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UK'S FIRST ROLLING SURVEY INTO WHAT SCOTS THINK ABOUT CHARITIES, CAUSES & GIVING

For the very first time, charities and pressure groups working in Scotland now have the chance to regularly survey what the Scottish public think about them, their causes and competitors, plus charitable campaigns and giving – thanks to the launch of a new twice-yearly monitor by the UK's leading not for profit sector think tank and research consultancy, nfpSynergy.

nfpSynergy's Scottish Charity Engagement Monitor (SCEM) is the UK's first and only rolling research project to specifically explore and monitor the Scottish adult population's shifting attitudes and behaviour towards charities, campaigns and causes in their devolved nation. SCEM surveys a representative sample of 1000+ 18-75 year old Scots, online, offering a syndicate of participating third sector organisations working in Scotland unique, cost-effective, twice-yearly insights into what - if anything – the Scottish public think about them, their main competitors and related charitable and social issues.

nfpSynergy's Joint Managing Director, Chris Greenwood, said:

“The Scottish voluntary sector is developing fast and, post-Devolution, must strive to understand its own very distinct Scots audience ever more fully. The Scottish Charity Engagement Monitor helps it do just that. A charity well armed with measurement of its impact on the community or constituency it serves is best placed to talk to potential funders and partners, plus existing donors, about the environment in which it is operating. Moreover, charities with educational or campaigning roles can observe crucial attitudinal and behavioural trends in their public stakeholders year-on-year.”

All members of the SCEM syndicate receive a full set of data tables from each tracking research wave; a slide presentation of this data; the opportunity to suggest bespoke questions; the chance to attend a seminar debriefing in Scotland, analysing the research waves and nfpSynergy's interpretation of them; and, as appropriate, information about third party research on the lives and lifestyles of Scottish people.

SCEM has developed out of nfpSynergy's existing Charity Awareness Monitor (CAM), a UK-wide nine-times-yearly research study. It is the latest in an expanding raft of syndicated, cost-effective nfpSynergy monitors, delivering charity subscribers with regular insights into other key stakeholders including politicians, business leaders, health professionals, journalists, young people and the wider public.

Charities interested in signing up to nfpSynergy's Scottish Charity Engagement Monitor (SCEM) before the next wave of research commences should contact Chris Greenwood - on chris.greenwood@nfpsynergy.net or 020 7415 7161. For more information about nfpSynergy, visit: www.nfpsynergy.net

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MEDIA INTERVIEWS: To interview nfpSynergy's Chris Greenwood about the Scottish Charity Engagement Monitor, please contact:

Adrian Gillan, T: 0207 6 22 99 11; M: 0774 086 7215; E: adrian@gillanmedia.com

Notes to editors:

- **nfpSynergy**

nfpSynergy (www.nfpsynergy.net) is the UK's *only* think-tank and research consultancy dedicated to the charity sector and not for profit issues. It provides ideas, insights and information to help voluntary and community organisations thrive in an ever-changing world. Regularly harvesting the social and charity-related views of public and parliament, media and business - not to mention not for profit organisations themselves - nfpSynergy has a vast and ever-growing knowledge pool from which to extract and deliver insights.

- **Chris Greenwood, Joint MD, nfpSynergy**

Chris joined *nfpSynergy* in September 2006, after eight years' experience of advertising and direct marketing planning, delivery, buying and evaluation – on both client and agency sides.

Most recently, Chris was the NSPCC's Head of Brand Marketing, since December 2002, where he managed a multi-million pound awareness/public education budget and line-managed four departments (new media, marketing communications, design and advertising), including twenty members of staff. His role also saw him working with some of the UK's top external marketing and publishing agencies – from Saatchi & Saatchi and NOP/HPI to Zenith and Redwood.

Major projects and achievements whilst working at the NSPCC include him taking lead responsibility for ChildLine & NSPCC's repositioning, known as "Branding for Children"; the negotiations and branding around the ChildLine merger in Scotland; strategic input into the revised FULL STOP strategy; the commission, planning and launch of "Your Family", NSPCC's customer magazine (distributed through Woolworth's and currently shortlisted for a PPA – Best Customer Magazine); and the NSPCC's website's redesign (due for launch Sept 2006). His teams also won a clutch of Awards, including a Gold for direct marketing at the Cannes International Advertising Festival 2003; and a Gold for public sector advertising at Cannes International Advertising Festival 2004.

Previous work includes a year at direct marketing agency, Clark McKay and Walpole (where his wide range of clients included Porsche, London Stock Exchange, GNER, RSPB, Marbles/HFC, Gartmore Investment Management, WeightWatchers etc); eighteen months at integrated marketing, PR, media buying and consultancy not-for-profit sector agency Burnett Associates/LION (where clients included RSPB, Crisis, Royal College of Nursing etc); and two years at the RSPCA.

Chris was educated at King's College, London (BA (1st) & MA (Distinction) English and American Literature) and Trinity College, Cambridge (PhD English/American/French Literature & Drama, 1993-97), during which time, he also worked at Jimmy's Nightshelter, Cambridge; and managed to squeeze in a Harvard University Kennedy Scholarship (1995/6).

He is a published author; and enjoys sailing and walking.

Adrian Gillan
Managing Director
Gillan Media Ltd
Tel: +44 (0)207 6 22 99 11
M: +44 (0)774 086 7215
Email: adrian@gillanmedia.com
W: www.gillanmedia.com