunteers for three organizations and serves on two boards.

Is 'Lisa' a real donor? No, not at all. She's a composite individual with characteristics compiled from a number of donors and a few of our board members.



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