Audience persona

Your key audiences are the primary groups you need to reach in order to reach your goal.

Choose the audience most essential to your goal and answer the below prompts to think about how you might shape your communications to reach them more effectively and meaningfully.

1. Describe your audience’s shared characteristics. (e.g. job, age, hobbies, beliefs)

2. What are their goals (e.g. raising a healthy family, building confidence)?

3. Why should they care about your camp? What are the big ideas they need to see/hear in order to participate?

4. What do they think about your camp? Do they already know who you are?

5. What barriers might be stopping them from participating in your camp?

6. Where do they spend their time (physical places, communications channels, etc.)?

7. Are there any individuals who have credibility or influence over this audience? Is there anyone who can help you better reach this target audience?

8. What do you want from this audience? What is your desired action from them?