



Virtual Promise 2005

The power of the internet for charities

July 2005

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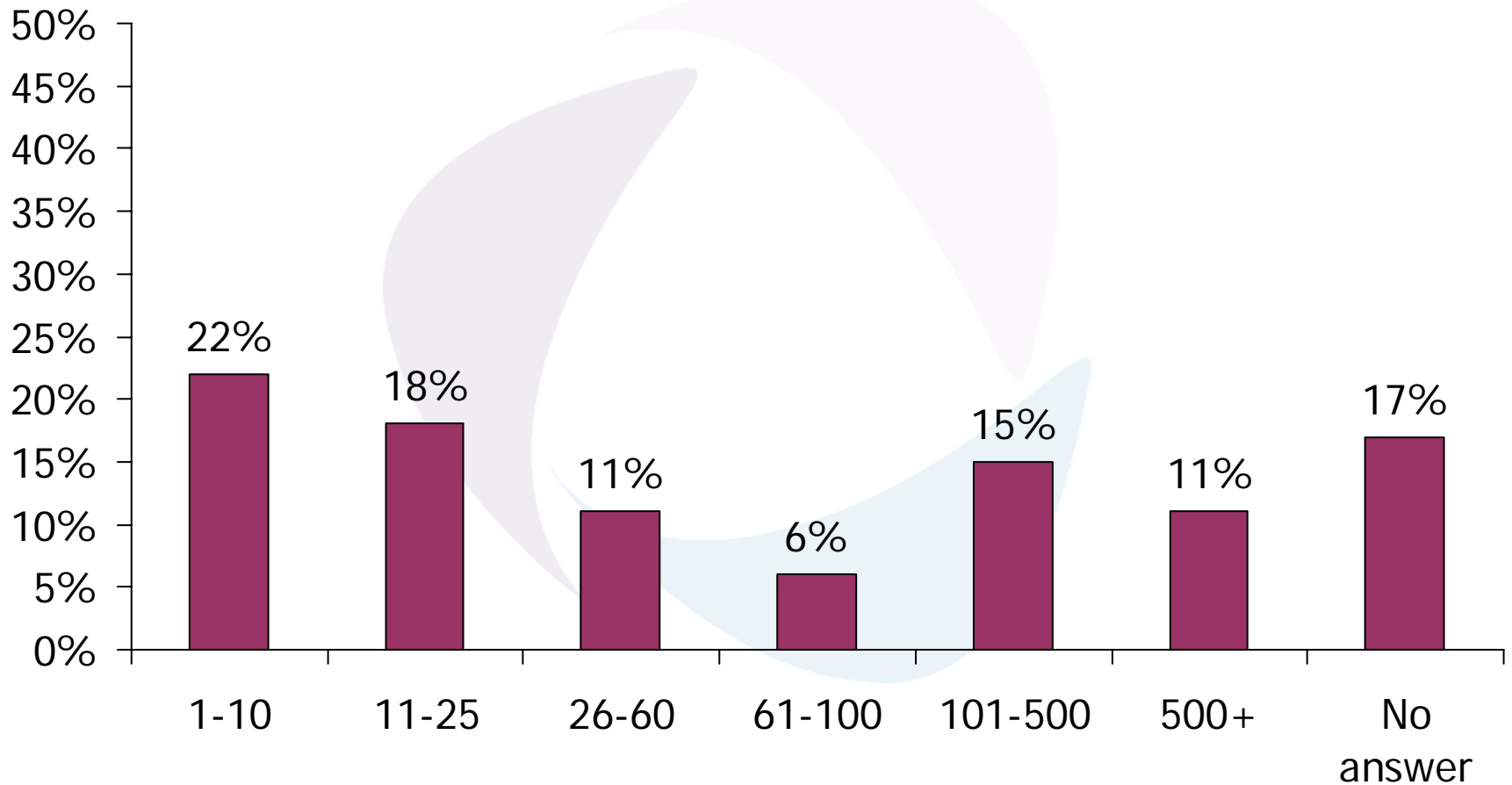
email: ariel.spigelman@nfpsynergy.net

Respondent demographics

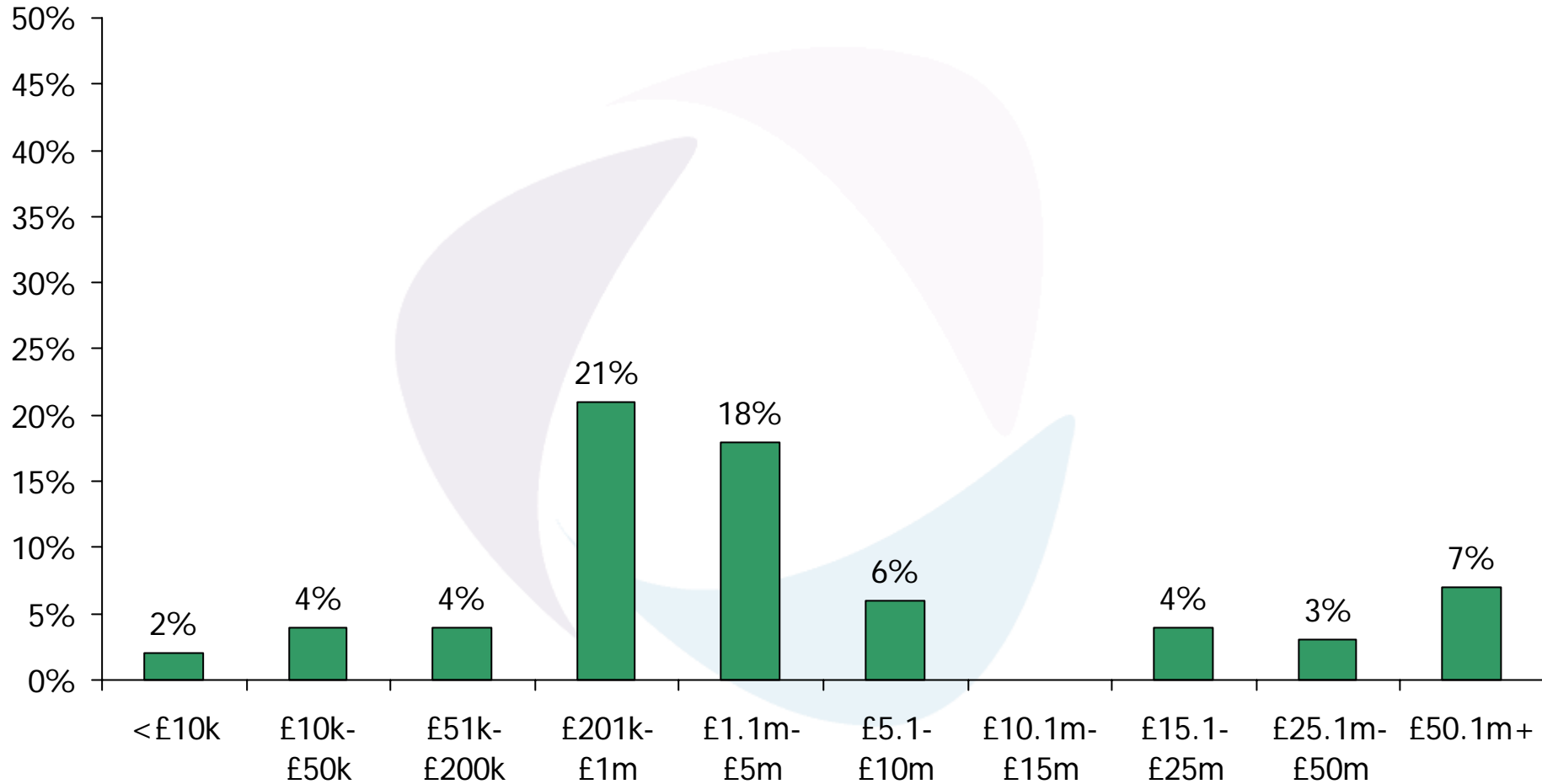
What we know about the organisations that fill in the Virtual Promise questionnaire



