Study 4: Survey Findings

The survey findings provided many insights into the community's current level of awareness of 24 Foundation and its mission, social issue levels of importance, and the media and tactics by which individuals prefer to consume information about local, nonprofit organizations. The respondents' demographics were evenly distributed between 20-22 years of age. The respondents were predominantly Caucasian (89.2 percent) and the majority identified as female (78.5 percent). Due to the nature of the campaign, it was vital that respondent's perceptions and stances of general social issues were gauged. Concerning general social issues and their importance to survey respondents, health-related issues were ranked third at 78.5 percent. This was surpassed by domestic violence at 87.1 percent but rose above other issues including homelessness, poverty, food insecurity, addiction and public education. Those who partook in the survey clearly value health-related causes and feel that this is a highly important social issue, affirming that 24 Foundation should tap into this public and drive efforts towards increasing the level of awareness and engagement with this audience.

The survey results provide insights regarding how the respondents prefer to receive information about local nonprofit organizations. Referencing *Q4* which stated, "Please evaluate the likelihood of you learning about a nonprofit through the following sources," a majority of respondents said that they were likely to learn about the topic through their family (90.4 percent), friends (97.9 percent), and work colleagues (80.7 percent). This information suggests that for this specific demographic, peer-to-peer recommendations and word-of-mouth are successful ways to reach individuals in the community and increase the spread of awareness. A majority (95.7 percent) of respondents also indicated that they are likely to learn about nonprofit organizations through social media.

When looking at the survey data on social media, *Q5* stated, "Of the following social media platforms, which do you actively use? Check all that apply." Results showed that 76.3 percent of respondents use Snapchat, 83.9 percent use Facebook, and 91.4 percent use Instagram actively. Considering the sample was narrow with only 93 viable responses, this specific demographic used Snapchat the least out of the three preferred platforms amongst respondents (Fig. 1). In relation to the survey respondents, social media has been proven to increase nonprofit organization awareness. Although results can not be generalized, it demonstrates how social media is a pertinent part of an individual's extent of awareness.

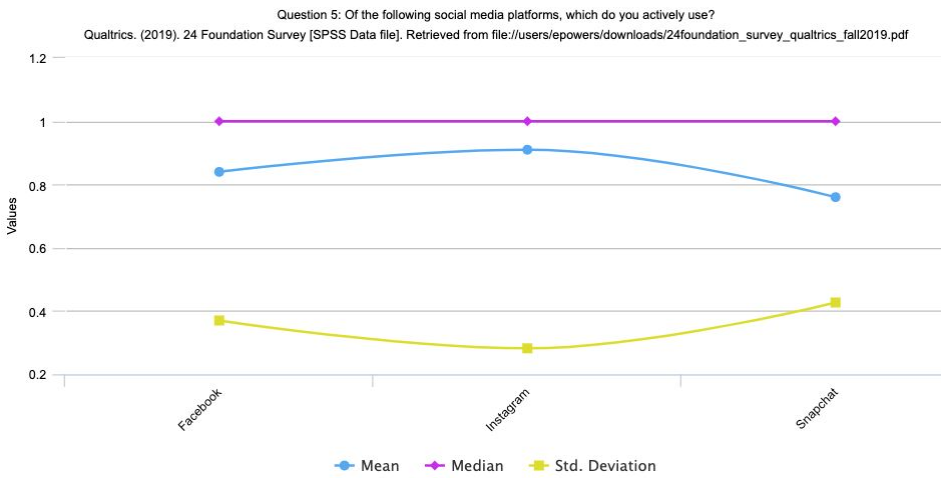

Figure 1. *Data of survey respondents preferred social media platforms.*

Survey *Q7* stated, "Below is a list of statements regarding donating money to local nonprofit organizations. Please select the answer that best reflects your personal agreement with each statement." According to survey results, 63 percent of respondents are involved with nonprofits they feel personally connected to and 61.3 percent of the respondents agree that they are likely to engage in content involving stories/testimonials. It can be inferred from the data that storytelling is an impactful feature to engage respondents. It should also be noted that the respondents are interested in the inclusion of stories and shared experiences as an enticing mechanism to influence their in-person involvement with an organization.

A majority of respondents (58.1 percent) ranked lack of awareness as the greatest potential barrier members of the Indianapolis metropolitan area may experience when deciding whether to get involved with local nonprofit organizations. While 65.6 percent of respondents said that they are aware of one nonprofit cancer organization in the Indianapolis metropolitan area, there was a low awareness level of specific nonprofit organizations in the cancer sector, with exception to a few, long established organizations. While this is a weakness, several other competitors are at similar low levels of awareness in the community. This provides an opportunity for 24 Foundation to rise above other organizations in community awareness, reducing the lack of awareness barrier in community involvement for the organization.

