

Segmentation Checklist

NONPROFIT
EDITION

-CONSUMERS-

- Point of Intake
- Need Being Met
- Communication Preference
- Amount of Time Being Served
- Additional Anticipated Needs

-VOLUNTEERS-

- Event or Campaign Support
- In-Person or Remote
- Donor-Facing or Behind-the-Scenes
- Amount of Time Dedicated
- Individual, Family, or Organization

-DONORS-

- Event or Campaign Donation
- In-Person, By Mail, Via Web
- Restricted or Unrestricted
- One-Time or Recurring
- Individual, Family, or Organization