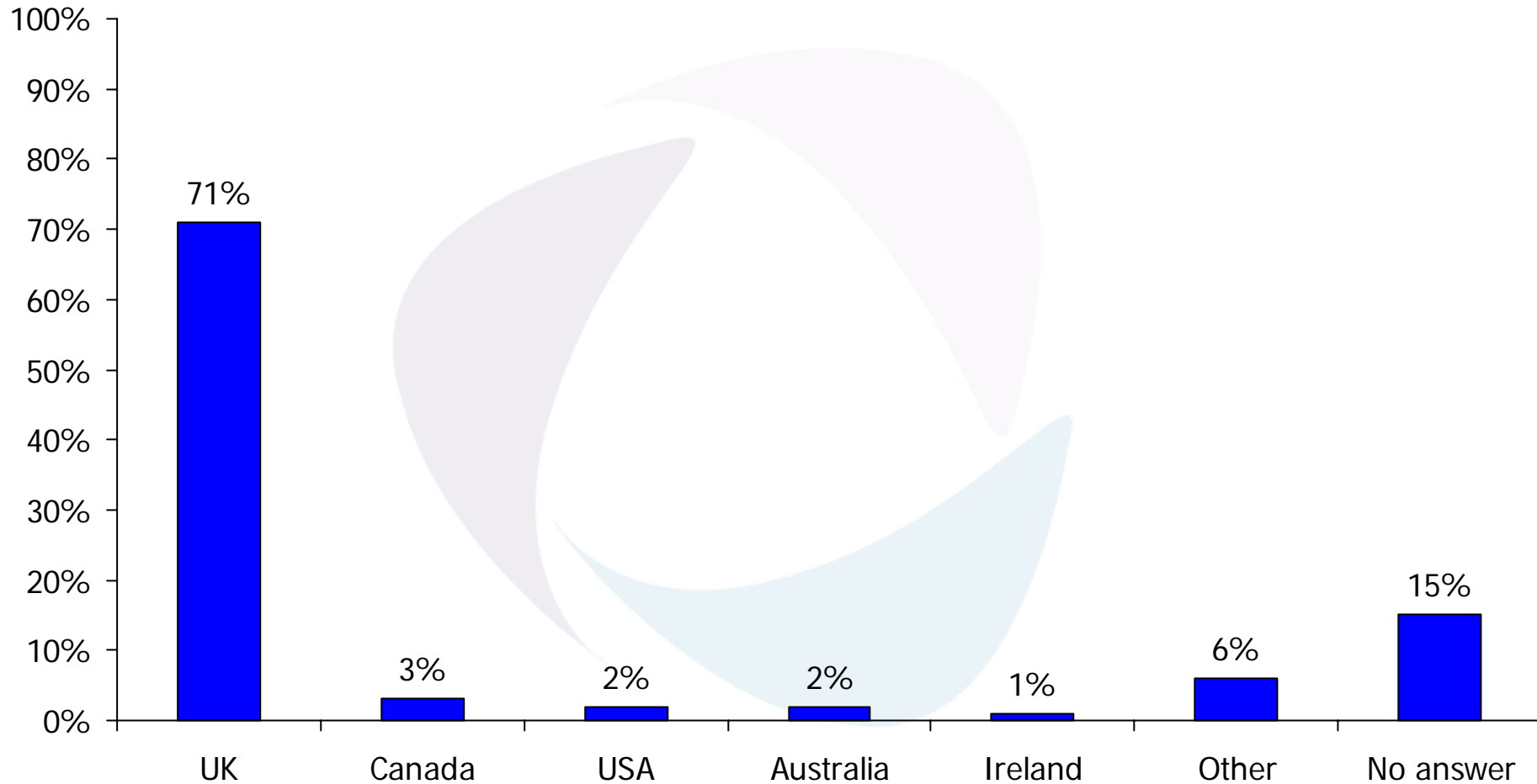
Number of employees in your organisation



