

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