



## Meeting People Where They Are At Worksheet

### Directions:

Fill in as much as you can. Send your draft to [toranx@bboi.us](mailto:toranx@bboi.us) and [wyatt@bboi.us](mailto:w Wyatt@bboi.us) by 9 am PST on Tuesday September 10th. We'll discuss worksheets in Part 2 of "Meeting People Where They Are At"

This google doc is set you **view only** so make a copy of the template and work off of your copy.

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### Mapping out your audience

- What's the audience you're trying to reach? Be super specific (e.g. young black voters in SW Atlanta, middle-aged white women in suburban Ohio, working class Latino men, the skater community in Detroit, etc.).
- Create a character or archetype. Name them. Describe them in detail. Like a movie character.
  - Where do they go? How do they move through their day? What's their home life like? How do they enjoy their down time? What captivates their interest?
  - Who are the messengers and what are the signals they see along the way?
- Research your Messengers and Map Them Out
  - Who are the people in your organization or membership that will have insights on how to find and reach? Who are in the target audience you are trying to reach? What do they say?
  - Is there already some sort of directory or network that will help you find the messengers? (e.g. Yelp listing of barbershops in certain zip codes,

cross-checking #Skateboarding and #Philadelphia on social media, Food Truck Owners Association, a bipoc readers book club, etc)

- Is there someone regarded as a leader within your target audience (e.g. Tattoo artist that did something for a good cause in the news, organizer of a festival to raise awareness about an issue, coffee shop that hosts events)

### **Honing your rap to the messengers**

After mapping out your messengers, who can help you create the cultural touch points you want to design, you've got to approach them.

- Start an entry point of conversation.
- Listen to their observations about why their audiences don't want to vote/not motivated.
- Find a commonality of purpose (a local issue or a value or principle).
- Ask them point blank if they'd like to do something to get their audience to vote.
- Find out what they think would be barriers to doing something and offer to come back with solutions