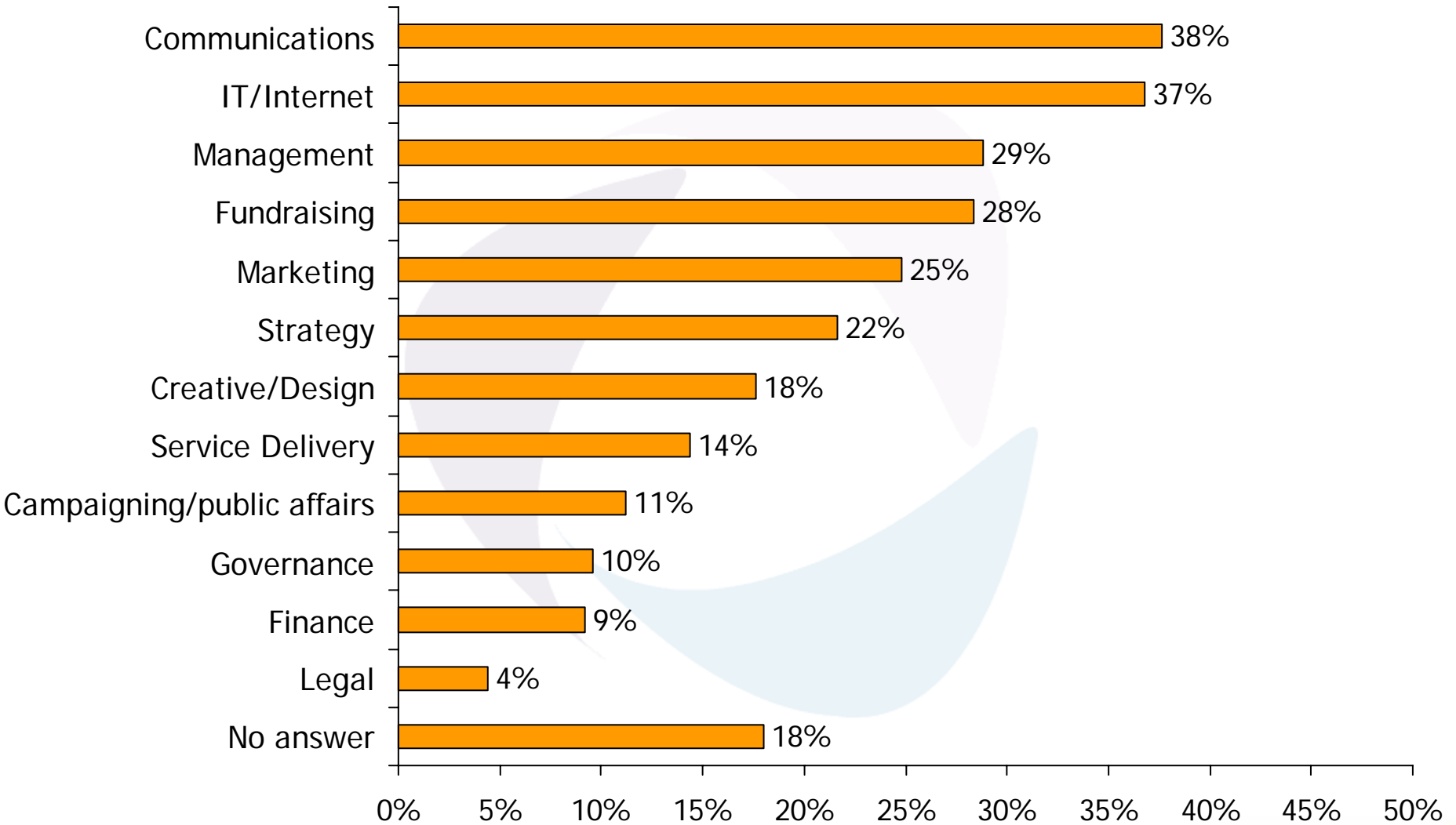
Annual turnover of your organisation



In which country is your organisation based?



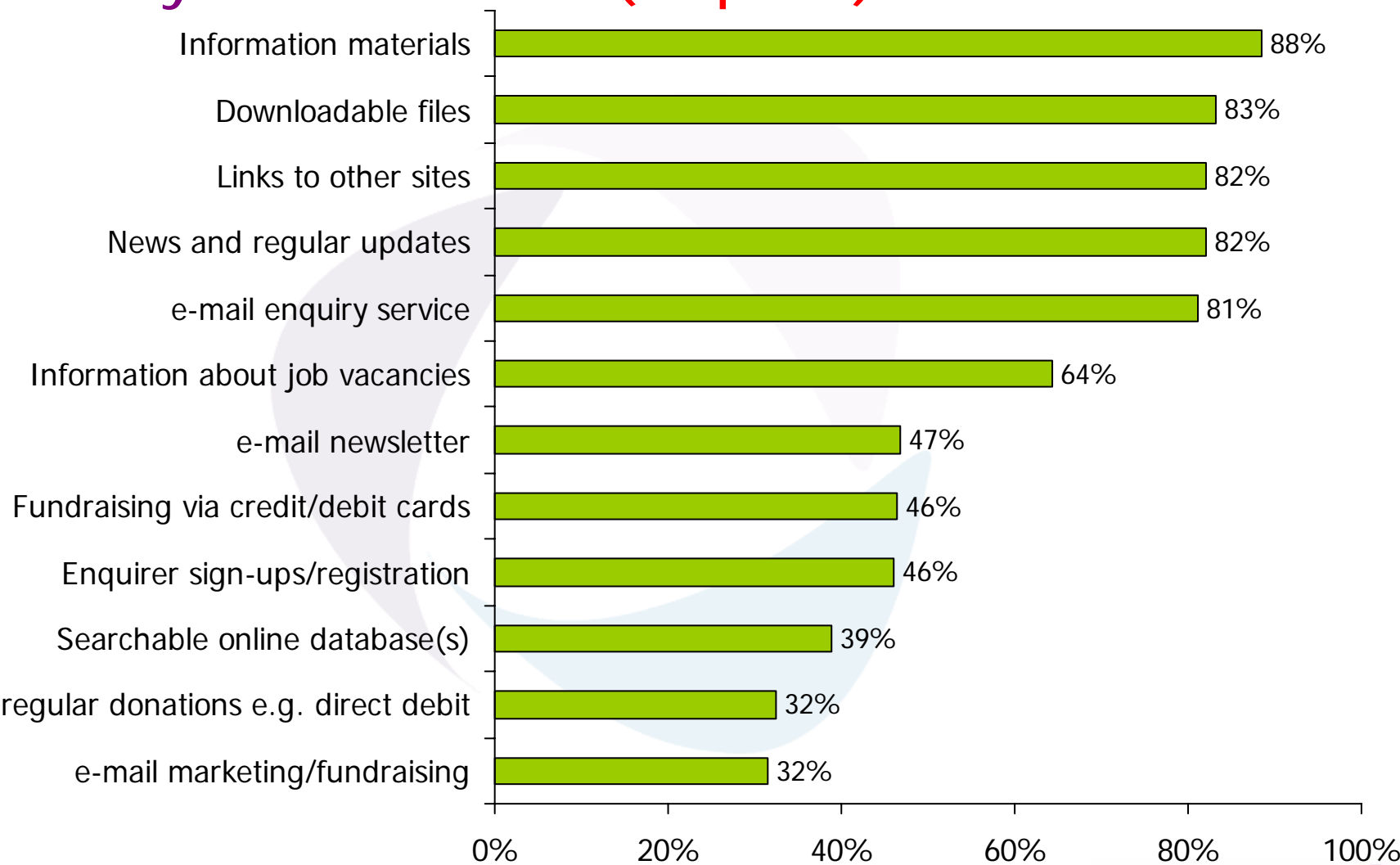
What is your particular expertise or role?



