

Donor Persona Summary Table: Writers at the Beach

Donor Personas are detailed, realistic profiles of your ideal supporters that serve as a bridge between your broader donor segments and their underlying Jungian archetypes—essentially translating abstract psychological motivations into concrete, actionable supporter profiles. They combine demographic information (age, income, location) with behavioral patterns (giving history, communication preferences) and archetypal drivers (what emotionally motivates them) to create comprehensive pictures of real people you're trying to reach. Think of them as detailed character sketches that help you understand not just who your donors are and what they do, but why they give and how to speak to them in ways that feel personally relevant and compelling.

Persona Name	Archetype	Demographics	Income Range	Primary Motivations	Giving Patterns	Preferred Engagement	Core Values	Communication Style
Margaret the Protector	Caregiver	Ages 45-62, 70% female, Suburban Mid-Atlantic, Healthcare/Education professional	\$75K-\$200K	Protect vulnerable children, provide immediate family relief, support medical research	\$50-\$1,500 annually, monthly recurring gifts, story-responsive	Direct family support, volunteering, hands-on service, personal thank-you notes	Compassion, family protection, transparency, medical credibility	Warm, personal, emotionally compelling with family stories
David the Storyteller	Creator	Ages 28-55, 60% female, Urban arts communities, Writer/Creative professional	\$45K-\$150K	Support artistic development, believe in storytelling power, build creative community	\$100-\$1,000 annually, multiple arts causes, values artistic merit	Workshop attendance, skills-based volunteering, literary events	Creativity, artistic expression, professional growth, authenticity	Inspiring, creative, industry-focused with success stories

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