



**AUDIENCE
PROFILE**

ACTIONS WE WANT OUR AUDIENCE TO TAKE

1

Learn about the nonprofit

2

Subscribe to the blog

3

Donate to the nonprofit

4

Volunteer

WHAT MOTIVATES PEOPLE TO ACT?

Demographics

Their statistical data

Lifestyle

Their preferences and personality

Personal identity

Who they are, the way they think about themselves, characteristics that define them

Social norms

The rules and expectations of their environment and culture.

Also any social consequences they face for not following the norms.

Social networks

Who they know, the ways they interact with them, how information is shared across their social groups

Co-decision-makers

How their social groups influence their decisions

PERSONAL IDENTITY

“Identity relates to our basic values that dictate the choices we make (e.g., relationships, career). These choices reflect who we are and what we value.”

—Shahram Heshmat, “Basics of Identity”

Why it matters

- People make choices that align with their identity. The website should align with the identity of the people it wants to engage, so their support is a confirmation of their identity. This includes:
 - Design elements (layout, colors, images etc.)
 - Language (verbiage)
 - Reasons given for the nonprofit’s work

[“Symbolic Interactionist Theory”](#)

[“Basics of Identity”](#) by Heshmat

[“I Buy, Therefore I Am,”](#) by Hidden Brain

[“How Making Decisions Confirms Our Identity”](#) TED talk by Richard Jong A Pin

SOCIAL NORMS

“To become a great decision maker, it behooves an individual to become educated about practices, values, and beliefs that are dominant in a culture and to understand others’ frames of mind before making a decision.”

— Sharon Glazer and Tamas Karpati,
The Role of Culture in Decision Making

Why it matters

- The decision for individuals to learn about, subscribe, and/or donate to the non-profit is influenced by social norms within their institutions. Content should align with the practices, values, and beliefs of the institutions to which the target audience belongs, in order to encourage their decision to engage with the non-profit.
 - Example: Involvement with social issues is a social norm for certain institutions. The targeted personas described later in the presentation were chosen in part because they belong to those institutions. Content should emphasize that supporting FOCJR equates to making a difference on a social issue.

[“The Choice-within-constraints New Institutionalism and Implications for Sociology”](#) by Ingram and Clay

[“The Role of Culture in Decision Making”](#) by Glazer and Karpati

[“...The U.S. really has 11 separate nations...”](#) by Mark Abadi

[“How Authority and Decision-making Differ Across Cultures,”](#) Harvard Business Review

SOCIAL NETWORKS

“A very small number of people are linked to everyone else in a few steps, and the rest of us are linked to the world through those special few.”

—Malcolm Gladwell, *The Tipping Point*

Why it matters

- Information sharing through social networks is easier than ever due to social media. The targeted personas have large social networks online, built through years of using social media, and they're likely to share FOCJR content online. Content will have a further reach if it's crafted in a way that encourages online sharing and is both attention grabbing and understandable for those in the network. Content should:
 - Evoke emotion — put the viewer in a “hot state” and spur action
 - Use clear language
 - Speak to the identities of people in the the network

CO-DECISION-MAKERS

“In almost every area of our lives, we are steered by others. . . . We are not the autonomous ringmasters we believe we are; we are social through and through.”

—Michael Bond, *The Power of Others*

Why it matters

- Humans effortlessly construct narratives of “us” versus “them” and develop prejudices.
 - Create content that emphasizes the “us,” caring about society, and doing your part.
- When we experience a meaningful activity or event with other people, we form strong bonds with them.
 - Build a community around your nonprofit. Create content and activities (online or otherwise) that are interactive.
- Women and extroverts are generally more empathic and likely to engage in emotional mimicry (i.e., syncing their mood/emotions to other people).
 - Create content that evokes specific emotions and emotionally connects the audience with the juveniles they’re helping.
- When we emulate the look on someone’s face, we begin to experience the emotion behind the expression.
 - Use images to reinforce the emotions in the content.

1. Bond, Michael. *The Power of Others*. Oneworld Publications. 2015.

3 TARGET AUDIENCES

Millennials



“Dual income no kids” liberals



Invested parents



AUDIENCE SUMMARY

23–55 years old

Single, in a long-term relationship, or married

Live in Seattle or a similar metropolitan city

Earn \$70,000–\$140,000 a year

Bachelor's or graduate degree

Various occupations (no target)

Middle to upper-middle class

Politically liberal, left-leaning

Agnostic/atheist— not inclined to see religion as a way to improve behavior

Beliefs

- People can change
- Environment influences upbringing
- Duty to invest in improving young lives in their community
- Use of non-pharmaceutical, non-punitive ways to change behavior

Values

- Engagement with social issues
- Being informed

ASHLEY the millennial



27 years old
Bachelor's degree
Project manager
Earns \$70,000 a year
Single

Lifestyle

- Delayed major milestones (e.g., getting married, starting a family, buying a home)
- Has time and money to put toward causes she cares about—specifically, environmental and social causes
- Technology plays a major role in her personal and work lives. The line between the two is blurry
- Work is a main focus but she also values a balanced life, including non-work related interests.

