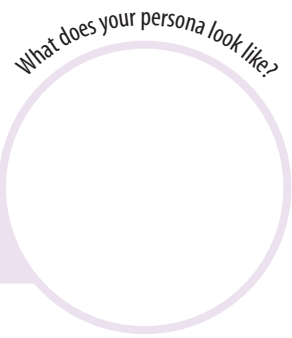


ADVOCACY TARGET PERSONA



NAME: _____

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?

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.