

# Putting the right

# information in your hand

## nfpSynergy in a nutshell

nfpSynergy is the only specialist research consultancy for not for profit organisations. We cover organisations such as charities, housing associations and public bodies. We focus on two main types of research: tailored projects for individual clients and syndicated stakeholder monitors.

In addition we aim to put about 20% of our energy and resources into research or activities that aim to help the broader sector. This may be in producing free reports or investing our time as trustees, or researching specific issues.

## nfpSynergy – our stakeholder syndicates

The aim of our syndicated monitors is to provide lower cost, more frequent and more detailed research than any organisation could achieve by acting on its own. We run the following monitors:

**Charity Awareness Monitor (CAM).** Nine times a year we ask 1000 representative members of the public about their awareness and understanding of charities. Call it a season ticket for research. Over 45 organisations have signed up.

**Charity Parliamentary Monitor (CPM).** MPs and peers are a key audience for many charities and pressure groups and our research helps establish how effective politicians think specific charities are. In addition we can track awareness of campaigns and initiatives as well as providing verbatim comments from MPs.

**Charity Media Monitor (CMM).** Journalists are gate-keepers to wider coverage of charities, so their opinions are critical to communications success. CMM provides a unique insight into the views of over 200 journalists hand-picked by subscribing charities.

**Youth Engagement Monitor (YEM).** Young people (11-25) are a key group since not only do they represent current volunteers and campaigners, they are also tomorrow's generation of donors and supporters. YEM gives charities a

cost-effective online insight into the way that charities are seen by young people.

In addition to these four monitors we also already have or are developing syndicated research on the public in Scotland, local authorities, ethnic minorities, and the brand attributes of charities.

## nfpSynergy – our research expertise

We do much more than just run monitors. While we do both qualitative and quantitative research our specialism is in providing accessible stakeholder research. To do this we use the full range of research techniques.

**Focus groups** are one of our most important research techniques. Over the last year we have carried out dozens and dozens of focus groups with individuals ranging from ages 11 to 70 covering a diverse range of subjects. We take a participative approach to researching communications, sensitive issues and products in development.

**Executive interviews** are another powerful methodology that we use for a range of clients on an ongoing basis. Individual or paired depths are particularly effective when exploring sensitive subjects and they offer a useful alternative to conducting focus groups.

**Online research** is one of the newest research techniques but also one of the most versatile. It is cheaper, quicker and more flexible than paper-based research and is particularly good for supporters, staff and the general public. In the last year we have carried out over 50 online surveys generating 20,000 completed questionnaires for a host of clients.

**Postal surveys** remain one of the best responding quantitative techniques. For audiences where internet access is limited (such as trustees) or where every response counts (such as legacy officers) we still use postal surveys. And we get the results.



# nfpSynergy – our project portfolio

While our monitors are a key part of our work they are complemented by our project work. Projects arise out of the individual needs of organisations and so our response to each is different. Over the last year we have carried out an extraordinary range of research. Here is just a sample from our project portfolio.

## **Understanding young people for the Scout Association.**

In its centenary year the Scout Association is carrying out a range of research to make sure that it understands what is happening in young people's lives and how it can make sure it remains close to its core constituents. Using focus groups, online surveys, telephone interviews and desk research we have helped the Scout Association raise its profile and understand its youthful stakeholders.

## **Underpinning media profile for Samaritans.**

Samaritans launched its first 'dress-down day' in February 2007 during which it wanted people to relax more and go to work in their slippers! We carried out research with a representative sample of the UK population to find out what stressed them and how they coped with stress. The media coverage included TV and radio, newspaper and magazines.

## **Profiling lapsed supporters for the RSPCA.**

Recruiting new supporters is as expensive for the RSPCA as it is for any other charity and so the RSPCA commissioned nfpSynergy to help explore reasons why supporters lapse. We conducted an extensive quantitative survey and provided a wealth of insights into how recruitment and retention could be made to be more effective for the RSPCA.

## **Researching child poverty for Save the Children.**

Save the Children wanted to understand the impact of poverty on children and their families in the UK and commissioned nfpSynergy to conduct this research. We designed a project

that involved interviewing more than 1,500 parents below the poverty line across the 4 UK countries and conducted several in-depth qualitative interviews with parents and children living in poverty. This work resulted in significant media coverage and informed Save the Children's policy recommendations.

## **Analysing the supporter base for the Wildfowl and Wetlands Trust.**

The Wildfowl and Wetlands Trust were designing a new supporter strategy and felt the need for greater information and insight into their current and potential supporter base. We conducted a research programme for them that used quantitative and qualitative methods to analyse both the general public perception of WWWT, and the attitudes and knowledge of their supporters.

## **Researching brand impact for the National Deaf Children's Society.**

The National Deaf Children's Society has experienced significant growth in recent years, particularly in fundraising and project work. They wanted a brand audit to understand more how the organisation is perceived. We designed a project that combined the power of quantitative techniques with qualitative methods to bring the issues alive. The results allowed NDCS to inform their future decision making with the thoughts and feelings of key stakeholders.

## **Auditing communications for the MS Society.**

In September 2006 the MS Society commissioned nfpSynergy to review their image management and strategy for communications. We worked in three main areas – a publications review, a mystery shopper exercise, and a communications structure review. The final report made a range of recommendations including the creation of a clearer integrated communications strategy.

These projects are just a sample of our extensive experience in the last year alone. If you would like to discuss any research project with us, or find out more about one of our monitors, please call nfpSynergy's managing directors Brian Garvey ([brian.garvey@nfpsynergy.net](mailto:brian.garvey@nfpsynergy.net)) to talk about projects or Chris Greenwood ([chris.greenwood@nfpsynergy.net](mailto:chris.greenwood@nfpsynergy.net)) to talk about monitors.

Call us on 020 7415 7155  
[www.nfpsynergy.net](http://www.nfpsynergy.net)

  
nfpSynergy  
helping non-profits thrive