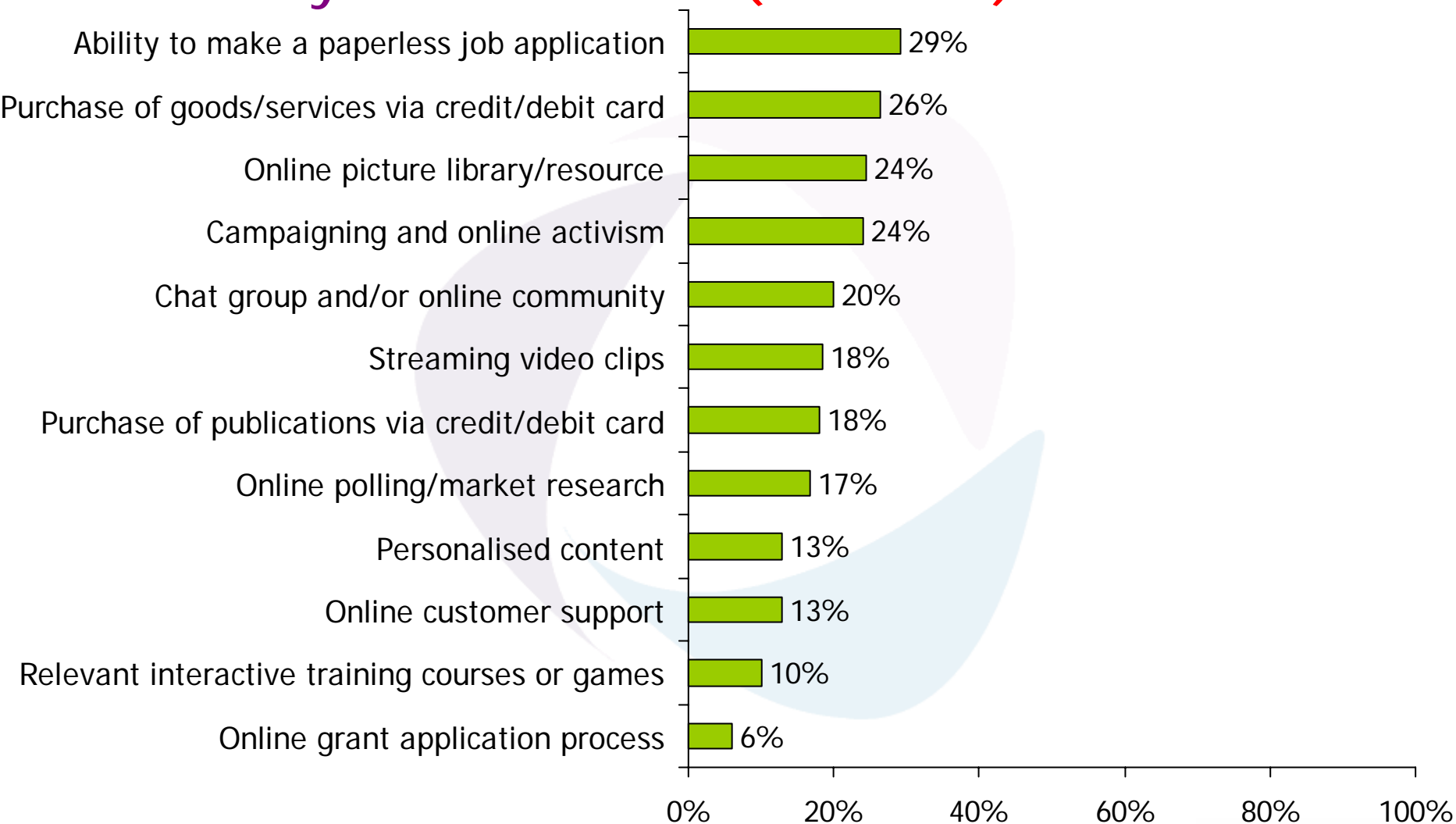


Site functionality and use of the web

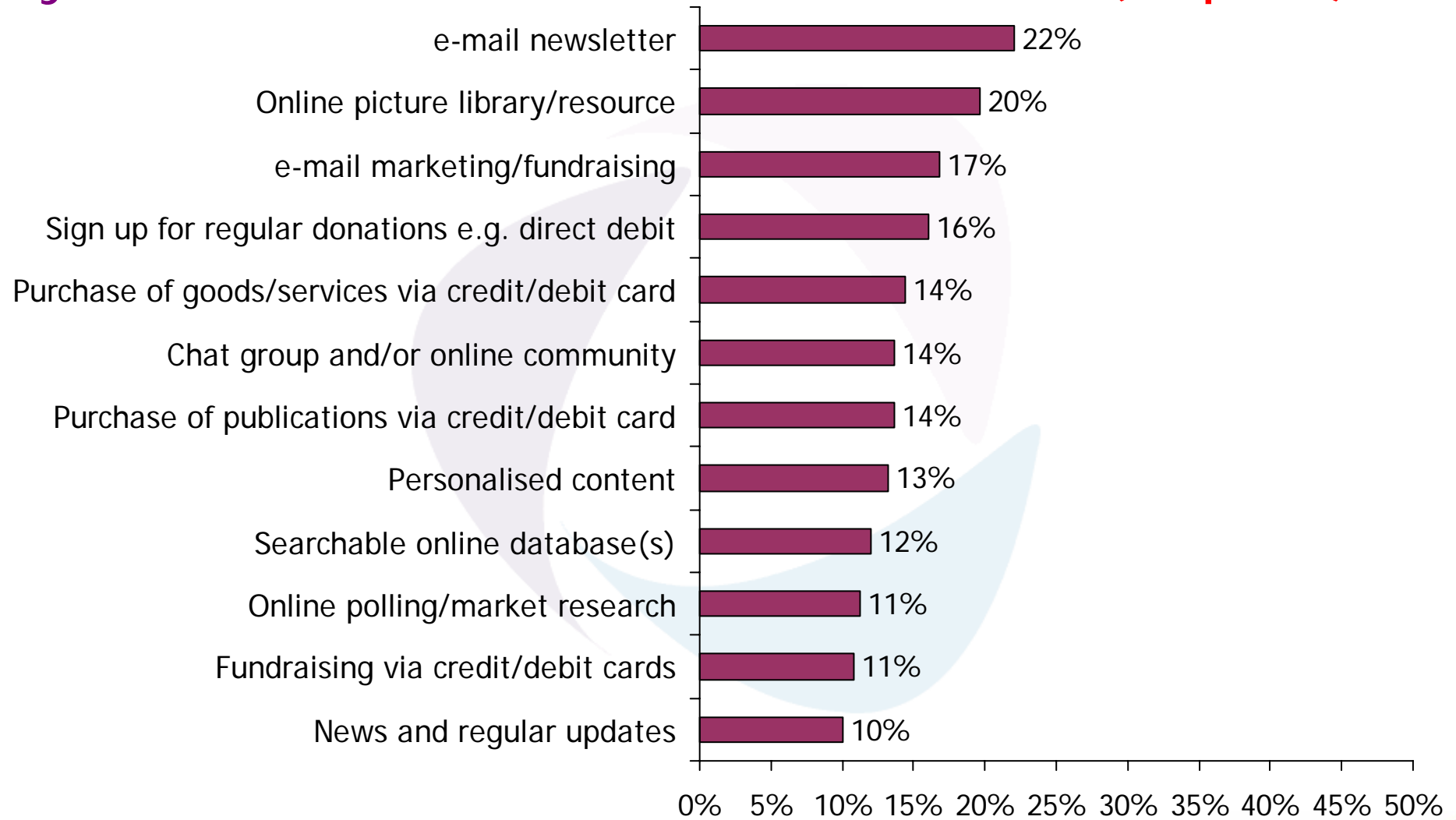
What facilities/functions do you currently have on your website? (Top 12)



