



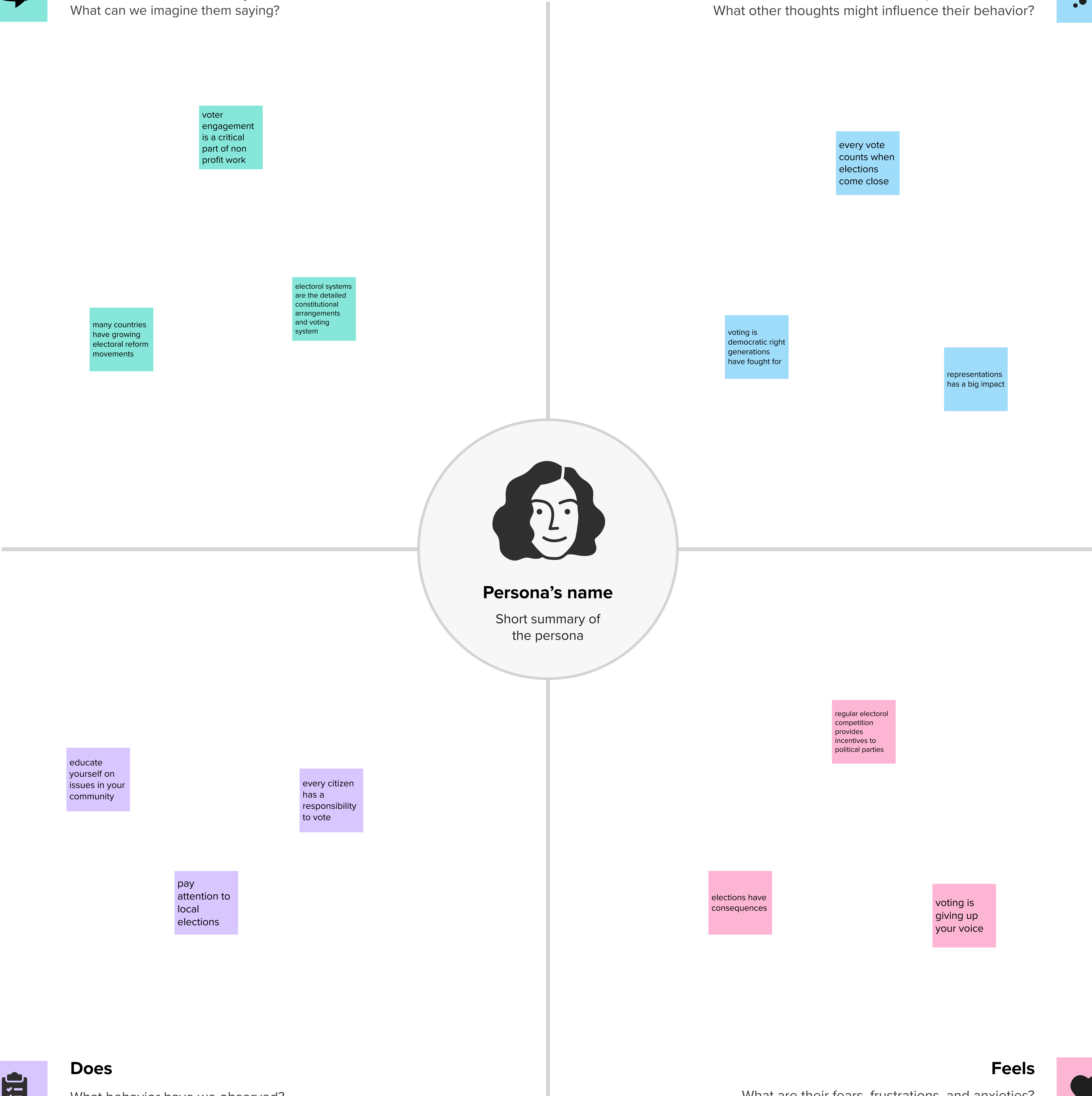
Says

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?



voter engagement is a critical part of non profit work

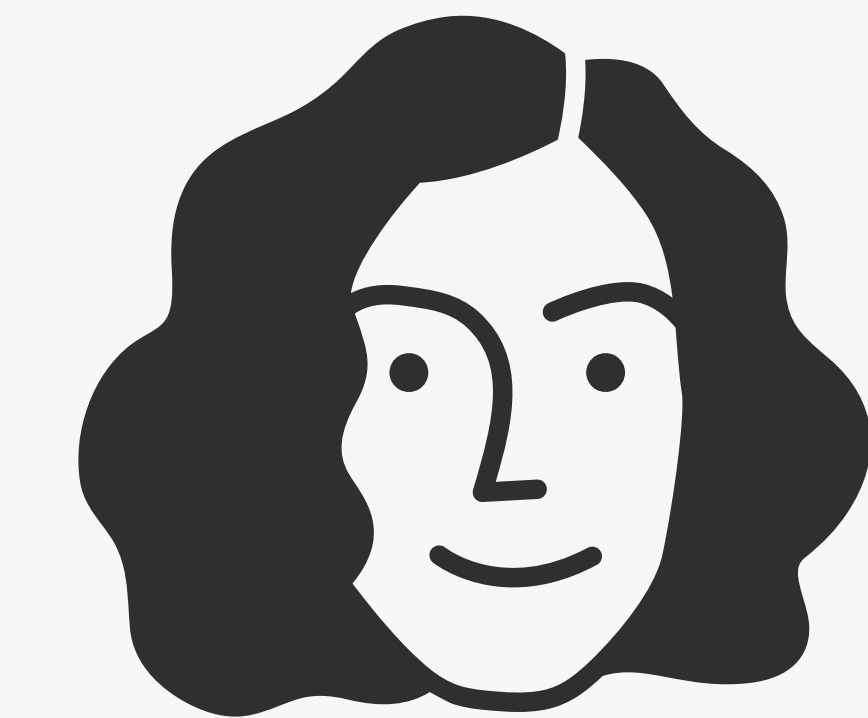
many countries have growing electoral reform movements

electorol systems are the detailed constitutional arrangements and voting system

every vote counts when elections come close

voting is democratic right generations have fought for

representations has a big impact



Persona's name
Short summary of the persona

educate yourself on issues in your community

every citizen has a responsibility to vote

pay attention to local elections

regular electorol competition provides incentives to political parties

elections have consequences

voting is giving up your voice



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?