

# ATTACHMENT 2B: LIN CENTER FOR COMMUNITY DEVELOPMENT — TARGETED AUDIENCES

## TA 1: Local NPOs

**Interest:** funds, publicity, training opportunities

**Desired action:** provide stories and stats to promote the Fund, submit proposals, present projects at the Narrow the Gap Event, provide updates and reports if awarded the grant, engage their own donors and volunteers

**Pitfalls:** may find that the grant amount is too small, many projects are mostly charity oriented

## TA 2: Students & First Jobbers

**Interest:** join resources for larger projects, be a part of a cool project, passionate about improving their city

**Desired action:** donate small funds, spread the word online and offline, organize small student fundraisers, organize street awareness event

**Pitfalls\*:** small to no funds, do not have a lot of fundraising experience, many will be gone in the

## TA 3: Young Professionals

**Interest:** join resources for larger projects, passionate about improving their city

**Desired action:** donate small funds, organize small office fundraisers, spread the word to their colleagues, refer us to their managers, skilled volunteers

**Pitfalls:** have limited time

## TA 4: Mid-level managers (PR, CSR, Marketing)

**Interest:** involve employees, company image, personal and corporate interests (e.g. particular topic)

**Desired action:** donate funds, organize corporate employee fundraisers, site visits (possibly), spread the word to their colleagues, skilled volunteers, cover operational costs, set up donation boxes

**Pitfalls:** many are not decision makers, many want simple charity events with active participation

## TA 5: CEOs and Business Owners

**Interest:** personal and corporate interests (e.g. particular cause), company image, personal connection/referral

**Desired action:** donate funds, match donations, cover organizational costs, spread the word, install donation boxes at retail businesses

**Pitfalls:** may have very specific causes, may want direct involvement and immediate results, hard to reach

## TA 6/7: Spouses and Young Retirees

**Interest:** support people in need

**Desired action:** donate funds, organize small fundraisers, spread the word

**Pitfalls:** harder to get to, many are not in HCMC in the summer

*\* Pitfall for almost all the audiences: novelty of the concept*

#### TA 8: INGOs

**Interest:** interesting new initiative, solid tangible results (e.g. reaching a lot of HCMC residents)

**Desired action:** matching funds, operational costs

**Pitfalls:** restricted topics, timing may be wrong

#### TA 9: Media Representatives

**Interest:** Good story

**Desired action:** Help promote the Fund to attract more donors, build credibility, provide marketing benefits to corporate sponsors

**Pitfalls:** hard to know what makes a good story, LIN may have to pay for this service

#### TA 10: LIN Board Members

**Interest:** easy to explain and raise funds, feeling of contributing to common good and to LIN, working together

**Desired action:** donate funds, hold small fundraisers, refer LIN to potential donors, spread the word and build credibility

**Pitfalls:** need clear instructions, marketing tools and guidance (e.g. sign-up sheet)