

ATTACHMENT 2A: AUDIENCE IDENTIFICATION WORKSHEET

EXAMPLE FOR CHILDHOOD LITERACY NPO

For new and developing NPO:

Provide the following information about your beneficiaries and donors:

Audience Group	General description of who this audience group includes	Why we communicate with this audience group
Beneficiaries	<i>Families of children who will receive tutoring and books.</i>	<ul style="list-style-type: none"> • <i>To educate families about this opportunity and to encourage them to let their children participate.</i> • <i>To update families on their child's progress in learning to read.</i>
Donors	<ul style="list-style-type: none"> • <i>Schools that suggest students to receive tutoring and that contribute space for tutoring sessions.</i> • <i>Book publishers who donate books.</i> • <i>People who contribute financially to support our NPO's activities</i> 	<ul style="list-style-type: none"> • <i>To educate donors and prospective donors about our program.</i> • <i>To encourage schools to participate in our program by referring students and providing tutoring space.</i> • <i>To encourage publishers to donate books.</i> • <i>To encourage individual financial contributions to our program.</i>

Check the list below (for established NPOs) to see if there is any other very important audience group listed. If there is, provide information about that group on the chart below.

For established NPOs:

Established NPOs may need to communicate with a broader range of audiences than do new and developing NPOs. Check off the 3-4 highest priority groups that your NPO communicates with, and complete the chart for those groups.

(A)	(B)	(C)	(D)
Audience group	✓ High priority?	For high priority audience groups: General description of who this audience group includes	For high priority audience groups: Why we communicate with this audience group
Donors	x	See above	See above
Beneficiaries	x	See above	See above
Volunteers	x	<i>People who may have interest in volunteering to be a tutor</i>	<i>Educate prospective volunteers about the tutoring program and how it helps children. Describe the tutor's role, how tutors are trained, and expectations for tutors. Tell them how to apply to become a tutor.</i>
Other organizations or agencies			
Community members			
Government officials			

Media			
Other (describe)			

Note: You may have the same reason for communicating with several different audience groups. If this is the case, you can use the same communication materials for these groups.

In this example, the NPO has identified the need to educate all audience groups about the Childhood Literacy NPO and how it helps children learn to read. It may be possible to develop materials describing the Childhood Literacy NPO and its accomplishments that can be used for all audience groups. This basic information could be supplemented with additional information for specific audience groups. For example, prospective financial donors might receive additional information on the NPO's finances. Families might receive additional information on when and where tutoring would take place.