Q14 asks respondents to identify which organizations they were familiar with, *"Which Indianapolis metropolitan cancer nonprofits do you recognize? Mark all that apply."* In comparison to other cancer organizations in the Indianapolis metropolitan area, a rather small amount of respondents - 4.3 percent - were aware of 24 Foundation. Along with the foundation itself, a number of the organizations 24 Foundation works with had a lack of awareness among the respondents. The following percentages portray this low level of awareness:

- Casting for Recovery (2.2 percent)
- Little Red Door (25.8 percent)
- Pink Ribbon Connection (12.9 percent)

These are quite low in comparison to more nationally known organizations. The following references three prominent organizations mentioned in *Q14* of the survey:

- American Cancer Society (60.2 percent)
- St. Jude's Research (59.1 percent)
- Susan G. Komen Central Indiana (51.6 percent)

Clearly, the survey respondents were far more aware of the well-known cancer organizations, with little knowledge of 24 Foundation and its partner organizations (Fig. 2). This provides 24 Foundation with an opportunity to increase public awareness of the organization.

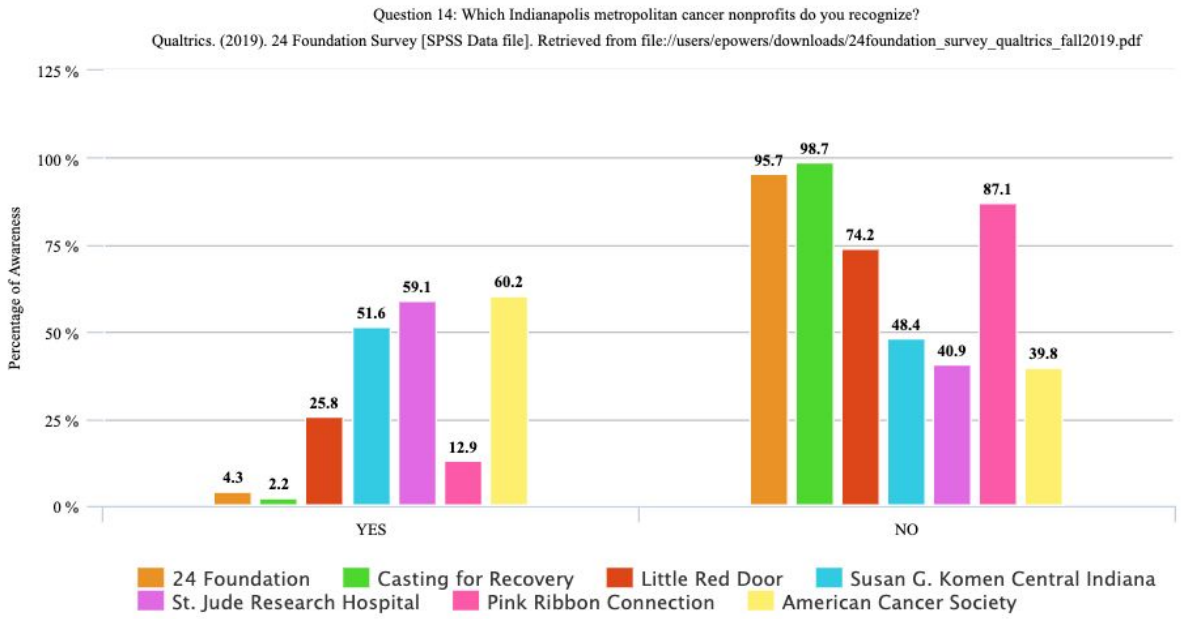

Figure 2. *Data of survey respondents recognizable Indianapolis metropolitan cancer nonprofits.*

Survey respondents were also far less aware of events put on by the aforementioned small organizations in comparison to events hosted by well-known organizations in the Indianapolis community. A total of 3.2 percent of survey respondents stated that they were aware of 24 Foundation's 24 Hours Indy event that takes place on Butler's campus. On the contrary, 86 percent of survey respondents were aware of Dance Marathon which also takes place on Butler's campus. This proves that there is ample room for 24 Foundation to increase its awareness and engagement among college-aged individuals in the area, as this same target demographic is highly involved in other events that take place on college campuses.

