

Understanding Your Audiences

This worksheet was created by The Denver Foundation's Inclusiveness Project (www.nonprofitinclusiveness.org) to support organizations doing inclusiveness work.

Users are encouraged to customize the worksheet to meet the needs of their respective organizations.

Instructions

- Select an audience: _____
- Answer the following questions related to that audience. You may find that you need to do some research to fully respond to these questions.

What motivates your audience to take action?

Whom do they trust as suppliers of information?

Where do they get information? (church, media, community, etc.)

How do they get information? (word of mouth, printed materials, etc.)

What languages do audience members speak?

What types of media do they use and trust? (newspaper, radio, etc.)

Are there images, icons, or messages that either connect with or offend with this audience?

How does your audience currently connect with your mission?

Are there key opinion leaders within your audience who would be willing to speak on your behalf?

Name of Organization _____

Date Worksheet Completed _____