



getting **attention!**

HELPING NONPROFITS SUCCEED THROUGH EFFECTIVE MARKETING

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Nonprofit Messaging Survey

1. December 2009

Please help us build our understanding of your nonprofit messaging goals and needs by **taking five minutes of your time today to complete this brief survey**. Your responses will help us develop more content and programming that address your interests and needs in 2010.

In thanks for your time and effort, we'll invite you to join us in a no-charge webinar in early 2010: *3 Steps to Writing Stronger Nonprofit Web Content*. So take the survey below now!

Many thanks -- Nancy Schwartz

1. What is your primary work focus? (Check all that apply)

- Communications
- Fundraising
- Program
- Executive Director
- Other (please specify)

2. Do you feel that your organization's messages connect with your target audiences?

- Yes
- No
- Somewhat

3. How effective do you think each one of your messaging elements is? Please rank each one on the scale from "Don't Have/Not Effective" to "Very Effective."

	Don't Have/ Not Effective	Somewhat Effective	Moderately Effective	Effective	Very Effective
Tagline (organization)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tagline (for programs or campaigns)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Positioning statement (Brief, what your org does for whom, how & the unique value delivered.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Talking points or key messages (organization)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Talking points or key messages (for programs, campaigns or audiences)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other (please specify)

4. Please indicate which of these message elements are standardized, i.e. used in the same way, consistently, across channels, programs and teams?

- N/A: We have none of these elements.
- Tagline (organization)
- Tagline (for programs or campaigns)
- Positioning statement (Brief, what your org does for whom, how & the unique value delivered)
- Talking points or key messages (organization)
- Talking points or key messages (for programs, campaigns or audiences)

5. When thinking about your organization's key messages, please check all descriptors that apply:

- Memorable
- Cogent
- Targeted
- Inspiring
- Potent
- Unfocused
- Dull
- Weak
- Forgettable
- Confusing

6. If there was something about your organization's messaging that you could change quickly and easily, what would it be?

7. Is your mission statement featured in your marketing content?

- No
- Yes

8. In your view, how well do your organization's messages work to educate and engage audiences, especially those who don't know the organization?

- Poorly
- Somewhat
- Moderately
- Well
- Extremely

Well

9. What are the top two barriers to developing more effective messages (check two)?

- Low priority/Too busy with existing tasks
- N/A, we have an effective message platform.
- Concerned about the expense (updating materials, etc.)
- Lack of leadership support
- Don't know what the process should be/Lack of expertise
- Other (please specify)

10. Please offer your comment or observation about the barriers you perceive to developing more effective messages for your organization.

11. What is your name and email (if you'd like to be invited to the free webinar *3 Steps to Writing Stronger Nonprofit Web Content*)?

Name

Email

12. I'd like to interview a few nonprofit professionals on their organizations' messaging practices. Your insights will help others learn and improve. May we contact you?

- No
- Yes

Name and email please (if yes, and not provided in #11)