1. Reach the right people

Identify and reach the people who can be persuaded to support a better plan in your community. Figure out where they are and what type of activities they like doing. Then go there and do that.

Finding your persuadables: Pencil profiles

(Audience mapping tool)

This exercise will help you understand the supporters you have in your local community who are already on board with a better plan for refugees and those who you've not yet reached. This tool will help you plan activities to reach new audiences and demonstrate broad support to politicians for a humane alternative.

What's a pencil profile?

A pencil profile is a tool used by campaigners, marketing specialists and communications people to understand and reach out to new and specific audiences. It helps to build a tangible picture of the audience you're trying to reach so you can plan with real people in mind. This tool is helpful to understand and plan events, media or digital channels to promote events and activities and an effective communications approach.

Imagining a person from each group, giving them a name, age and personality often helps to make them more real and makes this exercise a bit more tangible.

The tool has 2 steps.

1. Identifying your existing audience or the 'rusted on' refugee supporters
2. Identifying and mapping out people who are persuadable in your community

Who are your supporters?

1. Identify your existing audience or the 'rusted on' refugee supporters using this pencil profile.

SUPPORTERS:	
Broadly, who are they? Create a 'pencil profile' of the type of person you're thinking about. You can even give them a name, age, personality to make them a little more tangible.	
Demographic information (ie: age/life stage, gender, ethnicity, faith, work, income, education, family etc)	
What media do they consume and how do they get it?	
What hobbies do they have?	
Where do they spend their time? Work and fun?	
What events would they be interested in attending?	

Mapping the persuadable people

2.Who are the people you haven't reached yet or persuadable voters in your community? There'll be quite a few groups, map them out here in broad categories. You may have 3-4 groups to map put. Use a different template for each one because the more specific you are the better the information to build your local strategy.

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