

DONOR PERSONAS

Personas can help you understand the motivations and behaviors of your donors, especially the unique characteristics of vehicle donors.



The concept of customer or buyer personas has been around for almost 18 years but may be more important now than ever. Personas are semi-fictional characters that can provide insight into a segment of your ideal target audience. **Vehicle donors are unique because anyone can become a potential donor at any time.**

We've created new vehicle donor personas based on data we've collected on numerous platforms and research articles to help you answer tough questions like [Who are vehicle donors?](#) [What is the best way to reach them?](#) and [How can I adjust my messaging to better connect with them?](#)

Understanding these personas and developing your own can help you to attract more donors and maximize your fundraising potential. Not all personas can be reached on a single marketing channel, so it's important to market your program in several different ways. Once you have a better idea of who your donors are, you can adjust your advertising messaging to fit their interests.

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WHY DONORS GIVE

CARS' recent survey explored the behaviors of vehicle donors to better understand their motivations. Compare these donor behaviors with the donor personas for a deeper understanding of how to find and attract donors to support your mission.

36%

30%

19%

8%

7%

EXPENSIVE REPAIRS

PURCHASED A NEW VEHICLE

SUPPORT THE MISSION

VEHICLE NOT IN USE

A LIFE CHANGING EVENT

MISSION DONOR

55-64

HAS AN EXTRA CAR
DRIVEN BY A GOOD CAUSE



CONVENIENCE DRIVEN DONOR

45-54

NEW CAR / LOW TRADE-IN OFFER
PREFERS NOT TO SELL PRIVATELY
WANTS A TAX DEDUCTION



BUDGET DONOR

34-44

FAILED SMOG
EXPENSIVE CAR REPAIRS
NO PLACE TO STORE IT



LEGACY DONOR

65+

IN HONOR OF LOST LOVED ONE
IN SUPPORT OF A GOOD CAUSE



PORSCHE'S STORY:

Porsche's youngest child has left the nest, and she finds that she no longer needs her minivan. Her family has had many amazing memories with the minivan, but she's decided it's time to downsize to a smaller vehicle. She wants the minivan to go to a good cause to honor their memories, so she donates it to an organization her whole family supports.

Since she is involved in your organization, you can **reach Porsche** through your normal digital marketing channels as well as print advertisements at events. This age range is also very active on Facebook and Instagram, especially with causes they care about.

ROYCE'S STORY:

Royce is about to finalize the purchase of a new hybrid car that he's been eying, but the dealership offered him a low trade-in amount for his current car. Not wanting the hassles of selling it privately, he searches online and sees that donating is easy and provides him a tax deduction.

You can **reach Royce** through active digital and print advertising that mentions the convenience of donating as well as the tax benefits. Take advantage of the Nonprofit Google Grant to reach Royce while he is searching online. Upon completion of the donation, be sure to introduce your mission to cultivate a lasting relationship.

VICTORIA'S STORY:

Victoria's car is on its last wheels. It failed its last smog test, and it's not worth it to her to repair. She also lives downtown and has no place to store it. Fed up with the hassle, she reaches out to her friend for advice, who says to donate it to the charity she follows on Facebook who will tow her car away for free.

She may not have a direct relationship with your organization, but you can still **reach Victoria** through her friend. Facebook advertising is a great way to reach friends and family of your supporters.

SIERRA'S STORY:

Sierra's father recently passed away, and she is unsure of what to do with the vehicle he left behind. While driving to an appointment, she saw a billboard promoting vehicle donations. She thinks this would be a great way to honor his memory, so she decides to donate his car to a nonprofit he believed in.

Since she is familiar with your organization but not tech savvy, you can **reach Sierra** through traditional marketing mediums like local print advertisements and radio. Use postcards, flyers, radio spots, or even newspapers ads to highlight all the ways she can support your organization.