

Nonprofit Donor Persona Sample

Persona Overview

Name

Compassionate Carol

Age

48

Location

Suburban Chicago, IL

Occupation

Human Resources Manager

Background & Demographics

- Married, 2 teenage children
- College educated
- Active community volunteer

Giving Preferences & Motivation

- Donates \$100–\$500 annually
- Prefers to give online via email campaigns
- Drawn to causes supporting children and education
- Motivated by impact stories and measurable results

Communication Preferences

- Emails 1–2 times per month
- Appreciates concise subject lines and clear calls to action
- Values follow-up and donor impact updates

Key Message Example (Fundraising Email)

“Carol, your support helps bring hope to children in need. With your gift, we can provide school supplies for 50 students this fall. Thank you for making a difference in our community!”

Obstacles to Giving

- Concerned about how funds are used
- Lack of time to research organizations
- Needs to feel her gift makes an impact