In regards to survey respondents' likelihood to attend events held by nonprofits, runs/walks were the fourth highest category of interest. Giveback events had the highest level of interest at 84.9 percent followed by gala events/concerts (76.4 percent), pub crawls (63.4 percent) and family friendly events (57 percent). Runs/walks had a moderate level of interest at 46.2 percent, which still largely surpassed charity auctions (Fig. 3). Those who took part in this survey preferred events that focus on activities they are likely to participate in, suggesting this is a point 24 Foundation should consider.

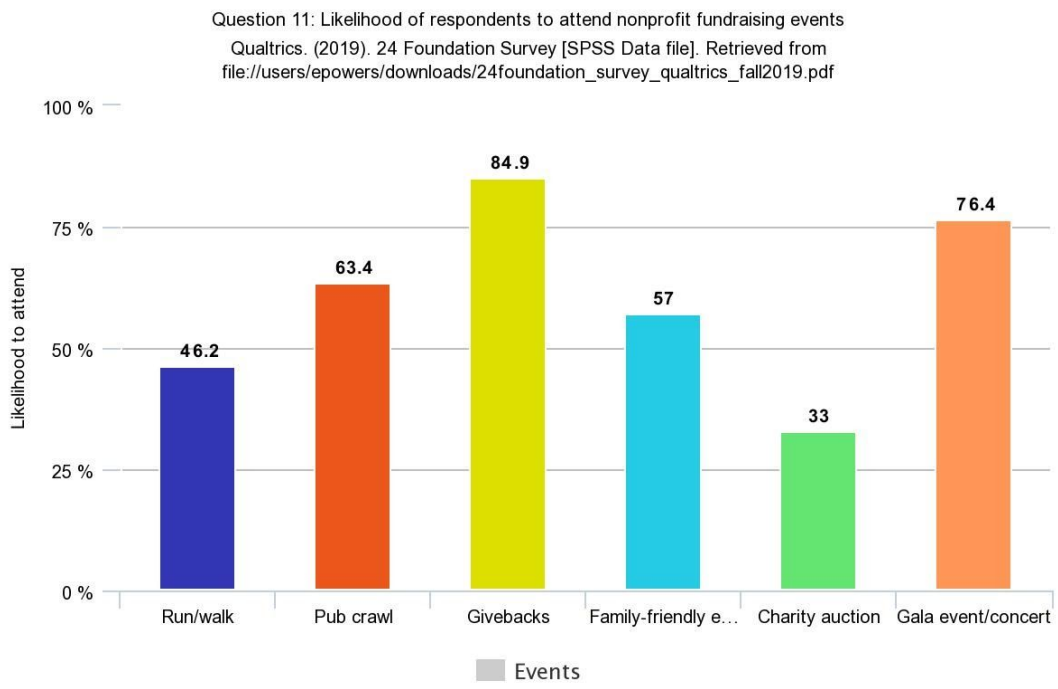

Figure 3. *Data on survey respondents likelihood to attend nonprofit fundraising events.*

The community also had a low level understanding of elements that are essential to 24 Foundation's mission and services. Only 15 percent of respondents stated that they were familiar with the term "nurse navigators" and 42 percent of respondents stated that they were familiar with "cancer survivorship programs." The respondents' lack of understanding of the aforementioned terminology presents a barrier for their personal involvement in the organization. This further emphasizes the need to increase the use of these buzzwords throughout 24 Foundation's messaging.

From this compilation of data, it is evident that a lack of awareness of 24 Foundation is a major issue that also offers a strong opportunity for growth for the organization, as suggested in the SWOT analysis. While only 4.3 percent of survey respondents were aware of 24 Foundation, this means that there is ample room for growth. This can be done through two of the methods that were favored by survey respondents: inclusion of personal narratives in messaging as well as the utilization of word of mouth (WOM). With the vast majority of respondents (95.7 percent) stating they learn about nonprofits through social media, it is clear that this is a medium that 24 Foundation must place more focus on in order to capture this public's attention. Word of mouth must also be strategically used to promote the organization as respondents stated that they are highly likely to learn about nonprofits through their family (90.4 percent), friends (97.9 percent), and work colleagues (80.7 percent). This traditional form of promotion creates authentic connections between individuals, which the SWOT analysis highlights in both current strengths as well as opportunities. Clearly, this is an effective and worthwhile form of engagement with this public. The findings from this survey emphasize the power of both modern and traditional media, which can be used to then address 24 Foundation's need for increased awareness in the Indianapolis community.