

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)