

Make Every Communication Count

August 3, 2022
11 a.m. - 12:15 p.m.



Please take this survey!

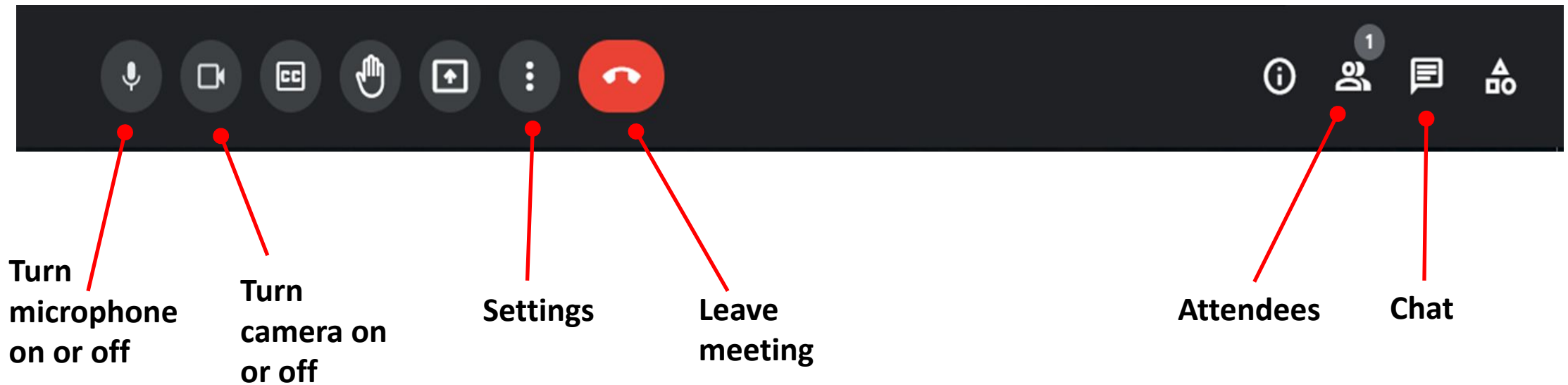
- Scan this QR code
OR
- Go to www.menti.com and enter access code 30160957



Fredericksburg, VA

WELCOME!

- Please mute yourself
- This webinar is being recorded
- Use the Chat feature for questions



2022 CVO Announcements



September

22 Exploring Main Street Community Interchange

- where you will connect your to peers, enjoy solution oriented conversations, and see the possible.

October

Development Ready Webinar Series - More Info Soon

- Small-scale Incremental Development
- Attracting Development
- Supporting Small Businesses

virginiamainstreet.com

Calendar Under: Training Resources

[DHCD Workshop Registration](#)

2022 CVO Announcements

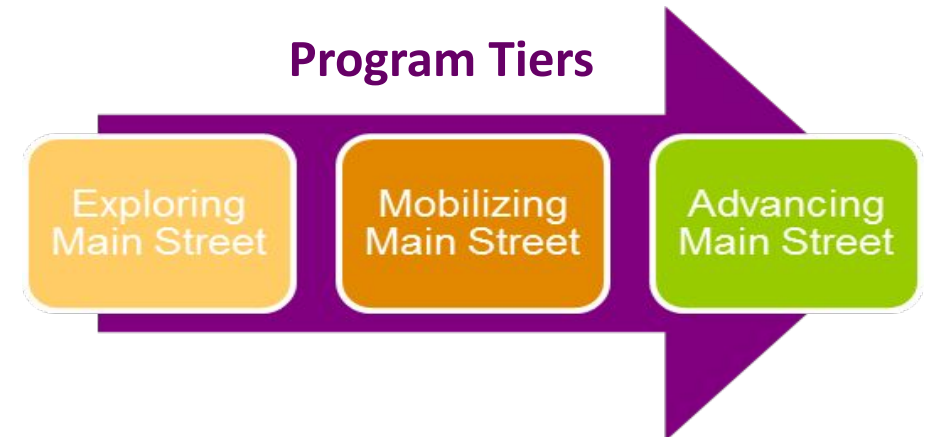


Program Expansion: Mobilizing Main Street

- Provides targeted organizational development support to build a community's revitalization program using the Main Street Approach.
- This tier is ideal for communities that intend to pursue application for Advancing Virginia Main Street designation.
- [VMS Program Guidelines](#)

Timeline

- Oct - Nov: Application period
- Dec: Cohort announced
- Jan: Training and services begin



Today's Speaker



Raven Bates

Director of Administration & Communication



One of Raven's favorite parts of the job is working with the [Mission Elevation program](#), an internal capacity building program for nonprofits designed to bolster sustainability for long-term mission impact in communities served.

