

The Importance of Targeting YOUR Right Audience


When asked who specifically they're trying to target with messaging, most church leaders will say "anyone and everyone." While that's certainly a valiant endeavor, it's important to realize that there are subsets of the population - and your congregation - that will have diverging responses to different messages.

Even among those who attend the same church, there will be differences. Walt Disney - a brand that has constantly conducted studies on how to improve their experience economy - became successful because they recognized this. The founder famously said *"You're dead if you aim only for kids. Adults are only kids grown up, anyway."*

The realization that individuals within audiences can vary is the precursor to segmenting your donors for more effective communication.

Identifying Your Target Audience

To increase overall giving in your church, though, the goal is to target the specific people within YOUR right audience. This means pinpointing key information - such as demographic data and giving history - to better identify the target audience specific to your ministry. You then need to figure out whether this audience has any interest in the particular campaign you're running.



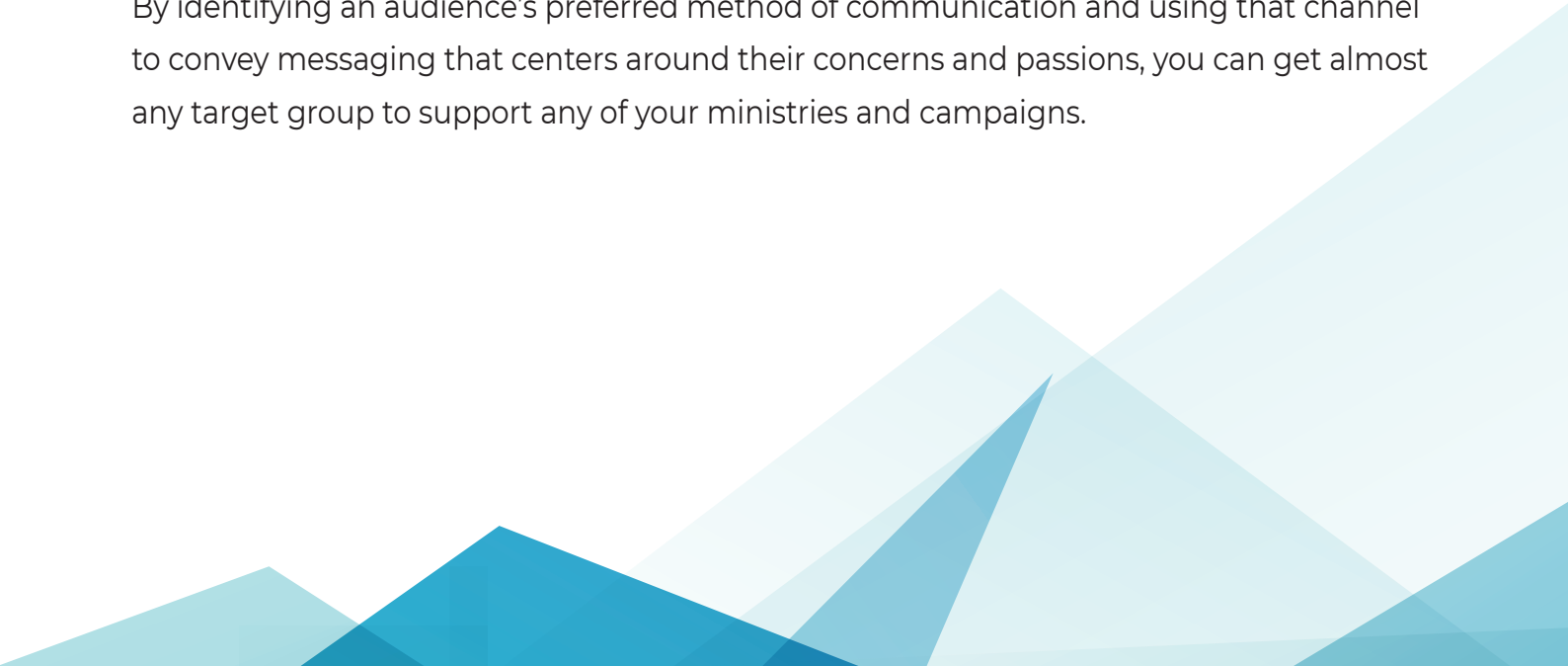
In some situations, you may already have this information. For instance, tithes and donations from the young adults' ministry might comprise the majority of funding for your homeless mission. If so, you already have fairly strong evidence that *this specific* audience has interest in the campaign. In other situations, you may need to dig deeper to find this information.

Assessing Additional Information

When you're not quite sure whether a specific campaign will appeal to an audience, you'll have to assess what information is needed to make you confident in their interest. This could include prior donation levels, survey answers, event participation and more. Once you've got this figured out, you need only to find or create that data.

As you're going through this process, it helps to keep one question in mind: Why would they care? If you can't answer this question, that may be an answer in itself. Fortunately, this doesn't necessarily mean they don't or will never have interest in your campaign. It all comes down to improving your messaging — a key feature of the DonorWERX Communication Plan.

By identifying an audience's preferred method of communication and using that channel to convey messaging that centers around their concerns and passions, you can get almost any target group to support any of your ministries and campaigns.





Complete the Worksheet

Before moving on to the next lesson in this series, take a look at the provided donors worksheet and fill out the blank form provided. This is a powerful tool in conjunction with the Donor Personality Test and segmentation, and it's the first step in better understanding your donors.