

Determining Target Audiences Exercise

Based on demographical information about your community, identify key target audiences you wish to attract.

- 1) What are your top three choices for target audiences?
 - a)
 - b)
 - c)
- 2) Briefly explain why you chose each of these target audiences.
- 3) Do these target audiences correspond with your congregation's characteristics? Explain.
- 3) What existing programs will each of these target audiences find attractive? Explain.
- 4) What programs must be improved and/or implemented to help attract each of these audiences?
- 5) How do you think your church members will welcome each of these target audiences?
- 6) Additional thoughts/comments: