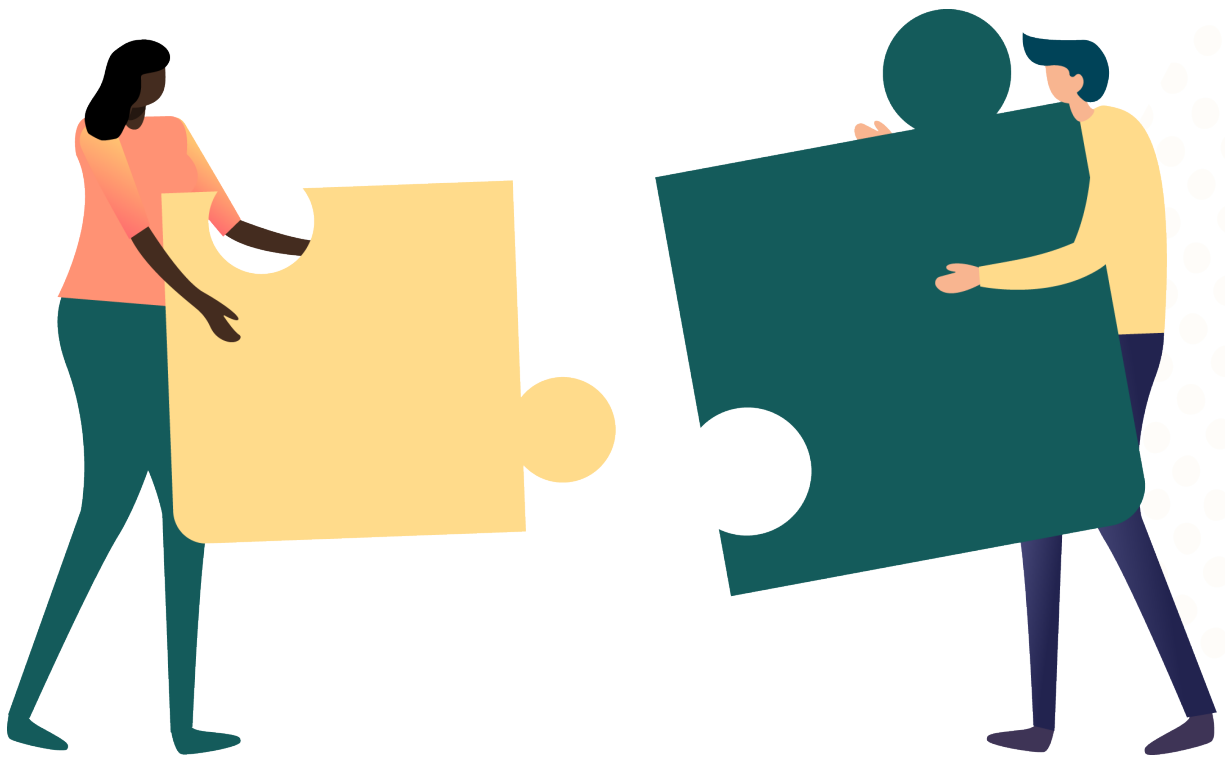




Church Communications Strategy Training Course



Persona Profile Worksheet How to Understand Your Audience

Ways to Differentiate Personas

Using personas is a way to describe the audiences that are the focus of your mission statement and your ministry goals. Each persona is a fictional representation of actual people in your audience. This allows you to personalize your communication in a very strategic manner.

Every person in your congregation is different, and while it's not feasible to personalize every communication effort, personas allow you to take a step in that direction.

As you think about your audience, consider what things are unique about those people. Goals focused on generation-based ministries (millennials, baby boomers, etc.) may require personas that differ by age, while goals focused on encouraging members to take action may call for personas that differ by participation.

Communication preferences certainly factor into most personas and may lead to the creation of an additional persona to distinguish how you will communicate to your core audience. Consider using these questions to help you determine if an audience is different enough to require multiple personas.

Communication

- Do they tend to use email or social media?
- Do they prefer to receive communication via email or in print (e.g., bulletins)?
- Do they actively participate in conversations online, or are they passive online?
- Do they spend more of their time using Facebook or Instagram on their phone?

Participation

- Are they regular attendees in worship, or do they only attend on major holidays?
- Do they participate in Bible studies, or do they prefer to attend fellowship activities only?
- Are they lifelong members, or have they just started attending?
- Does the fact that they attend on Saturday or Sunday make a difference?

Demographics

- Are they raising young kids, or are their kids all grown and out of the house?
- Do they tend to be young and in college, or are they older and established in their careers?
- Does being male or female make certain ministry opportunities more appropriate?
- Does the fact that they work a blue-collar job versus a white-collar job make a difference?

Interests

- Are they seeking volunteer opportunities, or do they need to be convinced to help?
- Do they desire to become a ministry leader or wish to help out on a participant level only?
- Do they enjoy helping out in the church building, or do they prefer to help with projects from home?
- Do they prefer to work with children or adults?