Make Every Communication Count

A look at developing
PERSONAS for
ENGAGEMENT



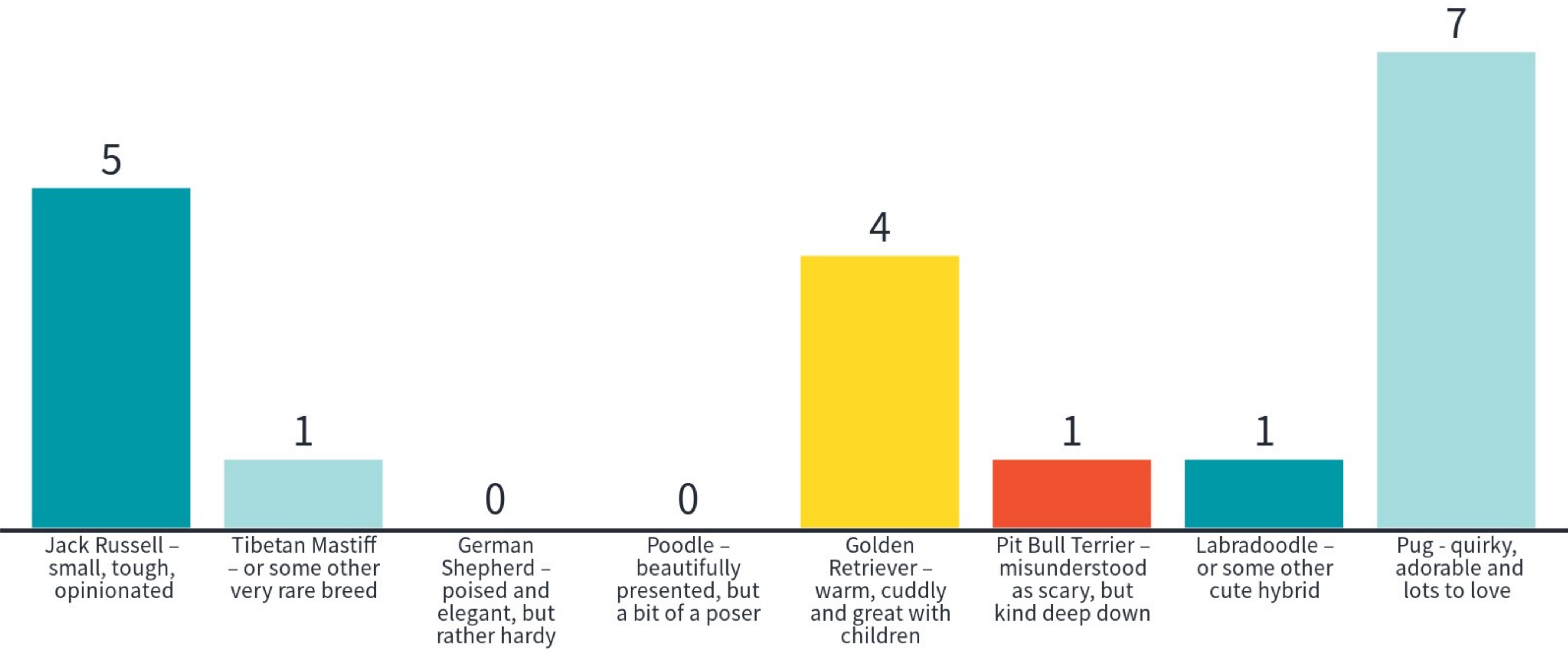
In one word how do you feel today?



