

# PERSONA CANVAS 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.

## NAME



Give your persona a first name. This will help you personalise the character and make it easier to refer to them in the future.

## ROLE



The persona may have different personal and professional roles, but this is the opportunity to capture the specific role they play for your charity.

## FACTS



List some basic demographic information.

Age \_\_\_\_\_

Gender \_\_\_\_\_

Location \_\_\_\_\_

## RELATIONSHIPS



Who does this persona have in their lives? Think about family, friends and professional connections.

## ACTIVITIES



What do they do on a day-to-day basis? This could include work, hobbies and habits.

## DIGITAL BEHAVIOUR



Where can you find them online? List their preferred social media channels, news and shopping websites.

## WIDER WORLD



What trends in society affect and/or preoccupy them? These can be positive, negative, or a mixture of both.

## FEELINGS



How do they feel at this point in time?

## DRIVES

What is pushing them towards your charity? Aim for a maximum of three.

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

## GOALS

What do they want to achieve through your organisation? Aim for a maximum of three.

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_