

JOURNEY MAPPING FOR CHARITIES

Media Trust's Digital Marketing Toolkit has been designed specifically for small charities to develop an impactful and effective digital communications strategy. Each template represents a different stage of developing a digital marketing strategy and can be used individually or as a whole.

PERSONA



Name

Bring the persona name over from the Persona Canvas exercise.

Role

Include the 'role' you gave the persona here.

NEEDS



What are the different needs for each persona at the different stages of their journey?

What problems and issues do they have that you can help to solve?

TOUCHPOINTS



Where can you offer support and interaction throughout the five stages? This could be a page on your website, an email, or a face-to-face meeting.

You can choose to focus on digital touchpoints, or look at both online and offline interactions.

FEELINGS



People often come into contact with charities at difficult points in their lives, so it's useful to think about their state of mind.

For example, if people are sad, lonely or scared they might be less able to absorb complex information and it is vital to communicate clearly.

STAGES

The canvas is split into five stages. Use these to map out the needs, touchpoints and feelings at each stage.

You can set the time period in which these stages happen and name each stage in any way that's helpful.

The stages of a purchasing journey would be: awareness, consideration, purchase, on boarding and evangelising.

The stages of using a charity's services could be: research, registering interest, signing up, attendance, sharing experience.



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NEEDS



TOUCHPOINTS



FEELINGS



TRANSITIONS

could become a

and then a

in future.

Zoom out beyond the five stages and map out a potential future for the persona — how could their role within your organisation change?

For example, someone using your services could become a volunteer and then a fundraiser.