

## VOLUNTEER PERSONAS (WHO)

Who are your best volunteers? Age, demographics, community groups / organizations....

## THE RIGHT MESSAGE (WHAT)

What motivates them?  
Passions, pain-points of getting involved.  
A glimpse of what it's like to volunteer. How does it feel?

## WHERE TO REACH THEM (WHERE)

Lifestyles  
Organizations

Method of Communication

## SOURCES OF VOLUNTEERS

RETENTION

REFERRALS

REFERRALS

Let us know if you want 1:1 coaching or team training through our studio program. Happy to help!

