



Class Four – Target Audience, Demographics, & SWOT

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Part I – Target Audience

No one and no group can appeal to everyone all the time.

Not even the largest organizations in the world can appeal to everyone. Think about names like Nike and Starbucks. Who do you think their target audience is?

It's pretty obvious, right?

It is time for you to really think about your target audience.

Here are some questions that you could ask:

- Who currently follows your work?
- Who currently donates to your work?
- Who has worked with you thus far in seeking to carry out your mission?
- What statistics do you have from any surveys or petitions you may have conducted?
- What statistics do you have from any email lists or from any information you may have in a donor database?
- What statistics do you have from your website or social media pages?

As you develop a clearer understanding of your target audience, it is essential to organize the information. While there are several ways that this can be done, the two most essential segmentations are:

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- i) target audience for your work, and
- ii) target audience for your donors

and how/if they overlap?

Target Audience for Work

As it relates to the target audience for your work, further segmentation based on different programmatic areas is possible, and we will be covering this topic shortly.

One caution regarding this for very small groups is that more than one target audience is much more work. It can require that you do two of everything.

For example, if you have two programmatic areas, one targeted to adults and one to children, you must ensure that you have outreach materials for both. This may mean double the work.

More on this to come.

Target Audience for Fundraising (for your fundraising strategy)

When you consider the target audience for your donors, it is important to start with the target audience for your work and then expand from there.

If you have more than one target audience, determine whether there is a link or cross-over between the segments. That cross-over will be the sweet spot for your fundraising efforts.

For example, if your work targets children, the guardians of those children might be a target audience for your donors. If the children are disadvantaged, this may not be possible, and another idea is to consider whether a particular school or community might donate to work being done for children under their care. We are going to talk more about fundraising in two upcoming classes.

Why is this Necessary?

The question that you might be thinking about is why?

If we are a small non-profit, why do we need to go through the hard work of determining who our target market even is – we basically just want everyone to stop eating animals.

Sometimes, when we think about phrases like ‘target market’ and ‘market segmentation,’ we think about big companies like the ones I noted above – Nike and Starbucks. But you must do it, too; it might be even more essential. Here are a few reasons why:

- You have limited time and money and must spend both wisely.

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- You have fewer resources to waste, so doing it right the first time is even more critical.
- When you write any content for your organization, whether it is your website, a brochure, or anything else, you need to write for your target audience, and you can't do that unless you know who they are.
- You also need to try to understand how your target market thinks—what type of language appeals to them? What kind of messaging will work for them? What might pique their interest?

This does not mean that people outside your target audience are not welcome to support and be part of your organization. It means that most of your time, effort, and money will not be spent appealing to those people. Again, your time, effort, and money are limited, so use them well.

Part II – Demographics

This section is for the researchers in the crowd—and, even if you're not a researcher, when you roll up your sleeves and dig in, this can be pretty fun, super interesting, and helpful in informing your work.

Now that you have defined your target market, or, in some cases, target markets, it is critical that you spend time and energy learning as much as you can about these folks!

Your time doing this research will help ensure that your work with animals is as effective as possible.

Whenever I hear people tell me that they don't have time to do this kind of research, I get it—we are all so busy, and the needs of animals are so urgent. But when we don't stop and take the time to undertake this step, our work may be less impactful than it could be.

Let's use an example. Suppose your target market is children aged 8 – 12. In that case, you are going to want to understand more about the average level of reading and writing skills, the type of music they like, which social media platforms they tend to use, what celebrities or influencers are popular, the kind of food they want to eat, and what they like to do on their spare time.

Knowing this information will help inform your programmatic work as you seek to appeal to these children. Let's just say you wouldn't ask someone like James Taylor to tweet about your work if you were trying to appeal to 8-year-old kids! But if you were trying to appeal to me (LOL), I'd be pretty impressed with a James Taylor tweet.

