**ATTACHMENT 2: AUDIENCE IDENTIFICATION WORKSHEET TEMPLATE**

**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 |  |  |
| Donors |  |  |

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** |
| Current donors |  |  |  |
| Prospective donors |  |  |  |
| Current volunteers |  |  |  |
| Prospective volunteers |  |  |  |
| Current beneficiaries |  |  |  |
| Prospective beneficiaries |  |  |  |
| 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.