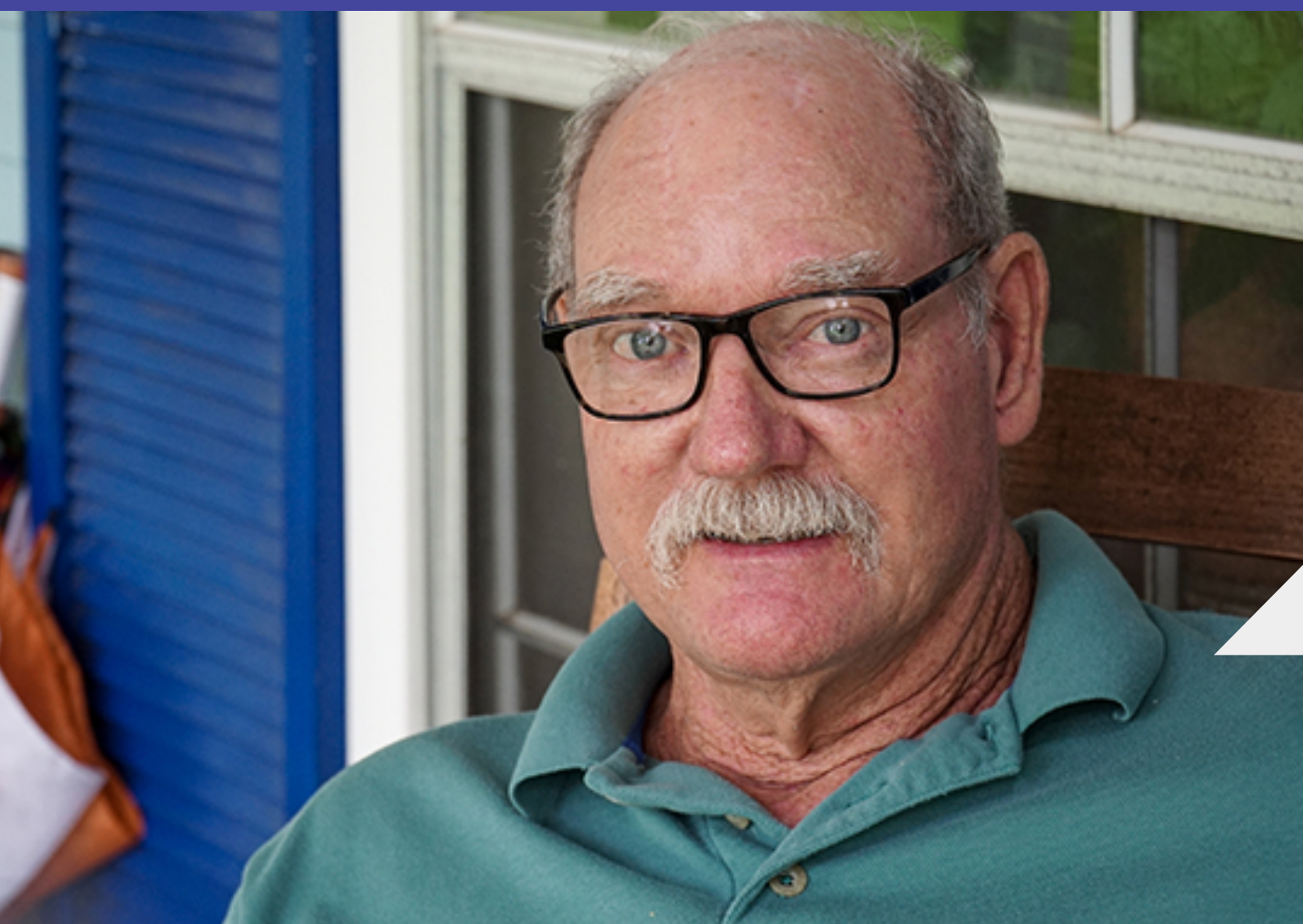


# PERSONA: William



*I look for charities that are less bureaucratic and more money goes directly to those in need instead of the organization.*

## MOTIVATIONS

- Wants to help others simply because they can
- Family get-togethers make him happy and seeing his grandchildren do well means everything
- Religion and being a good person is important to them

