



## Community Survey

### Make a Lasting Impact

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United Ways are continually working to impact their community in a greater and more effective way. Because of the many sources of community information, the ever changing situations of the community, and poor communication, United Ways need to be informed in an effective and efficient way.

Your United Way can better understand community needs, allocate resources more strategically, and proactively plan for the future through a community survey from Perspectives Consulting Group, Inc. The community survey will:

- Enhance your United Way's planning efforts with more comprehensive information about the communities' needs and concerns
- Identify areas where your United Way can provide additional programs and services
- Discovering issues of concern within your community such as safety, childcare, drugs, housing, senior issues, and unwed pregnancy
- Increase reach and effectiveness of your United Way by learning which information sources are used by community members
- Expand knowledge of, and better serve your community by identifying community demographics such as age, household income, and marital status

If your United Way needs to better understand your community and their needs, the community survey is the most effective and efficient method your United Way can use. United Ways that make an effort to connect with their community are rewarded with a return on investment that benefits their United Way for many years to come.

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*“Community-based nonprofits need to show they represent or serve the community...As they strive to represent local constituencies they come to adopt customs, habits, ideologies, values and beliefs of these groups as their own’...this implies that legitimate community-based organizations would view their neighborhoods in ways similar to the community they seek to serve...” (Abzug & Galaskiewicz, 2001)*

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### Use Our Proven Method:

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The community survey is based on a comprehensive survey of the community your United Way serves. Community surveys provide your United Way with essential information to evaluate and improve services, by using a customized survey.



The process starts by meeting with your United Way to identify the issues of concern, and form the survey objectives. The survey is then developed to address those issues and meet generally accepted survey practices. Most community surveys are conducted by telephone as this method provides the most statistically accurate sample. Surveys average about ten minutes in length, and take approximately two weeks of interviewing to complete.

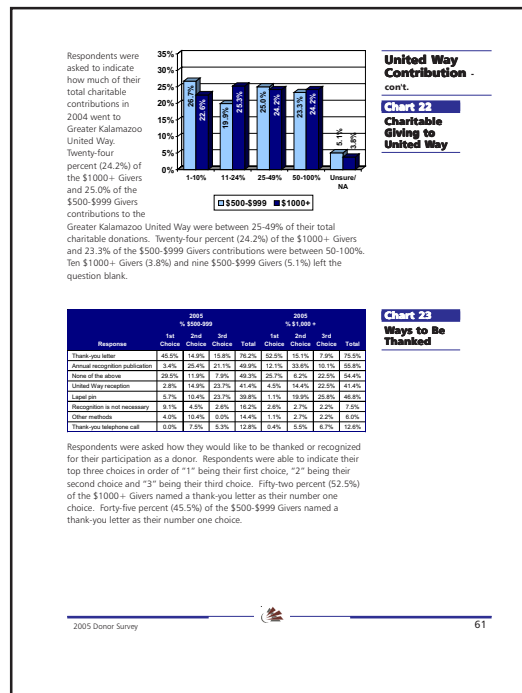
Once the information is obtained, Perspectives Consulting Group, Inc. analyzes the information and provides an easy to read, easy to use report that includes conclusions and recommendations for planning purposes.

When developing the report, we reveal the critical information that will make a difference in your United Way's future planning, understanding your community needs, and allocating resources.

To help your United Way fully utilize the results of the community survey, we will meet with your United Way staff to discuss the recommendations and next steps for action.

Typically, community surveys require about twelve weeks to complete, and are normally conducted before or after your campaign.

Perspectives Consulting Group, Inc. has developed community surveys to meet the special needs of United Ways. We have worked with United Ways across the United States conducting community research, and understand the challenges facing United Ways. We integrate our efforts with United Way programs such as the community impact agenda, branding initiative, and outcome measurement.



\*Sample Page from Community Survey

