



PARENT



Lisa Evans

42 years old | Married 16 years | 2 children

Lisa recently heard of CEF from a friend and is intrigued to find out more about the ministry, as well as to see what opportunities may exist for her and her family to get involved. Lisa also believes that her church could get involved and is interested in information she can share with them.

**Key Motivators & Behaviors**

- Fact finding.
- Feeling involved and helping others.
- Getting others involved to create greater impact.

**Interested In**

- Ministry information, including success stories.
- Opportunities to get involved.
- Information to share with her church.

DONOR



Donald Livingston

68 years old | Married 40 years | 3 children

Donald has been donating to CEF for a number of years to support the ministry. He loves seeing how his donations (as well as others) contribute and help CEF to impact the lives of children all over the world. Donald is interested in making a one-time, year-end donation again this year to continue supporting the ministries efforts, as well as to take advantage of the tax benefits for doing so.

**Key Motivators & Behaviors**

- Supporting and helping others.
- Last minute tax benefits.

**Interested In**

- Donation opportunities.
- Easy one-time donation process.
- Success stories.
- Tax benefits.

STAFF MEMBER/VOLUNTEER



Dominic Jones

45 years old | Married 20 years | 4 children

Dominic has recently joined CEF in their mission by becoming a volunteer. Not sure where to begin, Dominic searches for resources and helpful information to get him up to speed in effectively ministering to the children.

**Key Motivators & Behaviors**

- Helping others.
- Feeling prepared and equipped to handle responsibilities.

**Interested In**

- Resources to help him get started/feel more comfortable.
- Encouragement.
- Support and additional resources to continually assist him through his volunteering journey.

\* These personas were created after an interview with stakeholders from Child Evangelism Fellowship. We recommend conducting statistically valid research in the future to confirm or modify the assumptions that were made.

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