Ashley's potential

Lifelong learning

Personal identity

- Grew up in a connected world
- Interested in problems affecting society at large
- Questions the authority of traditional power structures, believing they've led to social injustice
- Wants to find passion/meaning at work
- Actively seeks knowledge about the world, mainly via websites and podcasts
- Egalitarian
- Content: Be informative, address lack of opportunity for offenders, explain viable solutions, show how to get involved

Ashley's purpose

Understand systems to break them down

ASHLEY the millennial



27 years old
Bachelor's degree
Project manager
Earns \$70,000 a year
Single

Social norms

- Ashley is most influenced by her friend groups. (She's lived away from home since college and dated only casually.)
 - These groups expect her to have unique interests and perspectives and be aware of what's happening in the world, both online and offline.
- Content should emphasize the uniqueness of the non-profit's approach, and tie in current social issues.

Social networks

- Very connected with friends on social media, and offline via text
- Create content that is shareable to social media channels, so the sharer can demonstrate their knowledge/involvement with the cause

Co-decision-makers

- Millennials are individualistic; they are not very tied to the views of their employers or traditional social groups such as churches. They are most influenced by the views of their peers.
- Content should be targeted at individuals rather than at organizations.

MARCUS & NICHELLE the “dual income no kids” (DINK) liberals



Marcus

40 years old
Bachelor's degree
Software developer
Earns \$140,000 a year

Nichelle

37 years old
Bachelor's degree
UX designer
Earns \$115,000 a year

Together 12 years
No children

Lifestyle

- Focused on their careers. Both work demanding jobs, often 60+ hours a week
- Have money to spare
 - Pay for conveniences like food delivery, rideshare
 - Preferences toward luxury
 - Can dedicate themselves to \$\$\$ hobbies/causes
- Define their purpose outside of their own space (i.e., not focused on their own children)
- Well travelled. Have lived in several major cities in and outside the U.S.

Marcus & Nichelle's potential

Raise large sums of money

Personal identity

- Planful and invested in their future:
 - Homeowners
 - Max out retirement savings
 - Stock portfolio
 - Vacation/emergency funds
- Driven by freedom and flexibility to live the life they want
- Actively support local causes they care about. Prefer to donate money but will volunteer if there's time.
- Content: Use language and symbols related to freedom, flexibility, and a bright future.

Marcus & Nichelle's purpose

Build wealth

MARCUS & NICHELLE the DINK liberals



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Bachelor's degree
Software developer
Earns \$140,000 a year

Nichelle

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Bachelor's degree
UX designer
Earns \$115,000 a year

Together 12 years
No children

Social norms

- Wealth, climbing the “corporate ladder,” and social status align with American values. Their extra capital and time increase their flexibility and social/career options.
- Parenthood is part of the American Dream. Choosing to not have kids may be viewed as odd or deviant. If their friends start having children, Marcus/Nichelle may feel pressure to do the same.
- Content: Make donating fast and easy. Allow for automatic donations. Reduce choice-deferral.

Co-decision-makers

- Many Americans find purpose and community in parenthood or religion. If Marcus/Nichelle haven't yet found their unique purpose/community, they may be vulnerable to products that provide comfort or escape.
- Content: Use deep acting to emphasize community building and being part of something larger than yourself.

Social networks

- Their families live in other states so they rely heavily on their friends for support and social interaction
- Both have strong bonds with their coworkers and regularly participate in work events
- They are more introverted and enjoy spending time alone together
- Content: Explain the critical impact of family/friends on juveniles' lives. Reinforce with genuine stories about teens who turned their life around.

MELANIE the invested parent



54 years old
Master's degree
Elementary school principal
Earns \$100,000 a year

Married to Steve
2 children, ages 17 and 11

Lifestyle

- Interested in the welfare of children
- Concerned with intellectual development of children and young adults
- Understands the educational benefits and well-being effects of volunteering
- Wants her children to be involved in the community and to donate their time to causes/organizations that have a long-term, positive impact on individuals.

Melanie & Steve's potential

Donate their children's time

Personal identity

- Active in her local community and at her children's schools to affirm her identity as an invested, involved parent.
- Donates time to causes that focus on educating and benefiting children and young adults
- Create content that focuses on the organization's use of Decision Science to improve the lives of juvenile offenders and make them better citizens in the community
- Show images of Decision Science Advocates working with juvenile offenders to activate the identity of being a hands-on volunteer and involved parent.

Melanie & Steve's purpose

Repair the world

MELANIE the invested parent



54 years old
Master's degree
Elementary school principal
Earns \$100,000 a year

Married to Steve
2 children, ages 17 and 11

Social norms

- Her culture invests in the community and seeks to improve young lives, and they want their children to follow that normative behavior by doing the same.
- Content should emphasize how helping others makes the community/world a better place. Use priming to activate the social engagement identity and encourage the behavior of donating their time.

Social networks

- Connected to others through community/parent groups and is friends with other parents. Outside of in-person interactions, these parents use social media to connect with others. They are mavens and connectors.
- Create informational content that can be easily shared via social media and brought up in conversation, so this audience can influence others to visit the organization's website through word of mouth.

Co-decision-makers

- Invested parents have strong relationships with their immediate family and are influenced by the parent community they belong to.
- Content should highlight the opportunities for widespread involvement and focus on the benefits of supporting a social cause.