



# Nonprofit E-Newsletter

September 2009

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[Brand Awareness and Perception](#)

Read about how awareness and perception are two key metrics for your organization to measure.

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## Words of Wisdom

## Awareness vs. Perception



*"What does the community know about our organization?" I'm sure this question has come up in past discussions among your staff and board members when thinking about your marketing strategies or donation rates. If you haven't already researched the answer to this question, it's time to find out what exactly the community thinks and knows about your nonprofit.*

Frequently, nonprofits come to our market research firm with this question and in most cases, the executive director

will tell us their organization is well-known in the community, but people still don't seem to understand what they do. What nonprofits don't usually realize is that they are trying to discover the fundamental difference between awareness and perception.

### Awareness

Awareness can be defined as the number of people who have heard of your organization. Some nonprofit organizations have high levels of awareness, such as Red Cross or United Way, with name awareness in the high 95 to 99 percent range. Smaller, local nonprofits may be lucky to have awareness approaching 20 percent.

### Perception

Perception is the number of people who have not only heard of your organization, but can also describe your organization. However, not all perception is good. There may be people who describe your organization in less than glowing terms, or describe your organization

"It is easy to get to the top after you get through the crowd at the bottom."

- Zig Ziglar

## Request a Nonprofit CD-ROM



A resource developed specifically for nonprofit organizations. The CD-ROM includes information about Perspectives Consulting Group: who we are and what we do. Request a copy of our nonprofit CD-ROM by e-mailing [info@perspec.com](mailto:info@perspec.com) or call (800) 724-9994 to see how Perspectives Consulting Group can help your nonprofit organization.

in ways that are inaccurate. Especially for local nonprofits, it is not uncommon for our market research firm to find one in three people with no perception of the organization, and one in five people with a negative perception of the organization.

### Awareness vs. Perception

Having great awareness is not as valuable to a nonprofit organization as having great perception, since only those people with a positive perception of the organization will be donating or volunteering. Awareness alone will not bring dollars or volunteers in the door. Perspectives' research has helped organizations determine if they should be working to increase awareness because they already have good perception in the community, or if they should be working to cultivate perception because many people have no idea what their organization does or who it serves.

Increasing awareness or developing a positive perception of your organization is critical to your long-term success. The process starts with evaluating your current awareness and perception in the community.

At Perspectives Consulting Group, we traditionally assess awareness and perception for nonprofit organizations by conducting a random-sample survey of community members in the service area of the organization. In a few short months, we can understand your awareness and perception in the community and get your organization headed for success.

For more information on how Perspectives Consulting Group can help your nonprofit discover the awareness and perception of your organization throughout your community, contact us at 1-800-724-9994 or visit our Web site at [www.perspec.com](http://www.perspec.com).

## We Want Your Feedback!



Was this newsletter helpful? Let us know what your thoughts are and what we can do to improve our newsletter. Contact [info@perspec.com](mailto:info@perspec.com).

## Parent to Parent of Southwest Michigan to Receive \$5,000 in Research Assistance



Parent to Parent of Southwest Michigan will receive \$5,000 in market research services as the recipient of the 2009 Nonprofit Research Assistance Program offered by Perspectives Consulting Group, Inc. The program, in its fifth year, provides valuable information to a nonprofit organization that positively impacts the community.

"We are very excited about the opportunity to work with Perspectives Consulting Group, Inc. on our important

mission of promoting opportunities for children with disabilities and special needs to fully participate in society through the support and education of families and communities," said Candi Bush, Executive Director at Parent to Parent of Southwest Michigan.

Founded in 1998 and incorporated in 2004, Parent to Parent of Southwest Michigan is a nonprofit organization that serves families who have children with disabilities or special needs throughout all of Southwest Michigan. Since their inception, they have assisted over 4,000 families through mentor support, referrals, information, recreation opportunities, a bi-monthly newsletter, parent network meetings and social events.

"We had an overwhelming response to the program this year," said Kasey Sylvester, Director of Client Relations at Perspectives Consulting Group, Inc. "With such a high number of applicants, it definitely made the decision difficult. While every nonprofit organization that applied was deserving of the research assistance, we feel confident about our decision to help Parent to Parent of Southwest Michigan. Not only will the research benefit their organization, but it will benefit local families as well."

Parent to Parent of Southwest Michigan will be working with Perspectives Consulting Group, Inc. on research to evaluate the efficacy of their current programs and services and to find out what other programs and/or services they could offer to better support families. Parent to Parent of Southwest Michigan hopes to use the information gained from the research to apply for funding to implement requested programs and/or services.

To learn more about Parent to Parent of Southwest Michigan, visit [www.p2pswmi.org](http://www.p2pswmi.org). For more information on the Nonprofit Research Assistance Program, visit [www.perspec.com](http://www.perspec.com).

If your nonprofit organization is facing a situation where strategic planning, stakeholder, donor, or community information would allow you to make more informed and effective decisions, give Perspectives Consulting Group a call at (800) 724-9994, or visit our Web site at [www.perspec.com](http://www.perspec.com) for additional information on our services. We would be pleased to share our experiences of working with other organizations and discuss how we can help your nonprofit organization make informed decisions and plan for continued success.

Sincerely,



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