✅ Donor Persona Development Checklist

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BACKGROUND

o Where does the donor work?
o Have a college degree? From?
o Is s/he married?
o Does s/he have children?

PERSONALITY

o Personal interests?
o Traits that describe donor?
o Hobbies outside of work?

DEMOGRAPHICS

o How old is the donor?
o Gender identity?
o Where does s/he live?
o Ethnicity (if useful)?

PASSIONS

o What causes matter?
o Global issues?
o Local issues?
o What does their perfect world
  look like?

CHALLENGES

o Specific concern related to your org?
o Are there any reasons s/he
  wouldn't give?

IMPACT

o Which of your programs impacts
  the issues the donor cares about?
o Any relevant campaigns or events?

COMMUNICATION

o How does this donor prefer to be
  communicated with?
o Least favorite form of communication?

PITCH

o Why should this donor give, despite
  any concerns listed in challenges?
o What do you want them to do, how
  do you want them to do it?

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