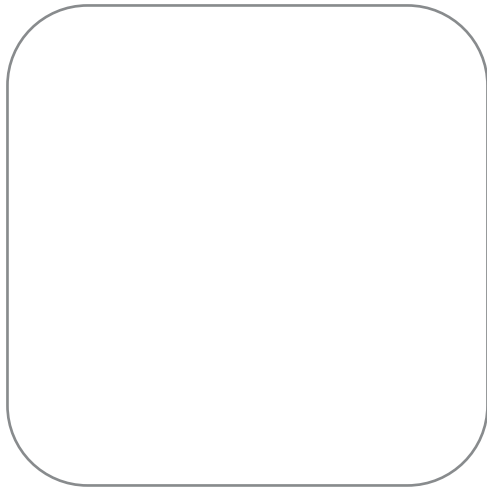


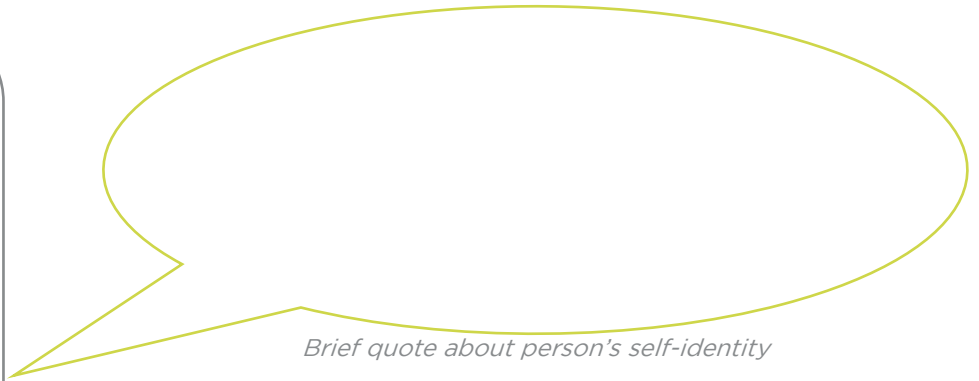
Customer Persona Profile

Use this template as a hypothesis about your ideal customer segment
and then as a guide after doing research on that segment

Name _____



Sketch or paste a picture



Brief quote about person's self-identity

Demographics

*gender, age, education level, income,
family, life context...*

Key Perceptions or Attitudes

about generosity, making a difference

Primary Goal(s) or Aspiration(s)

as a citizen, volunteer, donor/grantmaker, family member

Key Connections & Relations

*which may influence perceptions,
aspirations, fears*

Fears, Challenges, Problems

about generosity, involving others in that work