



2009 User Survey Report

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- Executive Summary
- Background/Demographics
- Results
- Analysis
- Opportunities/Next Steps

Executive Summary

Overall, we saw:

- Similar positive response numbers from previous years
 - Very loyal audience
 - *“The community would be at a loss without it.”*
- Opportunities for collaboration/marketing outside nonprofit community
 - Increase awareness of who we are/what we do
 - Opportunity for partnerships
- A lack of knowledge of ConnectRichmond tools
 - Some people didn’t know we have website, email groups, newsletter, Facebook/Twitter pages
- Suggestions for more social media/in-person conversations

Background/Demographics

- **When:**
Annual Survey sent on Nov. 23, 2009 to approx. 4,200 individuals, with 9% responses – 11% in '08.
(To improve number of responses, we'll send it in Oct. 2010 instead of Nov.)
- **Why:**
To get feedback on how we can better serve our community.
- **What:**
26 questions (some contained fields for open responses) that contained questions about:
 - Demographics (location, age, gender, role)
 - Our website, email lists, newsletter, social media
 - How easy it is to use them
 - How valuable they are

Background/Demographics

Answer Options	Response Percent	Response Count
Nonprofit	72%	192
Interested citizen*	32%	85
Volunteer*	24%	65
Business	15% (7% in '08)	41
Government	13%	35
Board member*	13%	35
Other	9%	24
	<i>answered question</i>	266
	<i>skipped question</i>	116

**These three were one combined group in '08.*

Please note: participants could select more than 1 option, which explains why there were 477 total responses.

Participants were overwhelmingly female: 85%.

Background/Demographics

Breakdown by age demonstrated a bell curve in distribution:

Answer Options	Response Percent	Response Count
Under 18	0.0%	0
18-29	15.2%	40
30-39	21.3%	56
40-49	28.5%	75
50-59	24.0%	63
60+	11.0%	29

Results

- 95% said they use ConnectRichmond either regularly or occasionally.
- 85% felt more comfortable or confident using information and resources shared by ConnectRichmond because it is vetted by ConnectRichmond staff and members.
- 93% have recommended ConnectRichmond's services to someone else.

Results

“To what extent has ConnectRichmond helped you or your organization with the following”. Some of the key responses:

Answer Options	No Help	Some Help/Great Help	Have Not Tried	I Don't Know
Notified others or learned about events (e.g. fundraisers, training or services)	4	287	29	3
Communicated, connected and collaborated with other organizations	15	210	84	11
Submitted proposals based on funding information I found on ConnectRichmond	24	83	199	17
Received funding based on funding opportunities I found on ConnectRichmond	43	54	199	25
Found free or inexpensive meeting space	37	51	201	29

Results

“How often do you visit the ConnectRichmond website?”

Answer Options	Response Percent	Response Count
Daily	18.0%	54
Weekly	38.3%	115
Monthly	25.7%	77
Hardly ever	15.3%	46
Never	2.7%	8

Results

How user-friendly is our Web site? 89% think it's either very or somewhat user-friendly:

Answer Options	Response Percent	Response Count
Very user-friendly	46.3%	138
Somewhat user-friendly	42.6%	127
Not user-friendly	3.0%	9
I don't use the Web site	8.1%	24

Results

“If you have shared information or posed a question through the ConnectRichmond email group, online forum or Web site, what happened as a result?:

- Almost 2/3 of the responses included positive responses:
 - “Made connections” was most frequent response (~15%)
 - Followed by: people found jobs, promoted an event, got information, recruited a volunteer, got resources, grant applications, helped someone find a job.
- Almost 1/3 said they haven’t tried.
- The remaining few (4) said nothing happened.

Results

How easy is it to do the following?:

Answer Options	I don't know	Easy/Very Easy	Difficult (need help)
Post information to site (e.g. events, jobs, etc.)	129	159	6
Join/leave an email group	119	171	4
Send a message to the email group	130	155	7
Create a personal and/or organization profile	128	163	4
Find information on/through the Website	38	248	11

Results

“How do you value the following ConnectRichmond services?”:

Answer Options	I Don't Know	Not Helpful	Somewhat Helpful	Very Helpful
Calendar and event postings	23	5	75	166
Job opportunities	14	4	46	206
Information about training	38	3	81	146
Twitter page	205	22	26	13
Facebook page	164	24	45	34

Results

“How would you rate the quality of content ConnectRichmond posts on Facebook or Twitter?”

Answer Options	Above Avg./Excellent	Average	Below Average	Poor	I don't know	Response Count
Facebook	49	29	1	2	77	158
Twitter	8	10	1	2	177	198

Results

“What improvements would you like to see on the ConnectRichmond Website?” participants recommended a wide variety of activities, broken down into the following categories:

- 80% = Superficial website changes (e.g. home page clutter, organization, more photos , funding opportunities)
- 15% = Functionality changes (e.g. calendar, searching usability)
- 4% = More interactivity on website (blogs, Twitter)
- 1% = Changes to email listervs (fewer, more efficient)

Results

“What types of topics should be included in ConnectRichmond email messages? Or, what topics of discussion would you participate in if we created new email groups or issue areas?”

