Nonprofit Segmentation Worksheet

Use this worksheet to design your supporter segments! Start simple by choosing one or two characteristics that will define each group, then start planning how you'll communicate with the people in each segment. As time goes on, get creative by mixing and matching characteristics and activities to build really detailed groups with specific interests and preferences.

DEFINE YOUR SEGMENT

What group are you going to talk to?

- ◯ One-time donors
- ◯ Recurring donors
- ◯ Members
- ◯ Volunteers
- ◯ Potential donors
- ◯ Lapsed donors
- ◯ Event registrants
- ◯ Peer-to-peer participants
- ◯ Other _____
- ◯ Other _____
- ◯ Other _____

What other characteristics do they share? (ex: donated to a specific campaign, had a specific membership level): _____

_____

_____

What do you know about the people in this segment? (ex: capital campaign donors are interested in our new facility): _____

_____

_____

SEGMENT COMMUNICATIONS PLANNING

What communications will you send to this group? (ex: newsletter, appeals, event invitations, etc.):_____

_____

_____

What communications will you *not* send to this group? (ex: newsletter, appeals, event invitations, etc.):_____

_____

_____