Let's use another example, continuing with the example target market of children aged 8 – 12. When you design your website, it would be very important that the website (likely) was sparse in words, heavy in video content, and that all of the photographs were of children of that age. Bright colours and cartoon characters might also be used.

In essence, you can reach these folks emotionally by having clear demographic information about your target market and appealing to that demographic.

Additional questions (in addition to the ones above about music and influencers) you can ask are:

- What is your target market passionate about?
- What hobbies do they gravitate towards?
- Where are they geographically?
- How can you connect with your target market on an emotional level?
- What kind of language do they use?

- Do you know anyone of that age with whom you could spend some time to try to understand them better?
- Can you test your messaging on your target audience's informal focus group sample?
- Is there a group of people whom you can rely on to test some of your messaging regularly? This is also a really great way to involve some of your key donors if your key donors fit your target audience.

This information will help you target your work. For example, if your target audience lives in a small geographic region in an underserved community, then maybe advertising your events at a local community centre or grocery store makes the most sense.

What are some ways you can research your demographics?

- Google
- Books and articles
- Census data – usually available from governmental sources
- Academic resources
- Analytics from your own website and social media accounts
- Conduct a survey – even an informal survey on your own Facebook page
- Talk to people who are a part of your target audience
- Reach out to colleagues, friends, and others in your community who may have information to share

Part III – SWOT Analysis: Round Two

Your target audience and demographic information will inform your SWOT analysis and vice versa. So, when you are done clarifying who your target audience is and what you know about them, it is a good time to conduct a second review of your SWOT analysis.

For example, if your target audience is boys aged 8 – 12, and your website is text-heavy, your website may now become a weakness when you did not necessarily see it as a weakness previously.

Part IV - Language

As you move forward, I'd like to take a moment to step back and ask you to think about the 'language' that you have used in the work that you have done thus far. Language creates culture, and should appeal to your target market. Consider mirroring your target market.

For example, if your target market is children, you may want to re-examine your board bios and titles, as well as your mission, vision, and values by having a bit more fun with titles and language. If, however, your target market is medical professionals or government officials, you may want to adopt more traditional job titles, roles and responsibilities, and language.

Here are a few fun links:

- Fun job titles: <https://blog.ongig.com/job-titles/funny-job-titles/>
- Article on business speak: <https://www.bbc.com/worklife/article/20201204-how-young-workers-are-changing-the-rules-of-business-speak>
- Speaking with Gen Z: <https://risepeople.com/blog/gen-z-communication/>

And, again, take a look at what the other organizations in your group are doing for inspiration and support, and don't forget to comment on their work. You may be part of their target audience, or you may have information about their target audience, so they could use your help!

Part V – Assignments for Class Three

- Assignment #14. Define your target market.
 - Write a clear and succinct summary of your target audience for your public-facing strategic plan. Your supporters, donors, and potential donors need to know that you understand your target audience and who they are not.
 - You may also write a more fulsome document about your target audience for your operational strategic plan.

- Assignment #15. Conduct a demographic analysis of your target market.
 - Write a clear and succinct summary of the demographics of your target market for your public-facing strategic plan. Your supporters, donors, and potential donors need to know that you understand your target audience and who they are not.
 - For your operational strategic plan, you may also write a more detailed document describing the demographics of your target audience.

- Assignment #16. Conduct a third review of your SWOT analysis.
 - Your target market and demographic research should inform this second review of your SWOT analysis.

Part VI - AI Tools

Demographics and Target Market Analysis Tool

- Found on the [Class 4](#) webpage

Supporting videos for the AI tools are available with the tool itself and in the #spaa-2024-ai Slack channel. We have added them to Slack to provide any questions and answers about the tools.

Part VII - Q&A

Please ask questions either 'live' or in the 'chat'.

Also, a reminder:

- Kyle will run office hours next week, and they will focus on using the AI Tools. There is also a Slack channel for any AI questions.
- I'll run the office hours the week after, and we will focus on any aspect of the materials from this class. There is also a Slack channel for questions about the assignments.

