

# Answer Access©

## Custom Research Case Study #1



**TELEPHONE  
survey answers  
non-profit's  
questions  
about name  
awareness,  
what motivates  
people to  
make charitable  
donations,  
and how  
people prefer  
to be contacted  
about making  
donations.**

### **The Objectives**

In preparation for a new marketing communications campaign, a Connecticut-based non-profit wanted to measure its name recognition, to better understand what motivates people to make charitable donations, and to clarify how people prefer to be contacted about making charitable donations.

### **The Process**

Telephone interviews were conducted with 300 respondents in the State of Connecticut who make decisions regarding charitable donations. This study was conducted initially for a baseline measure, with a follow-up a year later to measure effectiveness of the new marketing communications efforts—including awareness and charitable giving levels.

### **The Outcome**

The organization was able to better understand the community's familiarity with it, as compared to others. The best way to increase awareness and familiarity was determined to be through public relations. Overall awareness increased 18% as a result of the communications efforts recommended in the initial study. It was also determined that regular mail personally addressed to the recipient was by far the method of communication preferred by donors.

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