

Pam Georgiana

Brand Strategist and Content Marketing Services

Target Audience Persona Example

Congregation Member for a Church

NAME:

The Pritchetts

Overview:

A multigenerational family looking for a welcoming and supportive community to raise children and grow together in faith and service.

Details:

- Parents, children, and grandparents
- Including blended members from other families
- Living under one roof or nearby in the greater Columbus area
- Children are under 18 years of age
- Grandparents are still active but slowing down
- Parents may both work or one may stay home with the children
- Diverse cultural, sexual, political, and social backgrounds
- Christian background but are not actively involved in a church community

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Goals:

- **Spiritual Growth:** The family seeks a nurturing and inclusive faith community where they can deepen their spiritual connection and grow in their beliefs as a family.
- **Community and Support:** They are looking for a welcoming and supportive church where they can establish meaningful connections with other families and provide their children with positive role models.
- **Family-Focused Community:** A priority is finding a church that offers programs, activities, and education for their children. They want a place where their kids can learn about faith and values while having fun and bonding as a family.
- **Service Opportunities:** They are interested in opportunities for volunteering and community service. They want to instill a sense of empathy and social responsibility in their children.

Challenges:

- **Time Constraints:** Like many families, they have busy schedules. Finding a church that accommodates their time constraints is important.
- **Cultural Relevance:** They seek a church that can bridge generational and cultural gaps, ensuring that every member of the family feels at home while still respecting each other's personal beliefs.
- **Past Negative Experiences:** They may have had negative experiences with churches that they felt were judgmental or unwelcoming. Overcoming past hesitations is a challenge.

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Values:

- **Family-centered:** The family values the importance of togetherness and faith as a family unit.
- **Knowledge:** They value learning to help each member of the family grow spiritually, instill strong values in their children, and enhance practical life skills.
- **Inclusivity:** They seek a church that is open and affirming for all, embracing people from diverse backgrounds and cultures.
- **Community Service:** They are committed to giving back to the community and wish to involve their children in acts of service.

Personality and Motivations:

- warm, welcoming, and open-minded.
- They want a church where they can socialize as well as worship and serve the community.
- They appreciate a mix of traditional and contemporary worship elements, including music and messages that are relevant to their lives.
- Family-oriented activities and opportunities for spiritual growth are highly valued.

Communication Preferences:

- Social media and church website to access information.
- In-person experiences and events
- Personal recommendations from friends and family.

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Key Messages:

(TO BE USED EXTERNALLY IN ALL MESSAGING TO THIS TARGET AUDIENCE)

- Church is a warm and welcoming community of faith for families and people of all backgrounds. No matter who you are, you belong here.
- We understand the importance of nurturing faith in children while also supporting parents and grandparents in their spiritual journeys. We're here to walk with you every step of the way.
- In our community, we focus on instilling core values in our children, including inclusivity, kindness, and service.
- We believe that faith is not just a belief but a call to action. Join us in spreading love, hope, and compassion in our community.
- Service is at the heart of our community. We encourage families to serve together, fostering a sense of responsibility, empathy, and unity.
- From children and youth programs to educational activities for all ages, our church offers opportunities for growth, learning, and bonding as a family.

Now it's your turn.

Who are your target stakeholders?