



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

NGO/nonprofit

Persona's name

Short summary of the persona

The term NGO stands for Non-Governmental Organization. It is a term that was first used to describe

the United Nations at its inception in 1945. It slowly gained traction and is now more widely used.

An NGO is an organization that is independent from government control that operates on a not-for-profit level.

Think tanks are institutions affiliated with universities, foundations, advocacy groups, and other organizations that generate

the Fabian Society, the Joseph Rowntree Foundation, the Institute for Fiscal Studies and the National Bureau of Economic Research

The Institute for Defence Studies and Analyses (IDSA) Indian Council for Research on International Economic Relations(CRIER) Observer Research Foundation (ORF) Centre for Policy Research (CPR) 9

It is usually non-profit. NGOs, sometimes called civil society organizations, are established on community, national, and international levels to serve a social or political goal such as a humanitarian cause or the protection of the environment.

A non-governmental organization (NGO) is a group that functions independently of any government

NGOs might focus on activities in areas involving health or health emergencies, education, infrastructure, advocacy of minority rights, support of the poor, and the reduction of crime.

NGO stands for non-governmental organization.

NPO stands for non-profit organization.

non-profit organization returns any profits it makes to the organization to pay expenses and salaries and further its goals.



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?