



Climate Action
Engagement
Academy

2025

Ideal Participant Avatar *(IPA)*



Recruiting Workbook



What is an IPA?

The Ideal Participant Avatar (IPA) represents *who* we want to work with at the CAEA, a.k.a. a business owner who is **learning, planning, and engaging actively.**

Why define IPAs for CAEA?

We want our recruiting materials to help us find and recruit our **ideal participants**, and to advertise effectively to our target market we need to know:



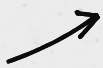
The **words** they use



What's on their **mind**



How to “**plug into**” the conversation going on inside their head



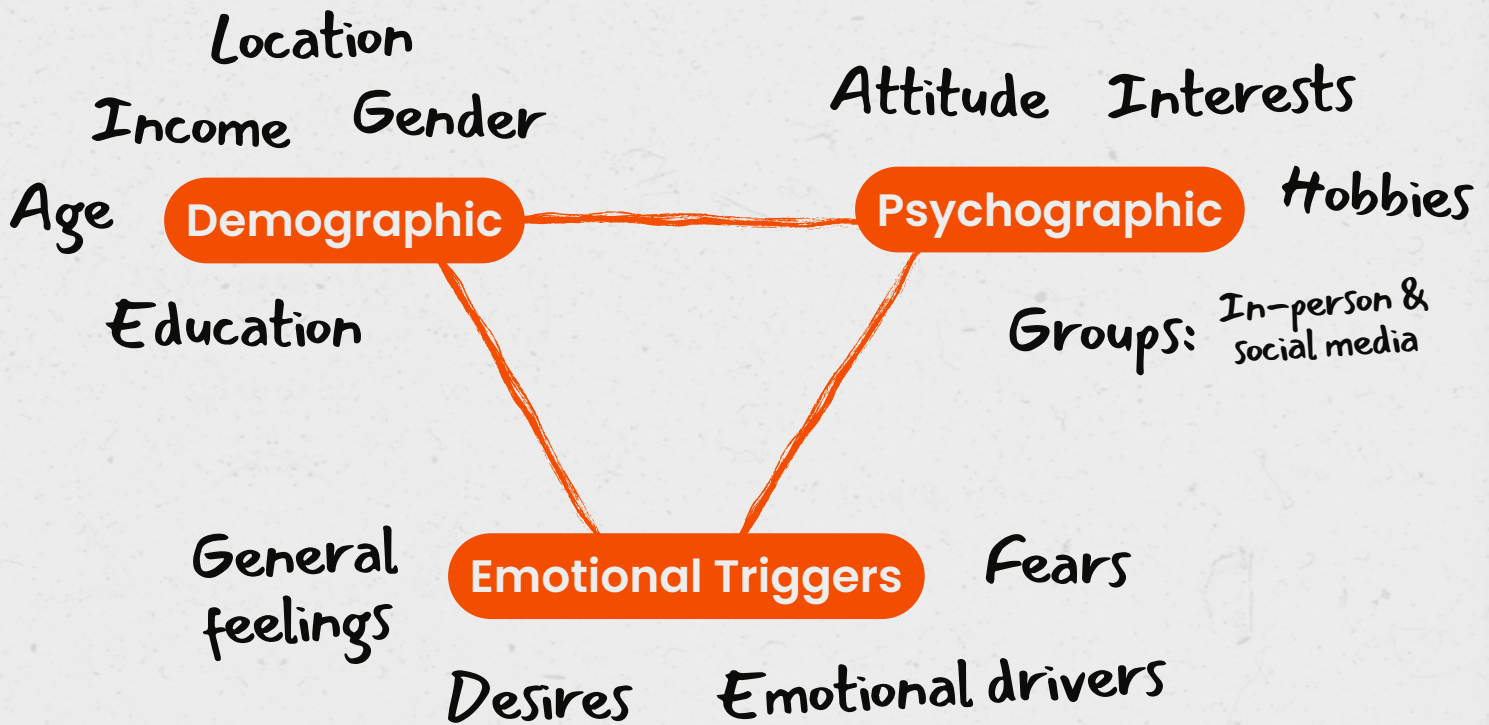
Fears
Results
Expectations
Desires





How do you build an IPA?

There are 3 main components to an IPA:



In addition to these three components, the IPA also has a compelling reason as to **why participating** in the Climate Action Engagement Academy is worth their time and effort.

This “why” stems directly from the participant’s higher purpose and is the driving force behind their decision-making.