Multiple mentions:

- Fundraising/Donor management (7)
- Volunteer opportunities (6)
- Finance/Budgeting (5)
- Government activity/opportunity (4)
- Children’s activities,
Richmond Public Schools (2)

Single mentions:

- Fraud/Waste in nonprofits or nonprofit mismanagement
- Connection between business community and ConnectRichmond
- Human Rights
- Church/Faith Based
- Social Media best practices
- Job Support Groups
- Young professionals
- Marketing

Results

“Overall, how could ConnectRichmond do a better job serving the metro Richmond area?”:

- Lots of positive feedback – “keep doing what we’re doing”
- Promote/Market ConnectRichmond to entire community, especially businesses
- More collaboration with for-profits and other non nonprofits
- Focus on individual engagement, outreach, in-person networking and problem solving

Results – Dollars Saved

Estimated direct nonprofit savings in '09 ranged from \$100 - \$12,000 per organization, total savings to the Richmond region at \$1.3 million.

- *Estimated number calculated based on similar numbers/feedback in '07 and '08.*
- *Does not include intangible benefits, such as answers to management questions, connections to other groups working on the same issue, and efficiencies for donors looking for information.*

Results - Verbatims

“In your own words, how you would describe ConnectRichmond’s meaning and impact?”

- *“It is THE best way to reach the nonprofit community in Richmond, hand down. There is no better way to solicit or disseminate information.”*
- *“ConnectRichmond pulls the entire nonprofit sector together locally into a true community, enabling us to better leverage our limited resources through sharing and cooperation. Resource repository gives us a quick source to find best practices and additional resources.”*
- *“The community would be at a loss without it.”*
- *“ConnectRichmond is the closest thing to a true nonprofit partnership I am aware of in Richmond.”*
- *“ConnectRichmond helps to make the non-profit community more efficient and effective.”*
- *Connect Richmond has evolved into a fabulous opportunity for Richmonders to share information.*

Results - Verbatims

“Our ConnectRichmond email group has changed over time from an interactive discussion to more of an announcement forum. Those of you who are members of ConnectRichmond affinity email groups are - to some extent - still having interactive discussions. Is there still a need for other opportunities, or forums, for regional conversations?”

Almost 62% said no, and 38% said yes. More opportunities suggested:

- Social media platforms like Facebook, Twitter or Ning
- “Face-to-face” opportunities
- More tailored email lists
- Webinars

Analysis – Positive Feedback

ConnectRichmond continues to be viewed as THE nonprofit resource in Richmond. It provides several free and easy ways to collaborate, share information and make connections:

- 95% said they use ConnectRichmond either regularly or occasionally.
- The majority of our data was consistent with the past two years.
- More than 93% have recommended ConnectRichmond to someone else.
- Nearly 90% think website is either very or somewhat user-friendly.
- Comments regarding Weekly Update were primarily positive.
- Many suggestions to “keep up the good work”.

Analysis - Opportunities

We're constantly looking to improve what we do for our community:

- There may be a lack of knowledge of the information on our site about funding and meeting spaces (need to add more spaces); creating an opportunity to promote them.
- While the Job Finder is our most frequently visited section on the website, we could look at ways to cross-promote and drive people to other services and information.
- Some of the people didn't know we have a website, email groups, or a weekly newsletter.
- We need to look at ways to make our website more user friendly and intuitive.

Analysis - Opportunities

- Based on the increase in the number of responses, there appears to be a growing participation from the business community. And many of the verbatim responses requested we reach out more to those outside of the nonprofit community.
- Based on several suggestions, and given low or no responses from those under the age of 29, we should consider more interactive, social media components on the website. We could also look at broadening how we currently use social media tools like Twitter and Facebook.
- Conversely, we also had many requests for more in-person, face-to-face sessions.
- Some of the suggestions that were made (GIS, supplier directory) we're already exploring or planning to implement.

Conclusions and Next Steps

- Similar positive response numbers from previous years
 - Continue providing quick and easy ways for community to get and share information and make connections via website, emails
 - Reach out to community regarding suggestions for additional email groups
- Opportunities (collaboration/marketing) outside nonprofit community:
 - Launch “Supplier Directory” for non-nonprofits to post their information
 - Promote and market ConnectRichmond more to the larger community
 - Continue to create/enhance partnerships with organizations (e.g. GRCC, VCU)
- Suggestions for more social media/in-person conversations
 - Weekly/Monthly campaigns to promote what we offer
 - Find opportunities to cross-promote
 - Host session to discuss usability of website
- Suggestions for more social media/in-person conversations
 - Continue investigating how social media can improve what we do
 - Put together a plan for more one-on-one and in-person meetings



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