
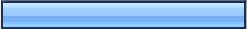
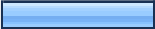






Nonprofit Communications - Hewlett Foundation Grantees

1. Please select the job function that most closely reflects your role.

	Response Percent	Response Count
Executive director/president 	47.4%	18
Communications/marketing/public relations 	21.1%	8
Program 	13.2%	5
Financial 	2.6%	1
Development 	2.6%	1
Operations	0.0%	0
Community organizer	0.0%	0
Manager responsible for more than one function 	7.9%	3
Board member	0.0%	0
Consultant	0.0%	0
Other (please specify): 	5.3%	2
<i>answered question</i>		38
<i>skipped question</i>		0

2. Which among the following stages of an organization's lifecycle most accurately describes your organization?

	Response Percent	Response Count
Startup (growing by more than 50% each year or less than three years old)	10.5%	4
Growing (growing 10% to 50% each year)	28.9%	11
Mature (less than 10% growth; stable and healthy)	50.0%	19
Decline (negative growth)	5.3%	2
Renewal (experiencing new growth following a period of decline)	5.3%	2
answered question		38
skipped question		0

3. Please describe your organization's communications capabilities by rating your agreement with the following statements.

	1 strongly disagree	2	3	4 neutral	5	6	7 strongly agree	Rating Average	Response Count
a. Currently, my organization uses communications effectively.	0.0% (0)	5.9% (2)	5.9% (2)	14.7% (5)	26.5% (9)	35.3% (12)	11.8% (4)	5.15	34
b. Communications is important to the success of my organization.	0.0% (0)	2.9% (1)	0.0% (0)	5.9% (2)	5.9% (2)	17.6% (6)	67.6% (23)	6.38	34
c. I promote the use of communications in my organization.	0.0% (0)	2.9% (1)	2.9% (1)	5.9% (2)	8.8% (3)	29.4% (10)	50.0% (17)	6.09	34
d. It is my responsibility to promote the use of communications in my organization.	0.0% (0)	2.9% (1)	2.9% (1)	14.7% (5)	14.7% (5)	14.7% (5)	50.0% (17)	5.85	34
e. I have the capacity (in terms of knowledge, staffing, resources) to promote the use of communications in my organization.	0.0% (0)	14.7% (5)	5.9% (2)	11.8% (4)	29.4% (10)	23.5% (8)	14.7% (5)	4.85	34
f. All staff in my organization should know how to use communications effectively.	0.0% (0)	5.9% (2)	2.9% (1)	5.9% (2)	26.5% (9)	32.4% (11)	26.5% (9)	5.56	34
answered question									34
skipped question									4

4. Please rate how much you currently know about the following communications skills.

	1 no knowledge	2	3	4 moderate knowledge	5	6	7 great deal of knowledge	Rating Average	Response Count
a. Strategic communications planning	0.0% (0)	5.9% (2)	8.8% (3)	23.5% (8)	17.6% (6)	35.3% (12)	8.8% (3)	4.94	34
b. Setting clear communications objectives	0.0% (0)	2.9% (1)	8.8% (3)	8.8% (3)	17.6% (6)	47.1% (16)	14.7% (5)	5.41	34
c. Identifying target audiences	0.0% (0)	2.9% (1)	2.9% (1)	11.8% (4)	8.8% (3)	55.9% (19)	17.6% (6)	5.65	34
d. Crafting clear, compelling messages	0.0% (0)	0.0% (0)	2.9% (1)	14.7% (5)	20.6% (7)	35.3% (12)	26.5% (9)	5.68	34
e. Communicating what my organization does in three minutes or less (i.e., elevator speech)	0.0% (0)	3.0% (1)	3.0% (1)	6.1% (2)	21.2% (7)	42.4% (14)	24.2% (8)	5.70	33
f. Capturing communications stories about my organization's work	0.0% (0)	3.0% (1)	9.1% (3)	18.2% (6)	30.3% (10)	18.2% (6)	21.2% (7)	5.15	33
g. Designing PowerPoint presentations that are visually compelling.	2.9% (1)	8.8% (3)	14.7% (5)	8.8% (3)	17.6% (6)	26.5% (9)	20.6% (7)	4.91	34
h. Developing effective PowerPoint presentation content	2.9% (1)	8.8% (3)	5.9% (2)	17.6% (6)	11.8% (4)	32.4% (11)	20.6% (7)	5.06	34
i. Engaging policymakers	2.9% (1)	5.9% (2)	11.8% (4)	17.6% (6)	20.6% (7)	26.5% (9)	14.7% (5)	4.85	34
j. Earning media coverage	0.0% (0)	3.0% (1)	18.2% (6)	21.2% (7)	24.2% (8)	18.2% (6)	15.2% (5)	4.82	33
k. Leveraging social media (Facebook, Twitter, Flickr, MySpace, YouTube, etc.)	8.8% (3)	11.8% (4)	2.9% (1)	32.4% (11)	23.5% (8)	17.6% (6)	2.9% (1)	4.15	34

