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| **Persona Details** | **Goals** |  |
| **Wish List Donor** | Find a nonprofit who wants and needs my donated item – and matches my values |  |

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| **Stages** | **AWARENESS** | **CONSIDERATION** | **TRANSACTION** | **FOLLOWUP** | **RETENTION** |
| **Steps** | Hears about Wish List Service  Visits website | Completes user account  Completes donation offer form | Match is found   * Organization contacts donor * Donor confirms w/Org * Arrangement made for exchange * Donation is complete   Match is not Found   * Donation is relisted * Donation is expired | Receives thank you and receipt via system  Receives invite to join mailing list  Posts evaluation and reflection to success page | Joins mailing list  Shares on social media  Adds widget to website  Shares w/friends |
| **Touchpoints**   * **Triggers** * **Message** * **Sequence/Timing** | Website / Social media / Newsletters / radio PSA / newspaper ads / friends & family | * Auto-response to registration * Auto-response to donation post   + Auto-response if no match after 3 days | * Auto-response that match is found   + Logs response in account * Replies to response via email/phone to arrange donation (outside system)   OR   * Clicks on link to pass on donation to org * Auto-response to mark donation complete   + Donation is expired and logged as complete   + Submit evaluation | * Once marked complete – auto-thank you and receipt are sent via email   + Includes share links   + Newsletter sign up   + Evaluation link   + Link to success stories | * Adds to mailing list * Track social shares |
| **Thinking** | * How does this work? * Who is this for? | * Did I do it right? * What happens next? | * How do I decide who to donate to? | * What is my impact? | * How can I save this info to find it again? * How can I share my experience good or bad? * How can I promote my involvement and successful donation? |
| **Feeling** | Unsure 🡪 Hopeful | Unsure | Excited | Relieved | Proud |
| **Opportunities** | * Explain the process - simple and local * Easy user sign up * Success stories on site/app | * Praise donor user for completing registration * Communicate during each step | Communicate each step |  |  |