

Defining Your Members: Community Member Personas

Member personas are short summaries of the members of your community, which are based on your understanding of the real people you engage with or those you're trying to serve. While it may seem like a superficial exercise, building community member personas is an important step, as it allows you to:

1 Target your messaging to speak with the right audiences



2 Create tailored experiences that meet members' needs



3 Make key decisions about the future of your community



To build your member personas, you must ensure you are having conversations with your target audience to understand their needs, fears, dreams, and opportunities. The following table can be used to guide your thinking process and build complete profiles for your member type(s). When answering these questions:

- If you have an existing community, think of real members;
- If you don't have an existing community, think of real people you know, who are interested in your topic or the result that your community is designed to deliver (check out our *Consulting Your (Potential) Community Members: Interview Guide* resource to navigate conversations with them).

	Community Member 1 	Community Member 2 	Community Member 3 
Where are they from?			
How old are they?			
What do they do?			
What's their background?			
How do they spend their time?			
How do they spend their resources?			
What are they excited about?			
How do they engage with you offline?			
How long have they been involved in social impact work?			
How do they approach social impact?			
What is the goal of their social impact / philanthropy?			
What causes/ regions/ priorities are important to them?			
What is holding them back?			
What worries them?			

With this information, you can now create full profiles that speak to different areas of your target (or existing) members' lives, like the one in the example below.

Note: These descriptions are meant to be regularly refined, as your community evolves and expands.


Example: Your Community Member Persona



- Age**
 30–50 years old
- LOCATION**
 Citizen of the world
- Source of Wealth**
 Entrepreneurship (50%)
 Financial services (50%)
- Main Activities**
 Interested in social investment
 Board Member

Approach to Philanthropy <ul style="list-style-type: none"> • Focused on women & girls, Black Lives Matter, and global warming causes • Want to leave a legacy • Strategic, systems change approach 	How they Spend Money <ul style="list-style-type: none"> • Donations to selected charities • Impact investing • Lifestyle 	Preferred Engagement Type <ul style="list-style-type: none"> • Attending events • Social media 	Main Concerns <ul style="list-style-type: none"> • Not being connected to peers • Not achieving social and environmental change
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The Mesa is the first B2B community platform specifically designed to bring together philanthropists, inheritors and changemakers to learn, connect and give better. [Click here](#) to check out our other resources:



Do you have any follow up questions? Any feedback? Are you interested in knowing more about how you can ensure members in your community can be kept actively engaged and are thus likely to give more and better as a result of that? Get in touch with our team by contacting info@thamesa.org.