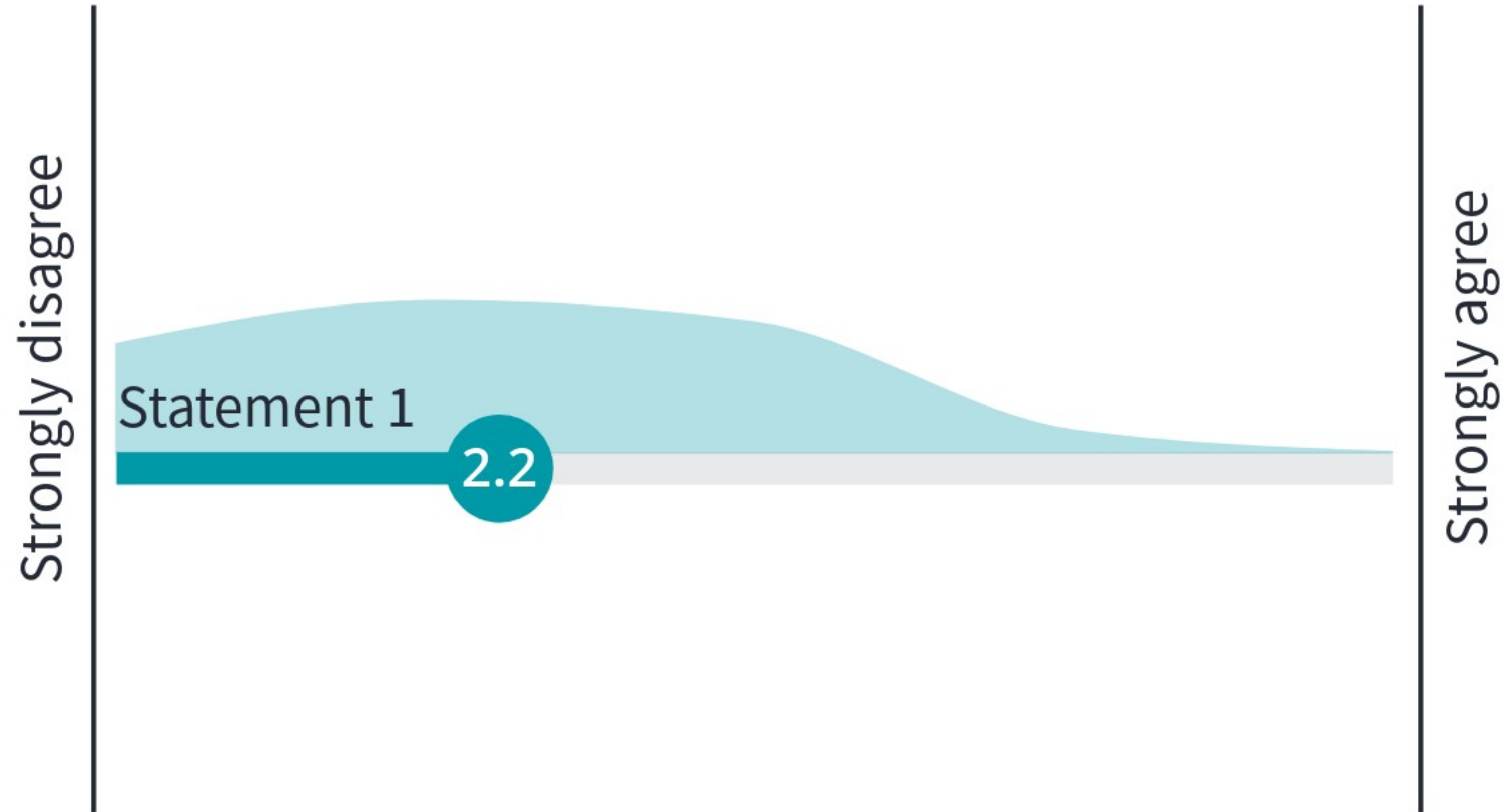
lackadaisical
achieved
tired energized
curious
excited
happy
absolutely
content
fine
upbeat
jubilant
rushed
rested



If *YOUR CITY* were a breed of dog, which breed would it be?



Fundraising is my favorite part of nonprofit work!



What does success look like for our call today?

- Understand how developing strategic personas drives ENGAGEMENT with key supporters
- Process of developing your organizations audience personas
- Begin to develop your own brand persona

Friendraising!



AGENDA

- Personas: What & Why
- Audience Persona Development Process
- Your Brand Persona
- What does success look like?

What are Personas?

- Audience Personas feature a summary of key information about a target audience your organization is trying to engage.
 - They focus on key motivations and give you important insight on value propositions for communications to drive engagement.
 - Individual representations of target audiences.
- Brand Persona gives your organization a set of human characteristics to guide communication consistency and clarity.

Why do they matter?

- They lead to more meaningful connections.
- The process helps you better understand your offerings and the value they bring to your community and individuals.
- Provide a "North Star" for decision making in communications, organizational storytelling and beyond.
- As a nonprofit they can help take the fear out of fundraising.

On average 35% more content with 17% less engagement.



Persona Design Process



Process to Establishing Audience Personas

Prior to beginning always NOTICE & REFLECT on your mindset to help practice better self-awareness of our own identities, values, emotions and biases. (RESOURCES: [Liberatory Design MindSet Cards](#) and [Read the Principles — Design Justice Network](#))

IDENTIFY

Who does your org. interact with on a regular basis?