Sample Persona Profile

Young Adult Andrea



Demographic Information

Age: 26

Occupation: Elementary School Teacher

Family: Single; No Children

Location: Suburbs

Technological Skill Level: ● ● ● ●

Social Media Preferences:     in

Andrea attends worship and Bible study regularly. She wants to build deeper relationships at church, but she also worries about sinking roots because she is open to the possibility of major life changes, such as moving for a new job or relationship. Andrea prefers service opportunities that are suited to her unique educational experience and skill set. At the same time, she worries about overcommitting to church projects because of her busy schedule and demanding job.

Andrea has a bachelor's degree and is interested in pursuing a master's. She easily learns new skills and technologies, and she values both traditional education and on-the-job learning. Growing up, her family attended church only for major holidays, so she did not attend confirmation classes and is not thoroughly instructed about the Christian faith. She seeks opportunities now to learn in-depth about the Bible and how to apply it to her life.

Easily Identifiable Characteristics

- Tech-savvy and active on social media
- Hasn't quite set roots
- Wants to be part of a positive change

Personal Goals

- Get used to being an independent adult
- Gain deeper relationships and support
- Make faith a fundamental part of her life

Personal Challenges

- Busy schedule with little free time
- Few people at church who are her age
- Hesitant to make long-term commitments

Common Objections

- Feels like she doesn't fit in because of age
- Feels frustrated when others resist change
- Worried about serving by doing "busy work"



Your Ministry Persona Profiles



Demographic Information

Age:

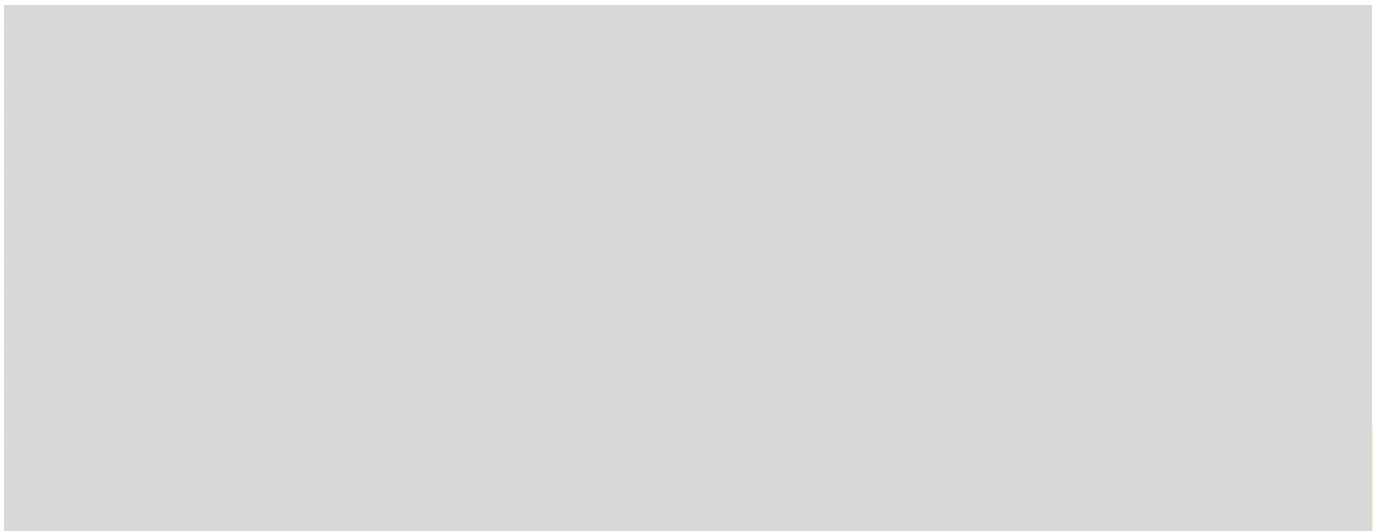
Occupation:

Family:

Location:

Technological Skill Level:

Social Media Preferences:



Easily Identifiable Characteristics

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Personal Challenges

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-
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Personal Goals

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-
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Common Objections

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Lists Every Church Should Have

It used to be acceptable for a church to have a single email list that all members would subscribe to, and they understood that they would receive all email messages. While that may still be the expectation for some, tools are available now that allow you to do better.

You can still use your church email list as a starting point for all your church lists, but consider it simply your members' opt-in (their giving of permission to be sent emails). Then create new lists based on what you know to ensure that the right people always receive the right messages. Here are a few list types to consider.

Communication

- Members who prefer to receive emails about church-wide events only
- Members who desire to receive text messages rather than emails
- Members who regularly participate on social media and don't prefer emails
- Nonmembers who wish to receive communication from the church

Demographics

- Members who have children under 18
- Members who are retired and available to volunteer during the day
- Members whose spouse is not a member of the church
- People who are widowed and have not remarried

Participation

- Members who have not attended worship in more than six months
- Members who contribute regularly but do not attend worship
- Members who are eligible to participate in voters meetings
- Nonmembers who have attended worship more than twice in six months

Interests

- Members who have signed up for a specific ministry (prayer chain, funeral meals, etc.)
- Members based on gender who have attended a Bible study in the last two years
- Members who have participated in outreach events in the past
- Nonmembers who have expressed interest in fundraising events





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