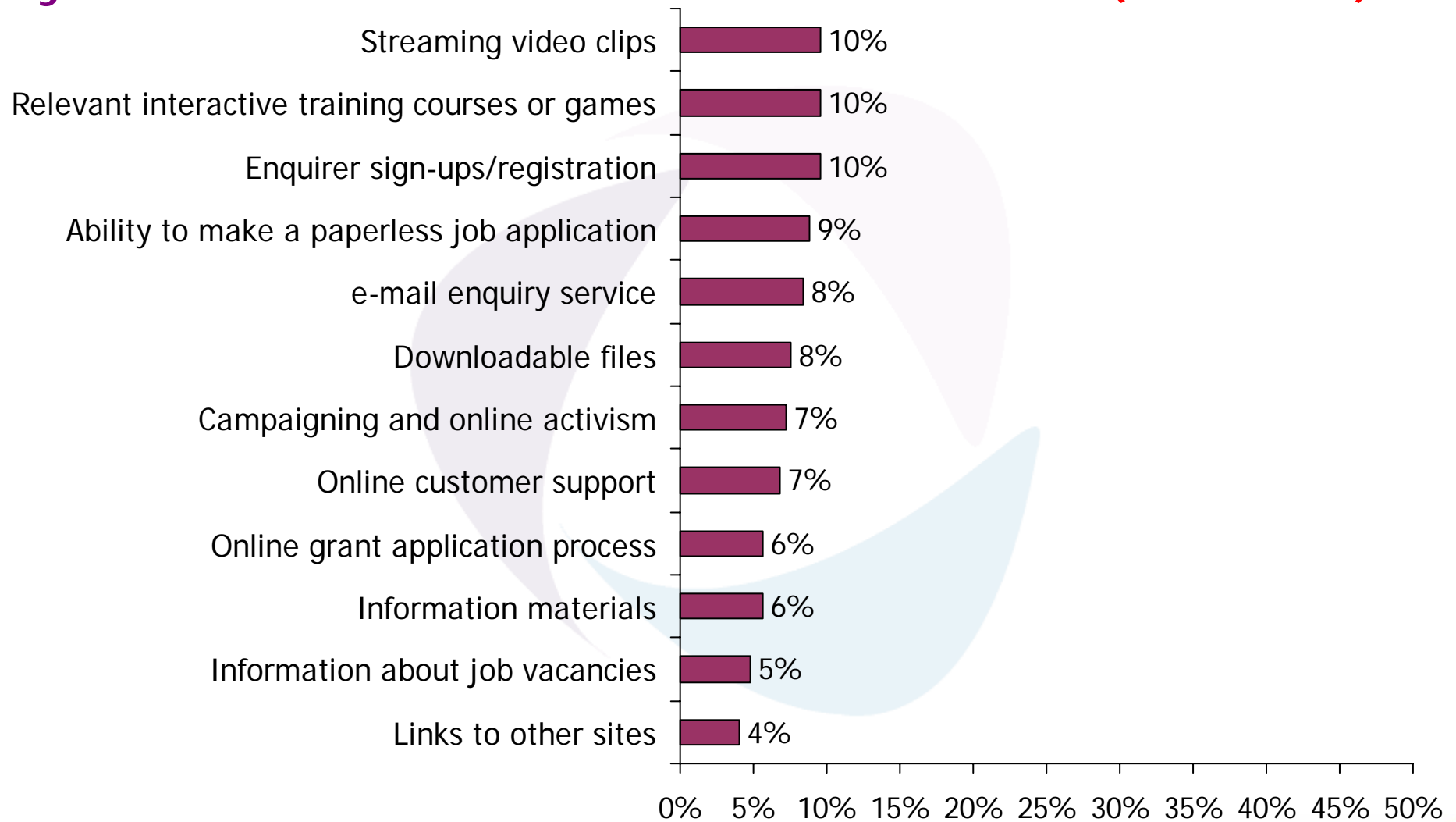
What facilities/functions do you currently have on your website? (Next 12)



