Leah Burke



"I want to donate my books to people who actually need them. Not resell, donate!"

Age: 20

Work: Student Family: Parents

Location: Dhaka, Bangladesh

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Fierce

Benevolent

Compassionate

Goals

- Wants to donate food, clothing, books to people who are most in need of them
- · Wants to help in national crises as much as she can afford

Frustrations

- · Can't find organizations that take non-monetary donations
- Can't find a platform when she wants to donate
- Feels difficulty finding information about charities

Bio

Leah is a college student. Every few months, she finds herself in the same old predicament - old books she no longer needs, old clothes she can no longer fit in, but nowhere to donate them. She feels like she always ends up giving them to the same people around her who end up selling them instead of using them. She wants her donations to reach the people who actually need them. She's certain there are organizations who could help her with this, if only she could find them.

Motivation

Accurate Information

Reliability

Organization

Non-Monetary Services

Staying up-to-date

Brands & Influencers



Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR