Below is the result of an audience profile that was developed for an urban land trust in a wealthy, educated region of the Southeast United States. The staff concluded that the current land trust supporter represents a small and homogenous population of the coverage area and is not representative of the entire population in counties they serve. They will seek to broaden the appeal of community-based land conservation to audiences outside of their normal reach through segmented climate communications messaging.

**Current audiences:**
- Donors (predominately white, 55 and older, moderate to liberal, politically engaged, financially well-off)
- Current landowners already connected to the organization

**Actions for current audiences:**
1. Invite to events either in-person or online
2. Highlight personal stories of donors and landowners
3. Make the case that conservation action mitigates the challenges brought by climate change

**New audiences to grow:**
- Younger Generation X and older Millennials (ages 30-40 in 2020)
- People of color, particularly Black and Latinx
- Legislative policy champions

**Actions for new audiences:**
1. Cultivate legislative advocates for key policy issues
2. Recruit social media ambassadors to support content creation
3. Make the case that supporting conservation action is the best way to channel their interest in climate issues