

Know Your Audiences: A Simple Mapping Exercise

AUDIENCE MAPPING WORKBOOK

WWPR Nonprofit Communications Toolkit

*This resource is part of the **WWPR Nonprofit Communications Toolkit**, a year-long series of practical guides designed specifically for small to mid-sized nonprofits working with limited staff and budgets. Each quarter focuses on a different theme, and each resource is designed to be immediately implementable without prior communications experience or expensive tools.*

Explore more resources at: wwpr.org/nonprofit-toolkit. Questions or feedback? probono@wwpr.org

The “One-Action, One-Audience” Map

This worksheet is not about who matters most overall. It's about who matters most right now.

Before you start, take a deep breath and remember:

- You are not trying to reach everyone.
- You are choosing who matters *right now*.

Step 1: Pick ONE action you need to happen in the next 90 days

(If everything is a priority, nothing is.)

In the next 90 days, what is the single most important thing your organization needs?

Check one:

- Enroll people in a program
- Raise money
- Renew or secure funding
- Get approvals/votes/permissions
- Recruit participants or volunteers
- Something else: _____

Write it as a clear action and be very specific:

Example: “Enroll 25 middle school students in our summer program.”

Example: “Secure a \$25,000 renewal grant.”

Our priority action is:

Step 2: Name the ONE group of people who can take that action

(Not everyone who *cares*. Only those who can *act*.)

Complete this sentence:

The one very specific audience who can realistically take this action in the next 90 days is:

Pressure test your answer:

- Is this a real group of people (not “the community”)?
- Can you picture where they spend time?
- Could you imagine tailoring a message just for them?

If not, make it more precise.

Step 3: Write down what this audience needs to know to take the action you need them to take

(This is not your full story. It's their decision checklist.)

Answer briefly—bullet points are fine.

To take this action, they need to know:

- The opportunity exists
- Why it matters *to them*
- What makes your organization credible
- Exactly what to do next

Write the 3 most important things they need to understand so they will take the action you need them to take:

1. _____

2. _____

3. _____

Quick Reality Check

(Answer honestly!)

- Are we focusing on **one action we need them to take?**
- Are we focusing on **one primary audience who can take that action?**
- Are we able to **clarify what they need to know to convince them to act?**
- Could we explain this plan to a board member in 60 seconds?

If you checked “no” more than once, simplify again.

What's Next?

Now that you know who you're talking to, you're ready to:

- Audit your current communications (March toolkit)
- Start building your story bank (April toolkit)

If you haven't yet defined your three core messages, start with last month's toolkit: [The 3 Core Messages Every Nonprofit Needs \(And How to Write Them in 90 Minutes\)](#).

This resource is part of the [2026 WWPR Nonprofit Communications Toolkit](#). Free for nonprofit use. For questions or feedback: probono@wwpr.org.

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