



## Engaging Your Target Audience

As you work to increase program attendance, your donor base, and social media presence, you are working to engage your target audience. For each facet of your organization, you must clearly define who the target audience is and how they wish to be engaged. Once you know what they are looking for, you will be able to create ways to engage them.

Engaging your audience means they are interacting with the organization, communication is flowing freely on all sides, and the organization is achieving the results anticipated. Below are the steps to engage your target audience:

1. Define the program within the organization to focus on
2. Who is your target audience? Who should be your target audience? Who could be your target audience?
3. Where is your target audience most active? How do they like to receive messages? What key words, phrases, and emotions appeal to them?
4. What is the key message you are trying to communicate with your audience?
5. In the past, what have been effective ways of engaging your audience?
6. What results are you hoping to achieve from the engagement?
7. How are you measuring success and tracking data?

Working through these steps will help you to define your target audience and achieve the results you are looking for.