Mapping Audiences and Stakeholders to Tailor Communication

Cover Memo to director of SoundStart

To: Dominique Wells, Executive Director, SoundStart

From: Grace West, Development and Outreach Team Member

Subject: Generational Strategy for “Back to School, Back to Music”

Dominique,

As we continue to try to increase our community engagement and donor outreach for SoundStart, I have created two personas from differing generations (Kerry Carter – Baby Boomer; Zayn Gonzales – Gen Z) to help our fundraising communication adapt to these differing cohorts.

These personas reflect different personal information, donation habits, values, professional goals, communication tendencies and more. Using these persona examples, I have reviewed the SoundStart “Back to School, Back to Music” campaign boiler text. I have created two separate drafts with different revision suggestions based off of the different personas. The drafts include suggestions located on the right hand side of the document, as well as text in red, to show the ways in which we can alter tone and voice that will appeal to each audience.

This approach makes sure that our message resonates with any possible audience.

I look forward to hearing back from you!

Best,

Grace West

Persona #1



Kerry Carter, Older Monthly Donor

Personal Information: Married female; 66 years old

Location: St. Louis, MO

Education: Master's in Education

Title/responsibility: Retired elementary school librarian

Professional goal: In the past, she wanted to shape future generations through reading and literature.

Values: Educational equity, transparency, and long-term community impact

Information sources: Local newspapers, NPR, and Facebook

SoundStart Boiler Text:

This fall, thousands of kids will return to school excited about friends, field trips—and for the lucky ones, band class.

But for many kids in underserved communities, access to music education is out of reach.

That's where SoundStart makes a lasting impact..

We provide free music lessons, loaner instruments, group ensembles, and mentorship to kids in Title I schools and after-school programs across 12 cities. From violins to drum sets, from beat-making workshops to school choirs—we believe every child deserves the opportunity to experience the lifelong gift of music.

Why? Because music builds more than skills. It builds confidence, connection, discipline, joy, and a sense of belonging that shapes futures.

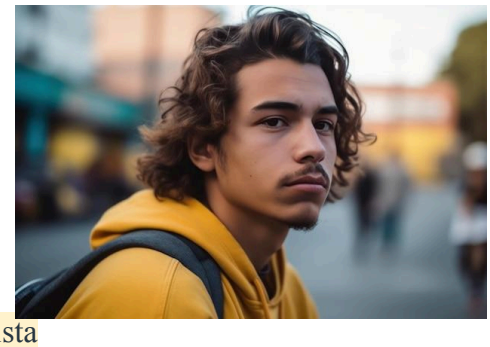
This year, we're aiming to enroll 1,000 new students—but we need partners like you to make it happen.

Your monthly donation can put a trumpet in a child's hand, covers an instructor's time, and ensure that music remains a part of public education. .

Invest in the next generation. Leave a legacy through SoundStart.

[Donate now to support music access and education.]

Persona #2



Zayn Gonzales, Young One-Time Donor

Personal Information: Single male; 24 years old

Location: Oakland, CA

Education: BA in Media Studies

Title/responsibility: Freelance graphic designer and part-time barista

Professional goal: He wants to create a digital creative brand that prioritizes storytelling.

Values: Sustainability, inclusivity, and social justice

Information sources: Social media (Instagram, TikTok, X), podcasts, friends, and daily NYT emails.

SoundStart Boiler Text:

This fall, thousands of kids will return to school excited about friends, field trips—and for the lucky ones, band class.

But for many kids in underserved communities, access to music education is out of reach.

That's where SoundStart comes in.

We provide free music lessons, loaner instruments, group ensembles, and mentorship to kids in Title I schools and after-school programs across 12 cities. From violins to drum sets, from beat-making workshops to school choirs—we believe every child deserves the opportunity to make music and feel seen.

Why? Because music builds more than skills. It builds confidence, connection, creativity and gives the younger generation a choice.

This year, we're aiming to enroll 1,000 new students—you can help us get there.

A one-time gift of $20 can put a trumpet in a child's hand, covers an instructor's time, and keeps the beat alive in communities that need it most.

Are you ready to let the kids drop their first beat? Share your impact using #SoundStartNow.

[Donate now to support music access and education.]