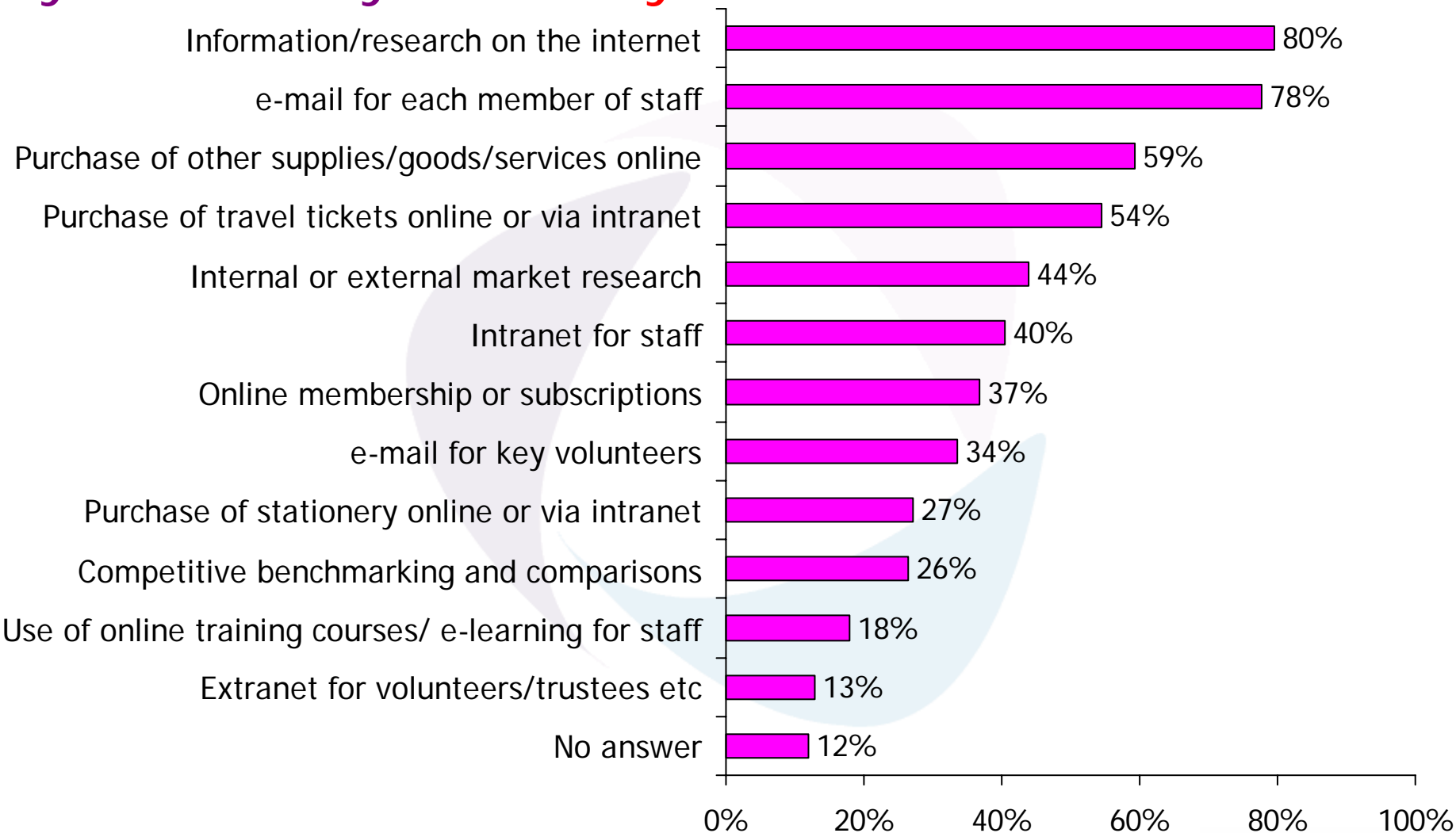
What facilities/functions do you plan to have on your website in the next 6 months? (Top 12)



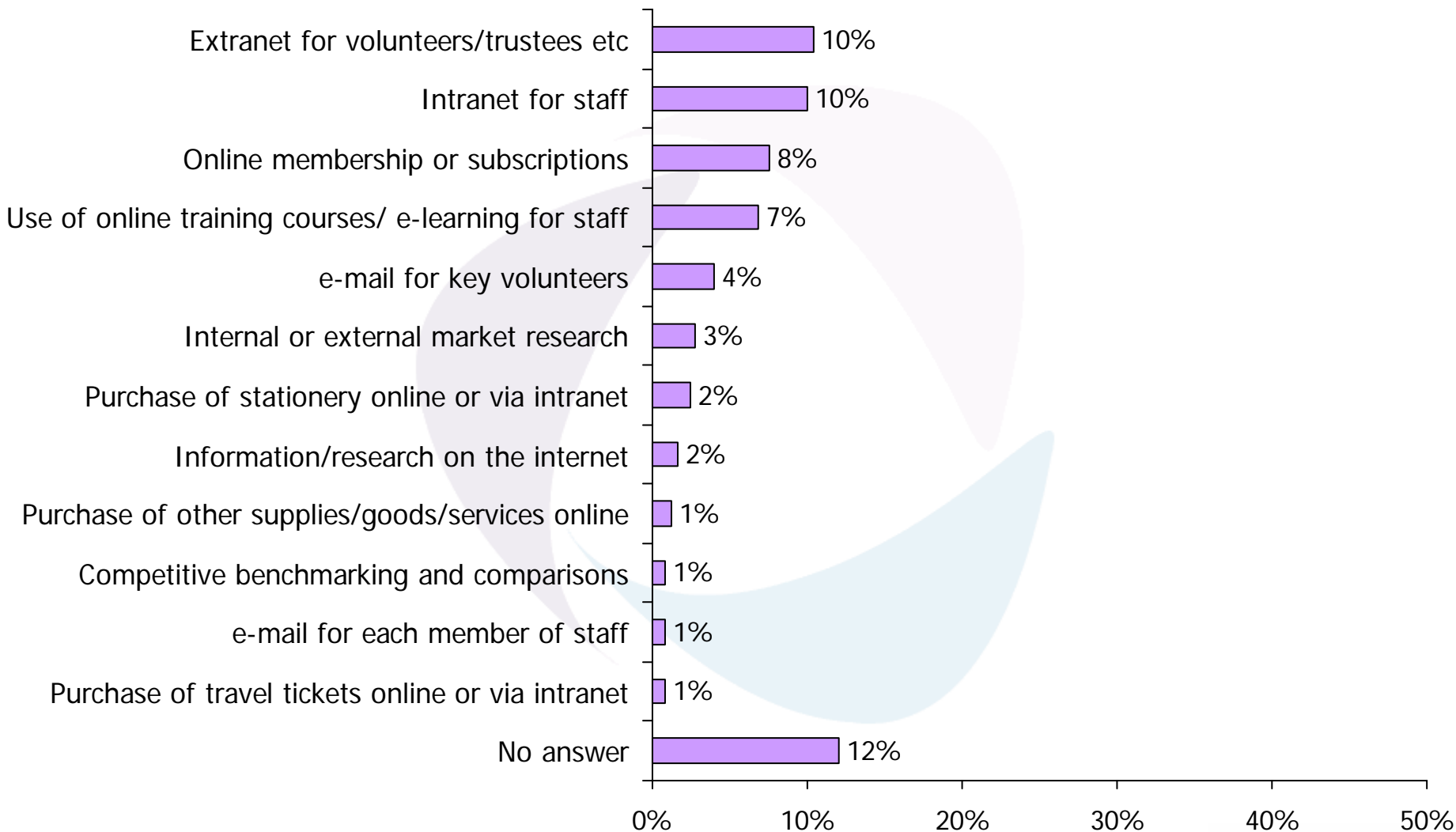
What facilities/functions do you plan to have on your website in the next 6 months? (Next 12)



