

## Exploring Audience

Pick an audience – a community or stakeholder group – for example:

- Tribal Elders
- Municipal government
- High school students
- Educators
- Genealogists
- Working parents
- New arrivals to your community
- Older adults

---

**Audience (Who do you want to reach?):**

**Describe this audience (age, role, etc.):**

**Outcomes (What do you want them to do?):**

**What is this group's current relationship with your organization? (Where are they in the engagement funnel?)**

**How does your community memory project benefit this group? (What's in it for them?)**

**What challenges or barriers to engagement might this group face?**

**What else do you need to learn about this group?**