

**Internal Branding Survey Questions**  
(Target Participant interviews and discovery should inform your responses.)

**OUR AUDIENCE**

*Who is our target audience or audiences? Categorize into primary and secondary targets.*

*Describe their needs, characteristics, demographics.*

*What are the values they look for in organizations?*

*Why will your supporters and participants choose and engage with your projects and its programs and services?*

*How would you like your supporters to perceive your organization?*

**ORGANIZATION**

*If your organization was a person, what would they be like and why (traditional/modern, flexible, welcoming etc.).*

*What do you feel are your competitive advantages?*

## **SERVICES**

*What makes your organization and its offerings/community/services different from similar offerings in the marketplace?*