

MAY 2023

# Title of the Document

AND MAYBE  
A SUBTITLE



## ● SUBHEAD

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ESSENTIAL SERVICES  
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# Target Audience Analysis

Knowing your target audiences is essential for creating focused, relevant and effective strategies that ultimately contribute to achieving your mission and making a lasting impact on your community.

## Bring Samples

Please bring examples of your organization's materials. They can be printed (e.g., brochures, post cards, fundraising letters) or bring a device with electronic examples (e.g., your website, social media posts, email newsletters, PDFs).

The broader range of materials you bring the better. We're looking for ways to make things consistent across all mediums. You don't necessarily have to share them, you just need to refer to them.

## Identify Your Target Audiences

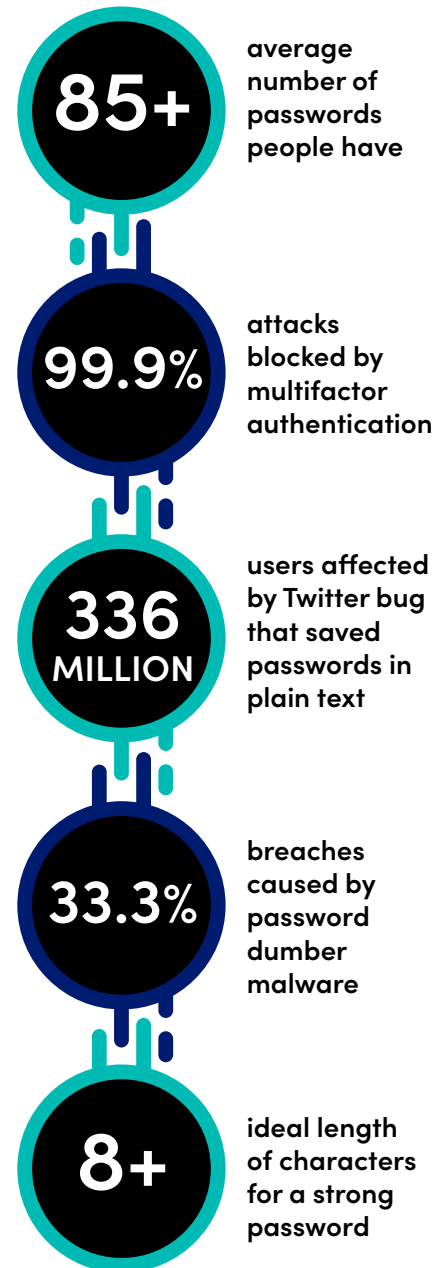
### Current and Potential Beneficiaries

- The primary group(s) your nonprofit serves.
- The secondary group(s) you engage.

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# Core Identity Worksheet

To get the most out of the workshop, please fill out this worksheet. You'll need these to complete many of the exercises.

## Mission Statement

If you already have a mission statement, write it here. If not, create one by using one or two sentences to describe your nonprofit's primary purpose and the specific problem it seeks to address. Consider the following questions:

- What does your organization do?
- Who does your organization serve?
- What is the primary issue or challenge your organization aims to solve?

## Vision Statement

If you already have a vision statement, write it here. If not, create one by using one or two sentences to describe your nonprofit's long-term goals and the desired future state it seeks to create. Consider the following questions:

- What is the ultimate impact your organization hopes to achieve?
- What would the world look like if your organization successfully completes its mission?



# Trainings and Resources

## Simple Changes and Checks Protecting Your Data

**Tuesday, May 2nd at 9am**  
**Online and In-Person**

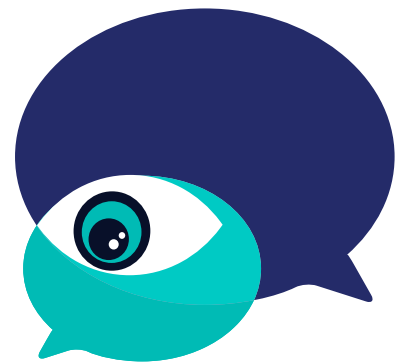
Discover the secrets hackers don't want you to know – that even the non-techie can implement. For more information and a link to register, go to: [filamentservices.org/simple](https://filamentservices.org/simple)



## Free Marketing Strategy and Design Review

**The quality of your materials  
reflect the quality of your organization**

If you're ready for an upgrade, schedule a free, no-obligation design review. For more information and a link to sign up, go to: [filamentservices.org/freereview](https://filamentservices.org/freereview)



## Free Resources

**Various articles and videos to help you  
with real-world challenges and issues**

Discover our blogs, protips and other resources that can help you fulfill your mission. [filamentservices.org/resources](https://filamentservices.org/resources)