List real names of donors, partners, clients, service recipients, volunteers, internal staff, foundation managers, the press, etc.

Start to think about:
WHY they are coming to your organization and
WHAT they want from you.

GROUP BY MOTIVATION

Group based on common motivations. Focus on:
""What do they care about?"
What is the vision of the world that they want to see, and how can you help them get there? "

Common motivations:
Compassion, Finding Community, Prestige and Status, Improve Economic Opportunity, Strengthen Community Fabric

DEFINE

Name your audiences. Can be an actual name or a category designation like "Community Influencer" or "Professional Giver", or sometimes both.

1. What are they looking for from our organization?
2. What do we want them to know about our organization, in order to get involved?
3. What actions do they need to take, in order to take that first step to get involved with us?
4. What are the best marketing channels, in order to find/reach them?

ENGAGE

Once you have a persona defined, it is time to look at how they engage with your mission.

Typical categories of a journey:

1. Build Awareness
2. Build Interest/Inspire
3. Decision/Engage
4. Develop Membership/Connect
5. Retain and Nurture

RESEARCH & VALIDATE

AUDIENCE PERSONA EXAMPLE

TIP: Think of the groupings of your audiences as teams and your main persona representing it the team captain.

ABOUT

Doris has retired from a successful career as a small business owner and is enjoying an active and engaged lifestyle in a community she loves. She is well connected, outgoing and loves to make new connections. She has time to volunteer and is a financial supporter of many local nonprofits. She is active in the local Rotary and loves art.

MOTIVATION (GOALS & VALUES)

Looking for more than just a volunteer day opportunity, she desires more hands-on and ongoing support of an organization that will use her talents and is focused on bettering the community she loves.

HOW WE HELP (What do they need to know about your org.)

Our organization is a connector of people and the community through art, we can help her connect her love of arts and the community. We are always looking for event committee members and think Doris with her entrepreneurial skills, network and outgoing nature would be a great fit. She can engage with us by giving the Event Coordinator a call or visiting our booth at our next community event.

COMMUNICATIONS PREFERENCE/STYLE

Successful communications will include personal e-mails, peer-to-peer referrals, events and possibly community presentations (ie. Rotary). She should be able to see our actions in the community, which will build buy-in and credibility.

CURRENT RELATIONSHIP WITH ORG. (FROM)

Engaged as a once-a-year donor and has attended one of our fundraising and one of our community art events in the past.



DESIRED RELATIONSHIP WITH ORG. (TO)

Regularly engaged as an event committee member that has moved on to Board service. Ongoing major donor that sees the value on our work. Spreads the word of our work enthusiastically.

CALL TO ACTION

Become a community art ambassador!



Doris
Community Engager



MEET VICKY

- Motherly, nurturing and laidback
- Shops local but is not a hipster
- Loves to shop at consignment stores and sense of style is classic with unique flair.
- Dining Room Table is a consignment find Funky Chairs
- Favorite food is fried chicken with kimchi
- Drives a sensible car like a Nissan Rouge
- On the weekend she works in the garden and attends local festivals.
- Likes to decorate for Halloween and host small groups for dinner.
- She has a large network of friends
- She is the person friends call when they have a problem and she will bend over backwards to help you

YOUR BRAND PERSONA: Guiding Consistency

Brand Persona gives your organization a set of human characteristics to guide communication consistency and clarity.

Allows you to see potential shifts in how you are perceived and how you would like to be perceived. Great way to get staff involved and engaged in your brand!

ACTIVITY

Start to practice persona building starting with who you know best
...YOUR ORGANIZATION.

1. Scan QR code with phone or go to www.menti.com and enter code 9454 9294
2. Fill out the three prompts, click submit after each.



Persona Development Tips

- Keep it simple!
- For Audience Personas start with one and going from there. Do not give into the temptation all of the audiences as once. Use the experience of building your first as a framework for the rest.
- This is a living document, expect personas to change as your organization grows and other external factors impact your nonprofit.
- Put them to use! Don't let them sit on a shelf.
- Get your staff involved! Personas can be a helpful tool creating and reinforcing organizational culture.

