

# Evidence Item 3

Create a volunteer persona to reach a target audience.

**Persona name:** \_\_\_\_\_

*Choose a fictional name to make the persona relatable*

**Persona overview:**

Life stage (e.g. student, retiree, working parent):

Life experience (relevant background, education, career, lived experience):

Motivations for volunteering (why they want to give time to your organization):

Interests and hobbies:

Activities (how they spend their free time):

Opinions (general views that influence decision making):

Values and beliefs (core principles or causes they care about):

Personality traits (e.g. outgoing, detail oriented, empathetic):

**Engagement preferences:**

Preferred communication channels (e.g. email, text, social media):

Potential barriers to volunteering (e.g. time, transportation, awareness):

Proactive strategies to address barriers (e.g. offering flexible shifts, providing transportation):

Preferred volunteer role (e.g. episodic vs. consistent, solo vs. group):

Availability (specific days, times, or frequency):

Preferred volunteer environment (e.g. in-person, remote, outdoors):

Desired outcomes from volunteering (skills, social connection, impact):

**Recognition Preferences:**

Preferred recognition methods (e.g. public shout outs, small gifts, certificates):

Type of recognition (formal, informal, private, public):