

# Where to look for them?

## **Interviews and Focus groups**

Speak and have deep conversations with your audiences.

## **Meta Ads Library**

See what similar NGOs are advertising. Free, immediate insight into messaging.

## **YouTube - Facebook Comments**

Find real stories, fears, and needs in the comments. Free and underused.

## **Change.org**

Search petitions to see exactly who cares about your cause and why.

## **Answer The Public**

See every question real people are asking on Google about your cause.

## **GreatNonprofits.org**

Read reviews to understand donor values and frustrations.

## **Google Autocomplete**

Simplest tool for instant insight into what people are searching.

## **TikTok Search**

Search hashtags, read comments and filter videos. Essential for audiences under 35.

## **AI: Claude or ChatGPT**

Use tailored prompts to synthesize audience research and insights.