**Get input from Fundraising**

**2017 Website Persona  
Large brand  
  
Summary**  
Supporter, Corporate partner rep, money/no time, interest in supporting mental health  
 **Age:**   
**Location:** Municipality, Province **Location type:**   
**Occupation:** Student   
**Status:** Single  
 **Personality**

Extrovert / Introvert  
Sensing / Intuition  
Thinking / Feeling  
Judging / Perceiving

**Brands**Social platform:   
Hobby/Interest:  
Restaurant:  
Clothing:

**Technology**Tech savvy/Tech challenged

Photo goes here.

**Bio/Background**

**Goals/Motivations/Wants**

* Motivated by positioning
* Urgency
* Need evidence & convincing

**Frustrations/Barriers**

* Desktop first design
* Accessibility