

SOCIAL JUSTICE ADVOCATE

SJA is an active member of social justice organizations in their local community. They often participate in local fundraising events, marches, and political protests about systemic racism, environmental justice, and womens’ rights. SJA often contributes to humanitarian crowdfunding campaigns when they see their friends sharing them on social media.

- MOTIVATIONS
- Helping people with needs directly
 - Hear about community members in need of immediate assistance

- GOALS
- Incorporate crowdfunding donations into their budget
 - Promote crowdfunding causes within their activist network

- FRUSTRATIONS
- Too busy to keep track of all the issues and needs they care about
 - Observe that the most dire needs often do not get adequate funding due to lack of promotion/popularity

STRUGGLING TO GET BY

SGB is in their 20’s with a high school diploma living in a medium sized city. They are a long-term volunteer mentor at an at-risk youth arts organization. They were recently laid off from their customer service job, and now they are unable to make rent and will become homeless next month. The city’s youth shelters are full, and SBG has no family members to rely on, and is forced to ask for help from their friends and community members.

- MOTIVATIONS
- Find funding for housing and living expenses
 - Create community awareness of their situation

- GOALS
- Get enough funding to survive while job searching
 - Share their story widely with friends, family, concerned community members

- FRUSTRATIONS
- Don’t have an exciting project or rewards to give to motivate people to donate
 - Don’t have the energy/skills to promote their campaign

CONCERNED LOVED ONE

CLO has a stable government job in a small town. They have a extended family members and several friends who experience chronic poverty. CLO cannot support any of them individually, but creates crowdfunding campaigns, spearheads fundraisers, and asks people in their networks for support on their behalf.

- MOTIVATIONS
- To see their loved ones get what they need
 - To worry less about the well-being of their friends and family

- GOALS
- Find sustainable formats of support for their loved ones
 - Free up their time for their other interests and goals

- FRUSTRATIONS
- Constrained in how much they can help multiple people as an individual
 - Wish there was a better community social support network for people in need

ARMCHAIR DO-GOODER

AD identifies as politically liberal, and enjoys a middle-class consumerist lifestyle in a progressive city. They aren’t involved in local community activism, but will make a point to vote for measures that fit their values. They do not feel particularly motivated to increase their level of involvement, but when asked to donate on a one-off basis or sign petitions, they usually do so without hesitation.

- MOTIVATIONS
- Showing support for causes as long as it’s not too much effort
 - Keeping with the mainstream liberal mindset of their city

- GOALS
- Feeling like they are doing good without being inconvenienced
 - Being able to continue to live the relaxed lifestyle they enjoy

- FRUSTRATIONS
- It takes a great amount of effort to keep up with social movements
 - Being asked by canvassers on the street to support an issue feels disruptive