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. _____

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