//Personas

Catholic Relief Services

October 12, 2022

What is a persona?

Personas are composite representations of key audience segments. Personas make the end user seem more "real" by using names and images, however they should be backed by data and evidence. We include demographic information in the personas to help round them out as groups and give them more context.

The key CRS website audiences that have personas created:

- ○ Individual Donor: Average donation $87

- ○ M2 Advocate: Chapter/Club Leader

- ○ Institutional Donor

- ○ Local Partner

Daniela
Hispanic Individual Donor

"I give generously of my talent and my time. I tithe to my church. After God, it's family first. Lent and Christmas are very important opportunities for me to express my faith."

Lives in the US, but maintains strong connections to the country she grew up in via remittances to family. Bilingual, but prefers communications in Spanish language.

Goals/Motivators

- Gives to church and supports to organizations she feels an emotional connection to.
- Wants to engage in a meaningful way and know how their donations are being used to impact someone's life. Personal connections are critical.
- Gives to CRS monthly or during emergencies.
- Referred by a colleague/friend. Needs to trust the organization before committing,

Content Needs

- Programming and impact information in Central and Latin America. Should be interactive.
- Religious content geared towards values that resonate with her faith and family focus.
- Wants to see long-term commitment to a community or region, with sustainable programs.
- Spanish language Facebook page and email communications, easy to share via platforms like WhatsApp.
- CRS events to volunteer or participate in.

Pain Points

- Difficulty finding content or making donations via mobile phone
- Too many clicks to find out who we are or how we're different from Catholic Charities.
- Spanish language content that is outdated or poorly translated into Spanish.
- May have sensitivity around how identified: Hispanic or Latino vs. country of origin of parents or self.

Attribute Considerations

- **Age**: Older generation has charitable inclinations and means, while younger generations connect them with the ways to give and organizations to give to.
- **Language**: Need content that resonates in English and Spanish and a way to toggle between the two.

Maria

Chapter/Club Leader

"Our faith has some concrete actions to change the world and people's lives. CRS is a vehicle that our church has to do that."

Goals

- Work with CRS as a vehicle to live out her faith in a way that creates tangible change.
- Find a way to volunteer and make an impact with CRS while here in the US (since she's unable to join an international program).
- Motivate her chapter members and recruit people to participate in her chapter's activities.
- Be a part of like-minded individuals who are pursuing meaningful change.

Needs

- Brief descriptions and opportunities for action on campaigns.
- Ability to participate in digital advocacy actions.
- "Human interest" stories and personal narratives.
- Need a way to collect advocacy data.

Pain Points

- Not enough time to dig through website. Too much content. Many long blocks of text.
- Youth: Content gap for teenage audiences - only elementary and adults.

Attribute Considerations

- **Devout Catholic** – messaging must speak to their values and faith
- **Hispanic Identity** – CRS would like more University students, both Spanish speaking and bilingual. M2 requires all content to also be available in Spanish.
- **Age** – Difficulty tracking university students involvement once they graduate.

Ivan
Institutional Donor

Decision makers at foundations, corporations, and institutions like USAID, USDA, the Global Fund, World Bank, and the French Development Agency

Goals/Motivators

- Current donors want to have confidence in the projects they're funding.
- Potential donors want to see that we're experts in the region and programming area that we're working in.
- In the future, some of our institutional donor funding might not be funneled directly to CRS, and will be localized with our partners, who we can offer support with technical services (see Local Partner persona).

Content Needs

- Storytelling that is more technical, not geared towards the Catholic audience.
- Easily scannable data and technical metrics about how we do the work we do and the impact it has on the communities we serve. (eg. Infographics, interactive maps, reports)
- Our commitment to local leadership and subsidiarity.
- Our work categorized by program area and country.
- Alignment with Sustainable Development Goals.

Pain Points

- Too much religious content.
- Needing to dig through resources that are geared toward capacity strengthening for local partners or US Catholic audiences.
- Outdated/old information.

Attribute Considerations

- Could be French speaking, but not a priority
- Secular, less interested in the faith and values messaging

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Goals/Motivators

- Potential partners may be interested in having us lead a project or join a consortium.
- Current partners may want acknowledgement or capacity strengthening.
- Important shift happening: institutional donors will be channeling funding to local governments, so CRS must ensure they want to work with us and see us as a partner contributing to their goals and strategies.
- May want to understand our finances, board, and compliance to various laws.

Content Needs

- They need to understand CRS' capabilities and what CRS can bring to the table.
- Capacity strengthening content and technical resources found on the ICS site.
- Data, tools, courses, how to guides, case studies, showing CRS is very experienced and has everything they need to do the work. Guidance for how to use and adapt resources.
- Partnership and capacity strengthening tools in a interactive format, not just PDFs/Excel sheets.
- Description of technical services, leadership training, and capacity building services.
- Social proof/testimonials/reviews for those resources.
- Power BI dashboards on partner progress and localization successes.
- Need to understand CRS' 75+ year history of working with partners and helping them become more sustainable, effective, and ultimately transition to localization/self-sufficiency.

Pain Points

- Needing to dig for resources or information. (Content on the ICS site, not easily found on crs.org)
- Ineffective search tool and lack of intuitive categorization on the ICS site.
- Resources not available in their staff's preferred language.

Attribute Considerations

- Majority of ICS site users are nationals from the countries where we work and speak English, Spanish, French, Arabic, Portuguese.
- Secular, and inclusive of religions other than Christianity.
- May have low-bandwidth or prefer in-person/low tech engagement.

Jonathan

Local Partner

Decision makers at peer international NGOs, local governments, regional partner organizations, church partners.

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