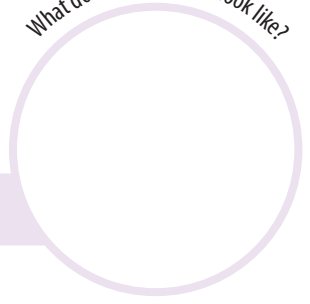


# ADVOCACY TARGET PERSONA

What does your persona look like?



NAME:

Click here.

Below are some practical steps to follow. You can find examples of target personas and engagement strategies to inspire your thinking by clicking the button on the left.

## STEP 01

Identify who you are trying to reach and understand their needs, motivations and challenges. Start by giving your persona a name and role, aligned with your advocacy goal and context. Then identify:

### BACKGROUND

*for example – job role and experience level.*

### DEMOGRAPHICS

*for example – age and location.*

### GOALS

*What do they want to achieve?*

### VALUES & MOTIVATIONS

*What do they value, what drives them?*

### CHALLENGES

*What problems do they face at their work and in relation to your advocacy goals?*

Finally, identify their preferred communication channels: Where do they seek information? (conferences, reports, email, social media, colleagues, etc.)

## STEP 02

Craft the right messages and choose the best way to communicate with your persona.

**Start by outlining the key message** - What do you want your persona to understand or do? **Then determine:**

- **Tone and style:** formal, informal, inspirational, data-driven?
- **Best communication formats:** email, face-to-face conversation, blog post, webinar, short video, report, infographic?
- **Messaging framework** (adaptable to each audience and usually comprising following elements:
  - **Problem:** Acknowledge their challenge.
  - **Solution:** Show how your initiative helps.
  - **Action:** Invite them to take the next step.

## STEP 03

Define how to interact and sustain engagement with your audience.

**Start by choosing engagement tactics** tailored to your persona and plan where will you reach them and how to keep them involved (how often to engage them? how to receive feedback about your message and engagement?).

### ENGAGEMENT STRATEGIES

*Where is it best to reach them and how to keep your target persona involved.*

### ADVOCACY MESSAGES

*Needs to be adaptable to target persona and acknowledge their challenges, show the benefits of your initiative and invite them to take the first step.*