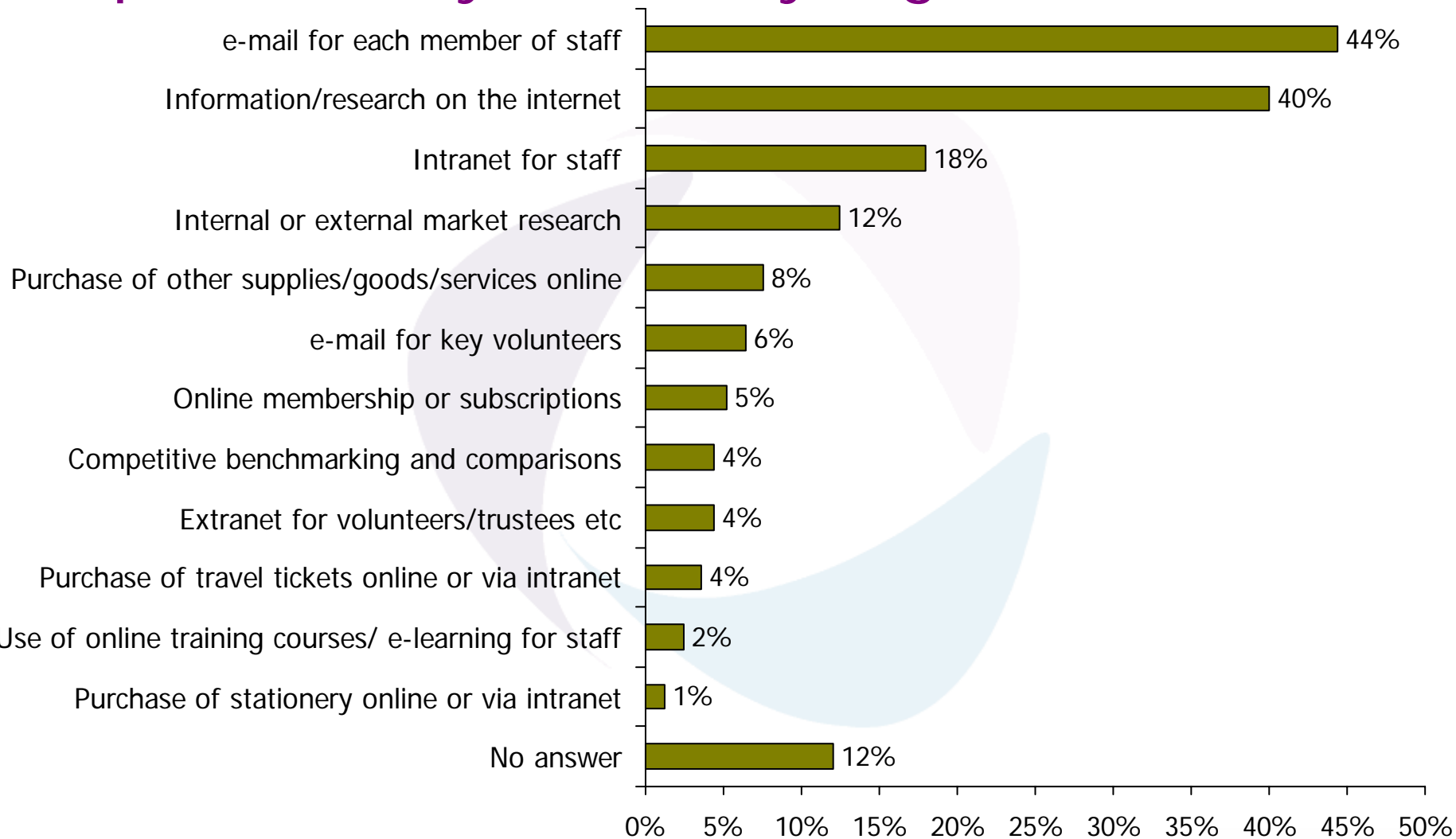
Apart from your website, how else does your charity **currently** use the internet?



Apart from your website, how else does your charity plan to start using the internet in the next 6 months?



