

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	<input checked="" type="checkbox"/> 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.