answered question 34

skipped question 4

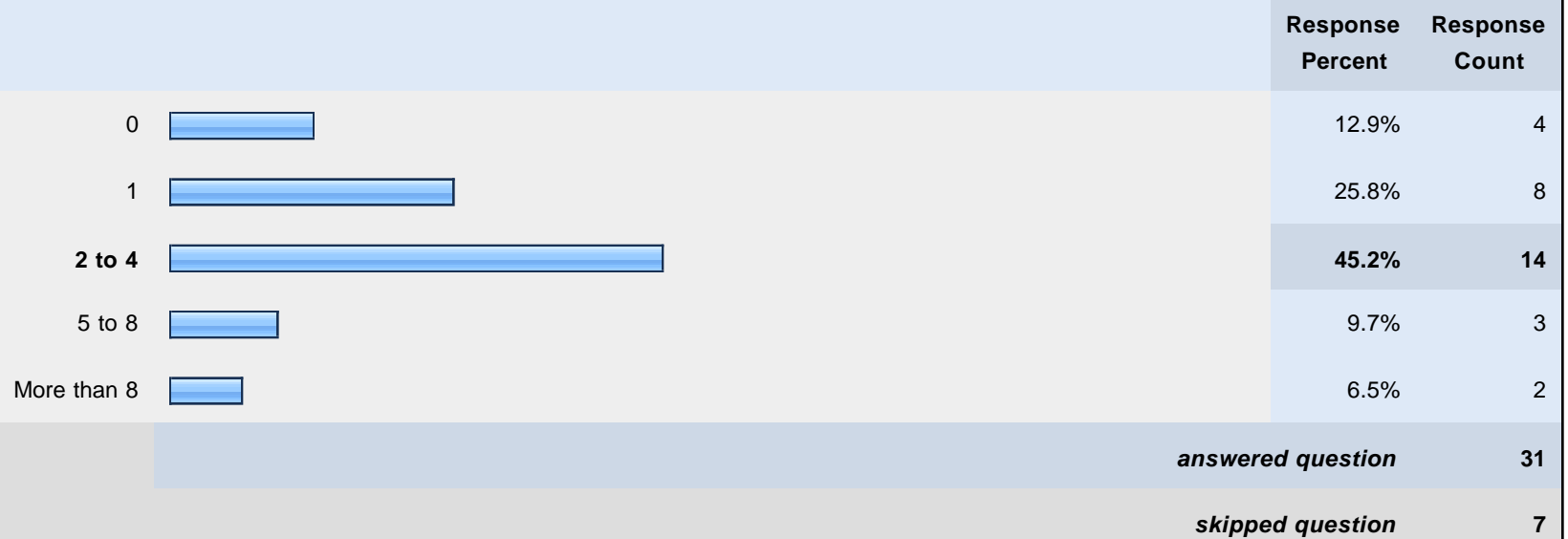
5. Please indicate the degree to which the following factors are important to your organization's success.

	1 not important	2	3	4 average importance	5	6	7 highly important	N/A	Rating Average	Response Count
a. Positive external environment, including policy, economy and public will	0.0% (0)	0.0% (0)	3.2% (1)	9.7% (3)	12.9% (4)	29.0% (9)	45.2% (14)	0.0% (0)	6.03	31
b. Clear and measurable strategic plan	0.0% (0)	0.0% (0)	0.0% (0)	16.1% (5)	12.9% (4)	22.6% (7)	48.4% (15)	0.0% (0)	6.03	31
c. Clear priorities	0.0% (0)	0.0% (0)	0.0% (0)	9.7% (3)	9.7% (3)	19.4% (6)	61.3% (19)	0.0% (0)	6.32	31
d. Capable leadership	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	3.2% (1)	22.6% (7)	74.2% (23)	0.0% (0)	6.71	31
e. Sustainable operations	0.0% (0)	0.0% (0)	3.3% (1)	3.3% (1)	0.0% (0)	26.7% (8)	66.7% (20)	0.0% (0)	6.50	30
f. Effective programs	0.0% (0)	0.0% (0)	3.3% (1)	0.0% (0)	3.3% (1)	23.3% (7)	66.7% (20)	3.3% (1)	6.55	30
g. Effective communications strategy and tactics	0.0% (0)	0.0% (0)	0.0% (0)	3.2% (1)	3.2% (1)	38.7% (12)	54.8% (17)	0.0% (0)	6.45	31
h. High-profile public campaign	6.5% (2)	3.2% (1)	6.5% (2)	29.0% (9)	22.6% (7)	12.9% (4)	19.4% (6)	0.0% (0)	4.74	31
<i>answered question</i>										31
<i>skipped question</i>										7

