

Nonprofit Donor Persona Document Sample

Donor Persona Name

Example:

Community-Champion Claire

Demographics

- Age: 35-50
- Gender: Female
- Location: Suburban/Urban
- Education: Bachelorâ€™s Degree or higher
- Profession: Mid-level professional

Psychographics

- Values community involvement
- Interested in local impact
- Seeks transparency in giving
- Motivated by personal stories

Giving Behavior

- Donates \$100â€“\$500 annually
- Prefers monthly giving
- Attends fundraising events
- Shares causes on social media

Preferred Channels

- Email newsletters
- Social media updates
- Organization website
- In-person events

Challenges/Barriers

- Limited time to volunteer
- Wants detailed impact info
- Needs trust in organization

Engagement Opportunities

- Targeted storytelling emails
- Personal thank you notes
- Opportunities to meet beneficiaries
- Invitations to exclusive events

Key Message

"Your support transforms lives in our community. With your help, we can do even more together."

Summary/Bio

Claire is a local professional who cares about making an impact in her community. She wants clear communication, transparent results, and personal stories from organizations she supports. Her giving is driven by a desire to see real change close to home.

