

HITTING YOUR MARK



SESSION GUIDE

UNDERSTANDING YOUR TARGET PARTICIPANTS

Developing impactful messages starts with identifying and understanding the unique characteristics and details about your target participants. Truly knowing your target participants will help you create messages that will connect with and motivate them to action. To begin this process, let's start with an activity to describe your target participant.

Who Are You Serving?
How would you describe your target participant? You can use short sentences or list as many descriptive words that come to mind in the box below. {Example: adult couples, adult individuals, low-income, etc.}

Paint A Picture – Target Participants
When you think about your target participant or the population in which your program was designed to serve, what characteristics come to mind? Think through each question below, then use the space provided to capture a few details or characteristics about your target participant.

Where do they work, live and play?	What are their hobbies?

Paint A Picture – Target Participants (Cont.)

How do they get their information, and how do they communicate?

When are they free?

What motivates them?

Who or what is important to them?

What challenges do they face?

MESSAGING YOUR PROGRAM

It's important to develop marketing materials and recruitment messages that resonate with your target participants. As a next step in the messaging process, we want you to think about your features and the benefits they provide to your target participants.



Part 1 Essential Program Features	Part 2 Turning Features into Benefits
<p>A FEATURE = a key aspect of your program that was designed with your target participant in mind.</p> <p>For example, a key program feature could be the skills a participant will learn in your program, such as job training or relationship and parenting skills. Or maybe you offer your program participants flexible schedules, such as attending virtually or in-person.</p> <p>Use the space below to list out all of your program features.</p>	<p>A BENEFIT = the way a feature makes the participant's life better or easier.</p> <p>For example, one of your features might be that you use a cohort model, but the benefit to the target participants is they get to interact and create bonds with other participants in similar life situations.</p> <p>Look at each feature you identified in part 1 and list the benefit it provides.</p>

Part 3 | Putting It All Together

Now it's time to put all of the pieces together.

1. Look at the benefits you included in the previous box and start to think about how you could describe or explain these benefits in a meaningful and creative way to your target participant.
2. Brainstorm with your team and jot down those creative messages as they come to mind.
3. Tag each message with the type of medium that the message could be delivered through. Will you post this message on your social media pages? Is this message intended to be delivered in person to a potential participant? Will you include this message on a flyer or marketing piece?

Below, capture a list of messages that you think will best connect with your target participants.

Feature Job Skills Training 	Benefit The skills you learn here will help you land a higher-paying job 	Message Better Job. Better Pay. Better Life. (Medium: social media, flyers & website)