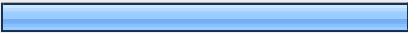

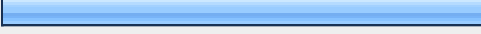
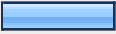
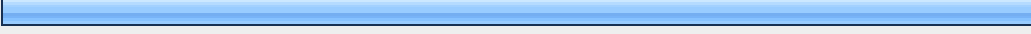

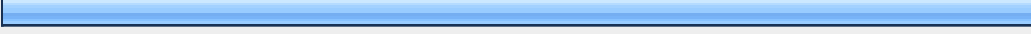
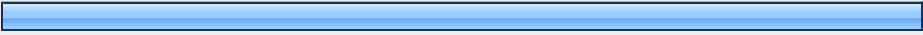
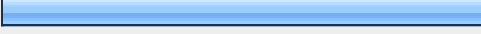
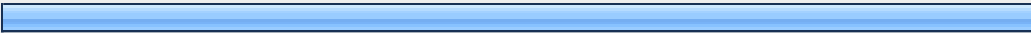
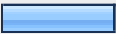
6. Please describe how communications planning and evaluation are supported at your organization by rating your agreement with the following statements.

	1 strongly disagree	2	3	4 neutral	5	6	7 strongly agree	N/A	Rating Average	Response Count
a. Communications is a primary component of our overall strategic plan.	3.2% (1)	6.5% (2)	0.0% (0)	3.2% (1)	22.6% (7)	35.5% (11)	22.6% (7)	6.5% (2)	5.48	31
b. My communications goals and strategies are usually articulated in a written communications plan.	6.5% (2)	6.5% (2)	16.1% (5)	9.7% (3)	12.9% (4)	29.0% (9)	12.9% (4)	6.5% (2)	4.66	31
c. My organization's leaders understand our communications strategy.	3.2% (1)	3.2% (1)	16.1% (5)	6.5% (2)	22.6% (7)	25.8% (8)	22.6% (7)	0.0% (0)	5.10	31
d. Staff members with communications expertise are part of each program or initiative team.	9.7% (3)	12.9% (4)	12.9% (4)	12.9% (4)	16.1% (5)	16.1% (5)	9.7% (3)	9.7% (3)	4.11	31
e. My organization achieves goals that are important to our mission, which I attribute to communications activities.	3.2% (1)	3.2% (1)	6.5% (2)	19.4% (6)	25.8% (8)	19.4% (6)	22.6% (7)	0.0% (0)	5.10	31
f. We measure and evaluate the success of communications tactics.	6.7% (2)	6.7% (2)	6.7% (2)	16.7% (5)	30.0% (9)	23.3% (7)	10.0% (3)	0.0% (0)	4.67	30
g. My organization has changed communications approaches based on results of measurement.	9.7% (3)	12.9% (4)	0.0% (0)	12.9% (4)	35.5% (11)	19.4% (6)	9.7% (3)	0.0% (0)	4.48	31
answered question										31

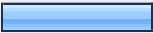



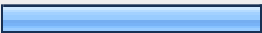
7. How many people at your organization are dedicated to communications as a full or half-time job responsibility?



8. Which of the following communications activities has your organization engaged in over the past 24 months? (please select all that contributed to your primary communications goals)

		Response Percent	Response Count
Major public campaign (including paid advertising)		35.5%	11
Media relations (PR)		77.4%	24
Policymaker relations		41.9%	13
Grassroots advocacy for an issue		9.7%	3
Website development		90.3%	28
Social media activity		80.6%	25
Presentations and speeches		90.3%	28
Print collateral		80.6%	25
Story telling		41.9%	13
Events and meetings (with others outside my organization)		90.3%	28
Other major activity (please specify):		9.7%	3
answered question			31
skipped question			7

9. What types of communications training have you received in the past five years? (select as many as apply)

		Response Percent	Response Count
Professional training of 8 hours or more delivered by national resource		12.9%	4
Professional training of 8 hours or more delivered by local/regional resource		9.7%	3
Conference sessions totaling 8 hours or more		19.4%	6
College courses (two or more credits)		0.0%	0
No formal training		58.1%	18
Other (please specify):		22.6%	7
answered question			31
skipped question			7