## GOALS

- Give purpose and meaning to his life by finding things to do
- Stay mentally challenged, alert, and physically active
- Travel the world, meet people, share in experiences,
- Help others where he can

## FEARS

- Being taken advantage of
- Using technology
- His health and ability to do the things that make him happy

## PERSONAL BIO

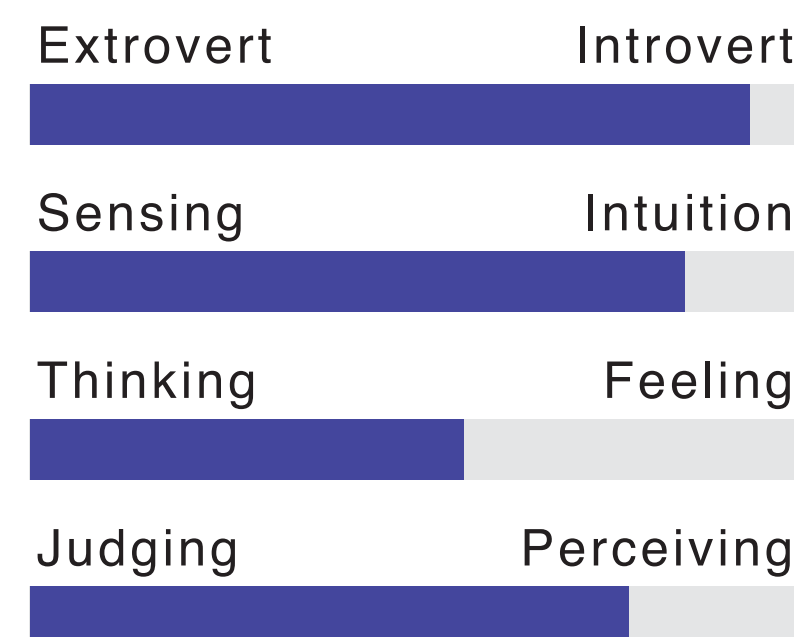
William is retired after having a long successful career. He goes to church every Sunday with his wife. He regularly talks to his kids and grandkids. He lives in a 55+ community and loves reading books. He has had a good life but understands others have been less fortunate. He is willing to volunteer, donate, and make a difference. He has time to help.

RELIGIOUS

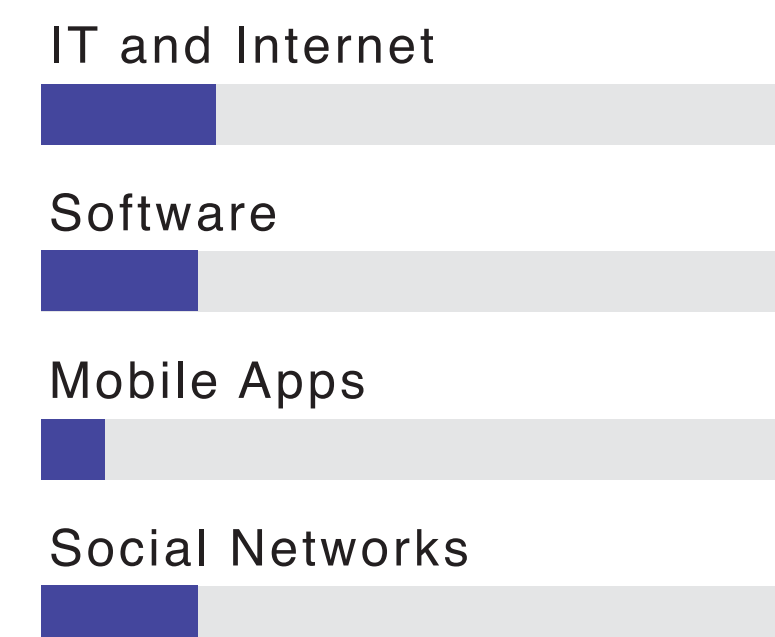
TRADITIONAL

COMPASSIONATE

## PERSONALITY



## TECH KNOWLEDGE



## BRAND AFFILIATIONS



|            |              |
|------------|--------------|
| AGE        | 72           |
| OCCUPATION | Retired      |
| STATUS     | Married      |
| LOCATION   | Dublin, Ohio |
| GENDER     | Male         |
| ARCHETYPE  | Do Good'er   |