



Active Community Investor Case Study

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CHALLENGES

United Way of Hancock County worked with Perspectives Consulting Group, Inc. to research the feelings the community had on their services so that they could better market for charitable dollars. More specifically, they targeted their efforts towards active community investors, which are community members who could afford financially to donate, who were active members in the community through volunteering, and those who already contribute to local charitable organizations.

The main issues included: awareness of United Way of Hancock County, community members' feelings on social issues and perceptions, current level of donations, and potential programs.

Once Perspectives understood United Way of Hancock County's goals, Perspectives customized and executed an active community investor telephone survey that addressed their issues.

SOLUTIONS

The telephone survey was conducted from randomly selected residents of Hancock County that met the following criteria: annual household income of greater than \$65,000, active involvement in the community through volunteering, and contributed \$500 or more annually to local charitable organizations. The survey was put together collaboratively with Perspectives and United Way of Hancock County and consisted of 29 questions. Once the goal of 250 surveys was reached, Perspectives went to work forming a report and presenting conclusions to United Way.

Nonprofit Donations

| How Much Given to Nonprofits | % Respondents |
|------------------------------|---------------|
| \$500-999 | 48.4% |
| \$1,000-1,999 | 28.4% |
| \$2,000-2,999 | 11.2% |
| \$3,000-4,999 | 7.6% |
| \$5,000 or more | 2.4% |
| Unsure | 1.2% |
| Refused/NA | 0.8% |

Perspectives analyzed the results of the survey and identified several issues to address for United Way of Hancock County. They include: awareness, satisfaction, perception, workplace campaigns, donations, loyalties, and communication efforts. By understanding these issues, United Way of Hancock was able to target improvement efforts in the various areas. Of those issues, United Way workplace campaigns and donations needed the most improvement.

RESULTS

"Through this study, Perspectives found that it is clear that no one communication method will reach all of the active community investors in its target market. "



DOWNTOWN FINDLAY, OHIO

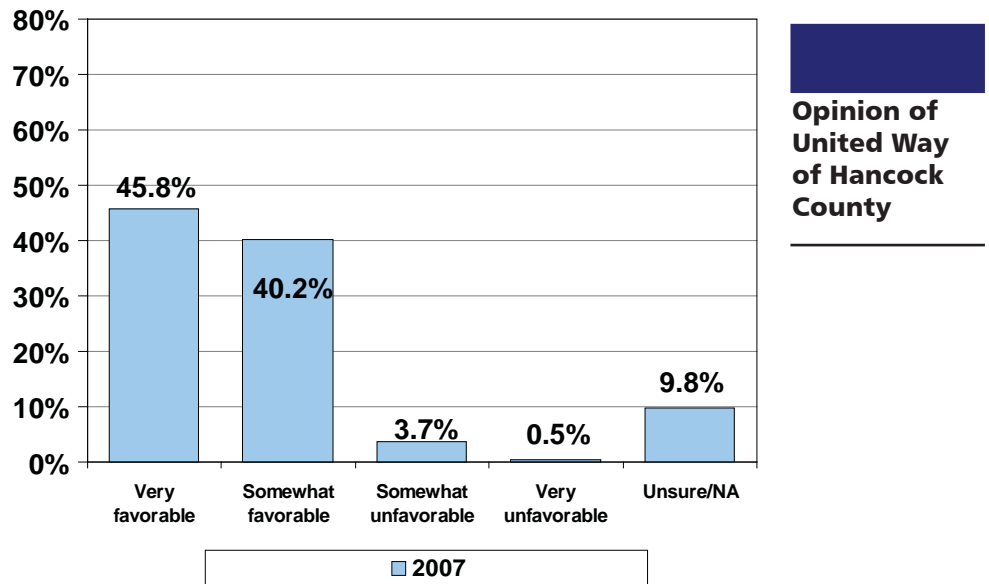
All of the survey respondents had to meet three criteria requirements in order to complete the survey. Because of those requirements, this survey was not representative of the entire Hancock County population, but rather a sample of the target market in the community.

Perspectives was able to uncover findings regarding different aspects of United Way of Hancock County's relationship with the community. From those findings United Way of Hancock County was able to evaluate their communication strategy and methods, and their effectiveness throughout its annual campaign. The results served as a guide for future communication expectations based on the community responses.

Perspectives found that it is clear that no one communication method will reach all of the active community investors. A combination of e-mail, website, mailing, and newspaper were found to be the best way to communicate campaign efforts.

United Way of Hancock County has used this information to increase its awareness in the community and the strength of its message. They focused communication strategies to best reach the target market. They were also able to focus on improving communication strategies at an internal level between staff and volunteers, and develop ways to approach those issues.

Respondents were asked several questions to assess their perceptions and opinions of United Way of Hancock County.



ABOUT PERSPECTIVES

Perspectives Consulting Group, Inc. is dedicated to the mission of providing information and planning that make the difference. Our primary focus is meeting the market research and strategic planning needs of businesses, United Ways, nonprofit organizations, educational institutions, and religious organizations, throughout the United States.

Perspectives Consulting Group, Inc. uses state-of-the-art market research techniques to obtain the information necessary to make efficient and effective decisions and plan for the future. Perspectives Consulting Group, Inc. offers a full-range of planning services including facilitated strategic planning, market assessment, and feasibility studies that are essential to succeed in today's marketplace.

Perspectives Consulting Group, Inc. was founded in 1987 by Gary M. Goscenski, Director of Consulting Services and Dr. Paul M. Lane, Senior Consultant and is located in Paw Paw, Michigan.

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The respondents that had heard of United Way of Hancock County were then asked what their overall opinion of United Way of Hancock County was, almost half of respondents (45.8%) had a very favorable opinion and 40.2% had a somewhat favorable opinion. Nine respondents (4.2%) had a somewhat or very unfavorable opinion of United Way of Hancock County.

The only demographic category with a significantly lower percentage of respondents who have a very favorable opinion of United Way of Hancock County are: respondents with a household income between \$65,000 and \$74,999 (33.3%).

The demographic categories with significantly higher percentages of respondents who have a very favorable opinion of United Way of Hancock County includes: respondents age 45 to 54 (57.8%), respondents who are retired (61.5%), respondents who donated between \$1,000 and \$1,999 to nonprofit organizations (59.1%), respondents with a household income between \$100,000 and \$124,999 (63.4%).

Perspectives was able to quantify community perceptions and present those findings to the county in a way that is useful and valuable to United Way of Hancock County. Through Perspectives' evaluation of community awareness, community member's feelings on social issues, perceptions, current level of donations, and potential programs, United Way of Hancock County was able to identify which areas needed the most improvement.

