



Quantitative & Qualitative Research

I designed the research tools below for assignments in Using Data to Make Informed Decisions with Olga Kamenchuk, Ph.D. The prompts for these assignments were to develop one short survey and two focus groups for the purpose of assessing something in an organization of my choosing. Completing these assignments provided me with an opportunity to apply my knowledge of classic research approaches and data from both quantitative and qualitative perspectives. Developing my own research tools (to be used by a nonprofit in my own community) required me to think critically about the indications for using these research methods, the steps in the processes, and the best practices for collecting data.

Survey

Thank you for completing this 10-question survey about Anonymous Organization! Taking part in this survey will help us better communicate who we are and what we do. All responses are anonymous.

Q1: How long have you worked at Anonymous Organization? (Choose one.)

- 1 year or less
- Between 1 and 3 years
- Between 3 and 10 years
- More than 10 years

Q2: How frequently do you engage with each of the following Anonymous Organization “audiences”?

	Never	Rarely	Sometimes	Often	Always
Board members					
Compliance/regulatory agencies					
Donors					
General public					
Other employees					
Partner agencies					
Program clients					
Program sites					
Vendors and suppliers					
Volunteers					
Other					

Q3: Think about the one “audience” you engage with most. When these people interact with Anonymous Organization, how do you want them to feel?

Q4: What adjectives would you use to describe Anonymous Organization? (List at least 3-5.)

Q5: If Anonymous Organization were a person, what kind of personality would they have?

Q6: How do you talk about Anonymous Organization? What words and/or phrases do you use when describing what you do?

Q7: Use the slider scales below to indicate how you would currently describe Anonymous Organization's brand/community perception. (Select from positions 1-5.)

- Youthful / Mature
- Simple / Sophisticated
- Inspiring / Informative
- Casual / Formal
- Modern / Established
- Boring / Fascinating
- Warm / Cold
- Diversified / Focused
- Relaxed / Intense
- Courageous / Cautious

Q8: Use the slider scales below to indicate how you would like to describe Anonymous Organization's brand/community perception. (Select from positions 1-5.)

- Youthful / Mature
- Simple / Sophisticated
- Inspiring / Informative
- Casual / Formal
- Modern / Established
- Boring / Fascinating
- Warm / Cold
- Diversified / Focused
- Relaxed / Intense
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Q9: In your opinion, why does Anonymous Organization exist?

Q10: In your opinion, what makes Anonymous Organization different or unique from other nonprofits in the Kentuckiana region?

Focus Groups

Focus Group #1: Internal Review of Marketing/Communications

The goal of my first focus group would be to gather information about the processes and procedures involved in Anonymous Organization's existing marketing/communications activities – ranging from branding and media relations to advertising and digital marketing. Given the nature of this focus group, I would utilize a purposive sample and recruit the six to eight individuals who have been most essential to the marketing/communications activities. These participants may be employees, freelance/independent contractors, or agency representatives, but all would be considered “internal” stakeholders in this context. If the number of relevant, potential participants exceeded 10, I would take care to choose those individuals who could provide the most functionally diverse viewpoints. “Diversity” in this case would likely reflect roles (as they pertain to marketing/communications activities), departments, and levels of authority within the organization.

The moderator would lead focus group participants in discussion of the following key research questions:

- What facets of our marketing/communications do you feel are currently being doing well and/or that are most successful?
- What facets of our marketing/communications do you feel aren't currently being done well and/or that are struggling?
- What strategic goals would you set for our marketing/communications?
- Who do you think are our top one or two competitors? Why did you choose them?
- What are some key goals/challenges you've faced related to marketing/communications, and how did you generate creative ideas to accomplish/overcome them?
- What are some typical conflicts you've encountered related to marketing/communications, and how did you resolve them?
- What trends do you see happening in our industry: health and human services or the nonprofit sector as a whole?
- Who in our industry do you look to as leaders or experts?

Focus Group #2: Brand Sentiment Among Supporters

The goal of my second focus group would be to assess current supporters' (donors and volunteers) sentiment of the Anonymous Organization's brand. (It would be equally beneficial to assess brand sentiment among Anonymous Organization's clients, however a different research method would likely be more advantageous with this audience.) I would utilize a quota/dimensional sample and recruit 10 individuals who can proportionally represent the total number of donors and volunteers who support the organization. I am unsure how much socio-demographic information the organization has about its supporters, so I might conduct a preliminary survey to gather this information from any supporters willing to take part in the focus group. I would then attempt to select participants who match the socio-demographic characteristics of Anonymous Organization's geographic footprint.

The moderator would lead focus group participants in discussion of the following key research questions:

- How did you first hear about Anonymous Organization?
- Think about the first time you donated to or signed up to volunteer with Anonymous Organization. What ultimately pushed you to take that step?
- If you could wave a magic wand and change one thing about Anonymous Organization, what would it be?
- What are some of your core values and beliefs that lead you to give to or volunteer with Anonymous Organization as opposed to other nonprofit organizations?
- How do you prefer to receive updates or other communications from Anonymous Organization?
- What are some of the companies, nonprofit organizations, or other brands you care about and follow? What do you like about their content?
- What are the first three apps you use on your phone each day, and for what purpose(s) do you use them?