How do IPAs help our recruitment outreach?

Each IPA you create will **provide insight** for our recruitment campaigns aiming to bring small business owners into the CAEA.

3 Upcoming CAEA Recruitment Campaigns:



CAMPAIGN 1

The Hook

How Weather & Climate Realities Can Impact Business Success



CAMPAIGN 2

Community

“Better Together” in Climate’s Here and Now



CAMPAIGN 3

Urgency

Bond, Connect, and Inspire as Minority & Women-Owned Small Businesses





Instructions

Use this workbook in Canva to **create 3 IPAs** for the Spring 2025 Climate Action Engagement Academy.

- 1 Fill in the 3 components with all the essential elements of a CAEA ideal participant.
- 2 Be creative – add text, images, icons, colors... to create your avatar and their world.
- 3 Then, for each avatar, answer this:
What's their why? For them, why is participating in the CAEA worth the time and effort?

Here's what is already assumed for each IPA.

- They're a **small business owner**
- They're a **woman** and/or a **minority** (MWOB)
- They live in **Charleston County, SC**
- They enjoy and value **learning**
- They believe in the power of **community**
- They know **climate change is real**

Example IPAs for Burning Man and Dollywood are provided on the following 2 pages.



EXAMPLE IPA #1

IDEAL PARTICIPANT – BURNING MAN FESTIVAL

HELLO
MY NAME IS

The Nomadic
Technologist

Demographic

Age: 29

Gender: Male

Income: \$120,000/year

Location: Austin, Texas

Education: Master's in
Computer
Science

Psychographic

Interests: Virtual reality, music
festivals, blockchain
technology

Hobbies: Producing electronic
music, coding, attending
hackathons

Attitude: Curious, innovative, loves
pushing boundaries

Groups: Discord servers for tech
enthusiasts, Futurism
Twitter circles, coworking
spaces, VR meetups

Emotional Triggers

General Feelings: Excited about the
intersection of tech &
art but overwhelmed by
societal expectations to
stay conventional

Fears: Missing out on experiencing
life fully, losing authenticity
in a tech-driven world

Desires: To merge tech with creativity & find
a sense of wonder beyond the digital

Emotional Drivers: Discovery, adventure, pushing limits

Burning Man is worth the time and effort because it offers an unparalleled opportunity to merge innovation with creativity in a boundary-pushing environment.



EXAMPLE IPA #2

IDEAL PARTICIPANT – DOLLYWOOD THEME PARK

HELLO
MY NAME IS

The Memory-
Making Mom

Demographic

Age: 38

Gender: Female

Income: \$65,000/year

Location: Charlotte, NC

Education: Bachelor's
degree in
Education

Psychographic

Interests: Family bonding, music,
and Southern culture

Hobbies: Baking, crafting,
exploring local festivals
with the kids

Attitude: Warm, nurturing, focused
on creating cherished
family memories

Groups: Facebook parenting groups,
Pinterest boards for family
activities, local PTA
meetings

Emotional Triggers

General Feelings: Grateful for family time
but occasionally stressed
about balancing work and
fun activities for the kids

Fears: Missing out on her children's
childhood, wasting time on
unmemorable or poorly organized
vacations

Desires: To find a wholesome, engaging experience
the entire family can enjoy together

Emotional Drivers: Love for family, nostalgia, creating
lifelong memories

Dollywood is worth the time and
effort because it offers a wholesome,
engaging experience where the
entire family can create cherished,
lifelong memories together.



MY IPA #1
IDEAL PARTICIPANT – CAEA

HELLO
MY NAME IS

Demographic

Age:

Gender:

Income:

Location:

Education:

Psychographic

Interests:

Hobbies:

Attitudes:

Emotional Triggers

General Feelings:

Fears:

Desires:

Emotional Drivers:

Groups:



MY IPA #2
IDEAL PARTICIPANT – CAEA

HELLO
MY NAME IS

Demographic

Age:
Gender:
Income:
Location:
Education:

Psychographic

Interests:
Hobbies:
Attitudes:

Emotional Triggers

General Feelings:
Fears:
Desires:
Emotional Drivers:

Groups:



MY IPA #3

IDEAL PARTICIPANT – CAEA

HELLO

MY NAME IS

Demographic

Age:

Gender:

Income:

Location:

Education:

Psychographic

Interests:

Hobbies:

Attitudes:

Emotional Triggers

General Feelings:

Fears:

Desires:

Emotional Drivers:

Groups:

