Step 1: Identify Your Target Audience

Please take a moment to answer the following questions.

1. Who is your target audience?
2. What are your target audience's needs?
3. What do you believe your target audience's pain points and challenges are?
4. What goals do you want to accomplish, or what do you want your audience to do?

Step 2: Map Out the Journey Stages

Outline the stages of the target audience journey specific to your industry or service. Common stages include (or use the map we provided with examples):

1. Awareness
2. Research & Planning
3. Evaluation & Decision
4. Advocacy

Step 3: Fill in the Details for Each Stage

For each stage of the journey, consider and fill out the following aspects:

1. **Doing:** What actions is the target audience likely taking at this stage?
   - By learning what your target audience is doing, you can effectively connect with them where they are at. For example, what is the best marketing channel to most effectively reach them, and lead to better results for your strategies?

2. **Thinking:** What questions or thoughts might the target audience have?
   - By understanding your audience's state of mind, you can better tailor your marketing and messaging to meet their needs and expectations.

3. **Feeling:** What emotions might the target audience be experiencing?
   - By learning what emotions your audience is experiencing, you can identify their challenges and pain points. This will help you identify their frustrations and how you can best address them. It also helps to build trust and establish you as a solution provider.

4. **Goal:** What is the target audience's primary goal at this stage?
   - By understanding what your target audience's primary goal is, you can better align your services to meet their needs. This places you in a position as a problem solver of their challenges.

5. **Metrics/KPIs:** Identify key performance indicators or metrics that can measure success at this stage.
   - By identifying key performance indicators or metrics, you can better understand if your efforts are successful or need to be adjusted.

6. **Barriers:** List potential obstacles or challenges the target audience might face.
   - By understanding your audience's challenges, you can tailor your messaging and position your organization as the solution they are seeking.

7. **Our Goals:** Define your organization's objectives for engaging with the target audience at this stage.
   - By defining your organization's objectives for engaging with your target audience, this ensures that your tactics will resonate with your audience, which ultimately drives action from them.

8. **Opportunities:** Identify opportunities to enhance the target audience's experience or to help them overcome barriers.
   - By helping your audience to overcome barriers, you improve their overall experience with your organization. This helps build trust for what you offer, and it helps the audience to feel that what you do provides value to them.

9. **Touchpoints:** List the main channels or touchpoints where the target audience interacts with your service.
   - By identifying the main channels or touchpoints your audience connects with your service, you can focus your strategies to meet your audience where they are at. This is important for ensuring you are communicating effectively with your audience and are not wasting efforts on channels that are not delivering results.

Step 4: Review and Adjust

After filling out the map, review each stage for opportunities to improve the target audience experience. Consider how you can make each step more engaging, supportive, and aligned with the target audience's needs.

Step 5: Implement Changes

1. Use insights gained from your journey map to implement changes in your strategy, marketing, and target audience engagement practices.
2. From marketing strategies and positioning to brand development to campaign planning and execution, at Big Storm, we use our years of nonprofit expertise to create powerful, creative strategies that make an impact. Ask us for a booklet of our services!

Step 6: Share and Discuss

Share your journey map with Big Storm and your team members to gain feedback and additional insights.

Big Storm — Interactive Marketing Co.

The Foster Caregiver Journey

STAGE	AWARENESS	RESEARCH & PLANNING	EVALUATION & DECISION	ADVOCACY
DOING — What actions are they taking?	• Listening • Searching online • Talking to friends	• Actively seeking information online, attending informational meetings, reaching out to agencies for initial discussions	• Finalizing decision • Completing application forms • undergoing home studies	• Sharing their foster care experiences to others • Recommending fostering to others • Participating in community events • Mentoring others
THINKING — What are their questions?	• Am I capable of becoming a foster parent? • What exactly is foster care? • Is fostering a good idea for me? • What is foster care like?	• What are the requirements to become a foster parent? • Can I manage the emotional and financial aspects? • How can I prepare my home and family? • What are potential ways to make this work? • What would it take?	• Is this the right decision for my family? • Am I ready for the challenges of foster care? • Have I chosen the right agency?	• How can I help more? • What can I share to inspire others? • How can my story benefit the foster system?
FEELING — Why do they care?	• Curious • Uncertainty • Sense of Compassion	• Interest mixed with apprehension, motivation to help	• Anxiety • Determination • Hope	• Pride • Fulfillment • A sense of community
THEIR GOALS — What are they trying to accomplish?	• Understand what Foster care is and if it is right for them	• To gather detailed information and assess their readiness	• To confidently decide to become a foster parent	• To advocate for foster care and support other potential or current foster parents
METRIC / KPI — What will we measure to know it is working?	• Impressions • Clicks • Cost Per Click • Likes and shares	• Website clicks • Information session sign-ups and form fills • Downloadable resources (e.g., guides, checklists)	• Application submissions • Completion rate of the application process	• Testimonials • Referrals • Community engagement metrics
BARRIERS — What is slowing them down?	• Misinformation • They don't have resources • Unaware of the need • Unaware they qualify	• Overwhelmed by information, difficulty finding reliable resources, financial concerns	• Want to ensure they are confident in their decision • Get to the point where they are applying to be licensed	• Lack of platforms for sharing • Feeling undervalued • Negative experiences
ORGANIZATION GOAL — What is our goal?	• Increase awareness • Correct misinformation	• To provide clear, accessible information, and resources	• To support them through the decision-making and application process	• To empower foster parents to share their positive experiences
OPPORTUNITIES — What are ways to enhance the experience or to help them overcome barriers?	• Targeted ads at the right audience • Engaging storytelling • Informational content • Television campaign	• Provide helpful content to educate • Comprehensive FAQs, informative webinars, clear step-by-step guides • Share day in the life experiences from foster parents and foster youth • Give realistic timelines for licensure and placement • Address misconceptions • Share tools and resources available to foster parents	• Personalized support • Simplifying the application process • Offering mentorship from experienced foster parents • Testimonials	• Creating platforms for story sharing • recognizing foster parent contributions • Community building
TOUCHPOINTS — Where do they primarily interact?	• Video and digital display ads • Paid social media • Organic social media • Traditional print assets (billboards, flyers, mall ads, posters)	• Website content • Remarketing ads • Social media • Google search ads • Webinars • Email • Learning session / seminar • Charity or recruitment events • Foster care organization event	• Agency contact points • Support groups • Mentorship programs • Website • Social media	• Social media • Support groups • Events • Newsletters • Peers / mentors