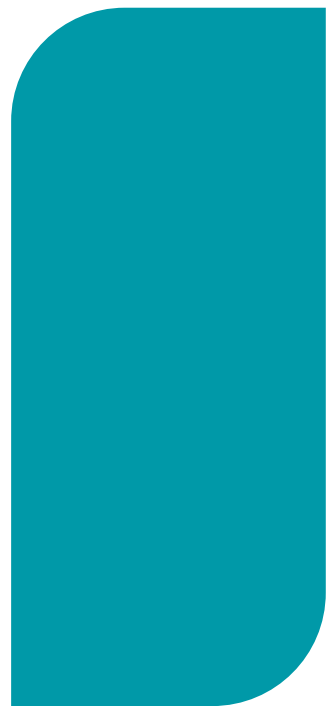
HOW WILL YOU KNOW YOU ARE SUCCESSFUL?

METRICS

- Social Media
- Google Ads
- Website Metrics
- Donor Database

STAFF ENGAGEMENT

COMMUNITY ENGAGEMENT



If your organization were a person, describe yourself in three words.

Busy. Fast acting. Functioning solo.

Helpers, mission-driven, professional

Small, yet encouraging

dedicated, energized, historical

Dependable, fun, energetic

Female. Upper-middle income. Well educated. Travels a great deal. Lives varied foods.

Friendly, Informative, Trustworthy

Fun, smart, Kind

flexible, dynamic, frugal

If your organization were a person, describe yourself in three words.

Outgoing, friendly, hard-working

Enthusiastic, unorganized, determined

communal, organic, proud

Frustrated eager student

Charming, welcoming, friendly

Down-to-earth middle-aged female

long-range, conscientious, helpful

Nimble, vision, action

Energized, inclusive, visionary

If your organization were a person, describe yourself in three words.

An old soul that seeks to preserve her ways of old but is open to gently moving into the future gracefully with awareness of how the world is changing. She loves people, dogs, art, nature and the water. She is excited to see how she grows.

<https://www.menti.com/oe3hazbr9o>

If your organization were a person, what would be their favorite food?



Chicken salad

Chicken salad

Salads

fine dining

PB & J (classic. Salty/sweet)

Tappas

Tacos

Whatever the local special is at the downtown eatery

Tacos



If your organization were a person, what would be their favorite food?



Hot dogs

Thai, pho

barbecue, pizza, ice cream

Greek salad

Artisanal pizza

salad

Greek salad

Ice cream

barbecue, pizza, ice cream



If your organization were a person, what would be their favorite food?



Definitely mexican, who doesn't love tacos, oh wait....there's also, Italian, ahhhh that pasta hold on, where we live we've learned to love seafood sooooo.....oh and then a proper steak is a winner-- what can we say, we're a foodie!

Any church buffet food

Communal, organic, proud

Eclectic taste that enjoys all kinds of cuisines and tupes

Electric who enjoys all sorts of cuisine. No one favorite but very partial to seafood.

Buffet



As a person, what kind of car would your organization drive?

SUV

Subaru Outback

Toyota, Honda or Subaru SUV

Mini Cooper! :)

SUV

Convertible, pickup, SUV

Honda Pilot

Mini van

10-year-old suv

As a person, what kind of car would your organization drive?

Nissan Xterra

Tesla

A vehicle that is at home both in the city but
can navigate a beach or gravel lanes.
Comfortable like a favorite pair of shoes

Everyday Tools/Disciplines

DESIGN/DO

Intentional and strategic thought prior to implementing a plan.
"Going slow to go fast"

BALCONY TIME

Allowing time to step up from the detailed day-to-day to gain perspective and vision for the future.



FROM - TO Framework

Gaining perspective by envisioning a future and putting it in context to the reality of where your organization is today. This allows for more effective establishment of strategies and a roadmap to track your progress toward your goal.

The Mission Elevation program offers customized solutions meeting nonprofit organizations where they are. The program helps nonprofits build internal capacity to create sustainable and meaningful impact in communities they serve.

If you are interested in learning more, let's chat!

[Mission Elevation Program — VCDC](#)

Raven Bates

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RESOURCES

READING/WEBSITES

Audience Personas (and Templates):

[Creating Nonprofit Donor Personas: Step-by-Step Guide | Rootid](#)

Brand Personas:

[What a brand persona is and how to create one for your business - 99designs](#)

Designing with Equity:

[Liberatory Design MindSet Cards](#)

[Read the Principles — Design Justice Network](#)

SUGGESTED CONSULTANTS

[The Spark Mill - we make change possible.](#)

[Campfire & Co \(campfireandco.com\)](#)





**THANK
YOU**

Community Vitality Office - Virginia Main Street

thank
you

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Virginia Main Street