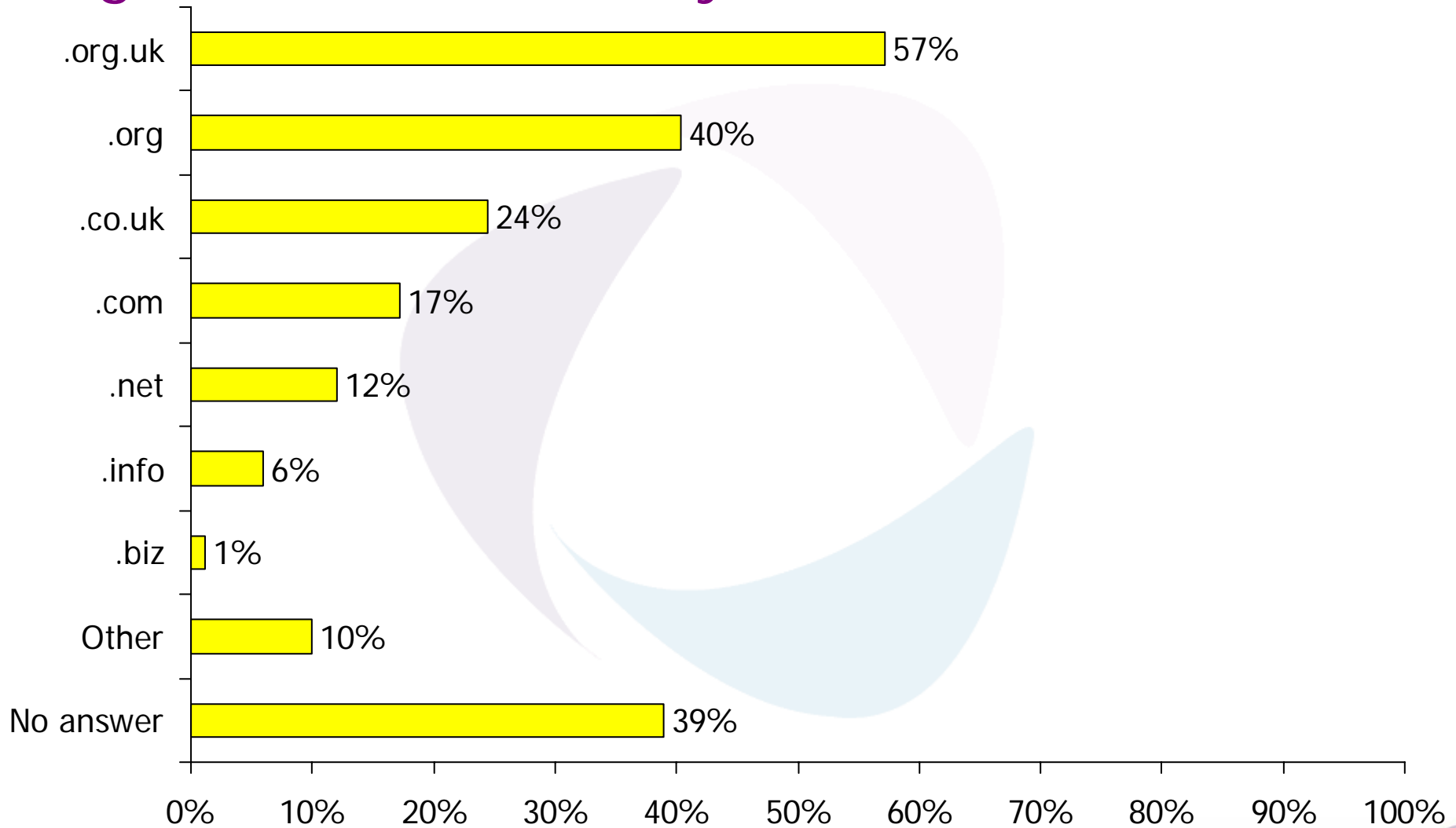
Of these options, which are the **three** most important for your charity/organisation?



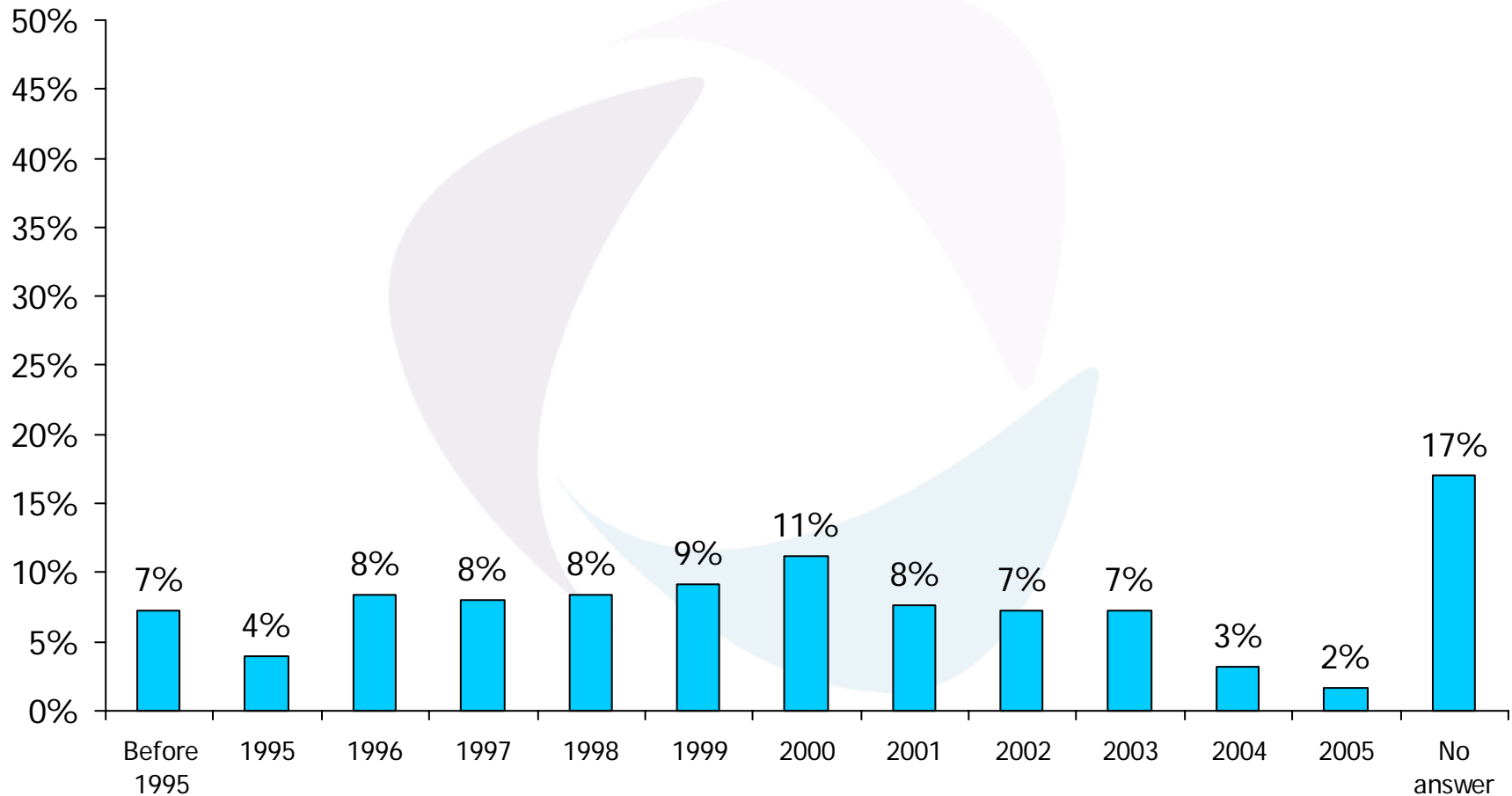


Website and web team resource allocation and characteristics

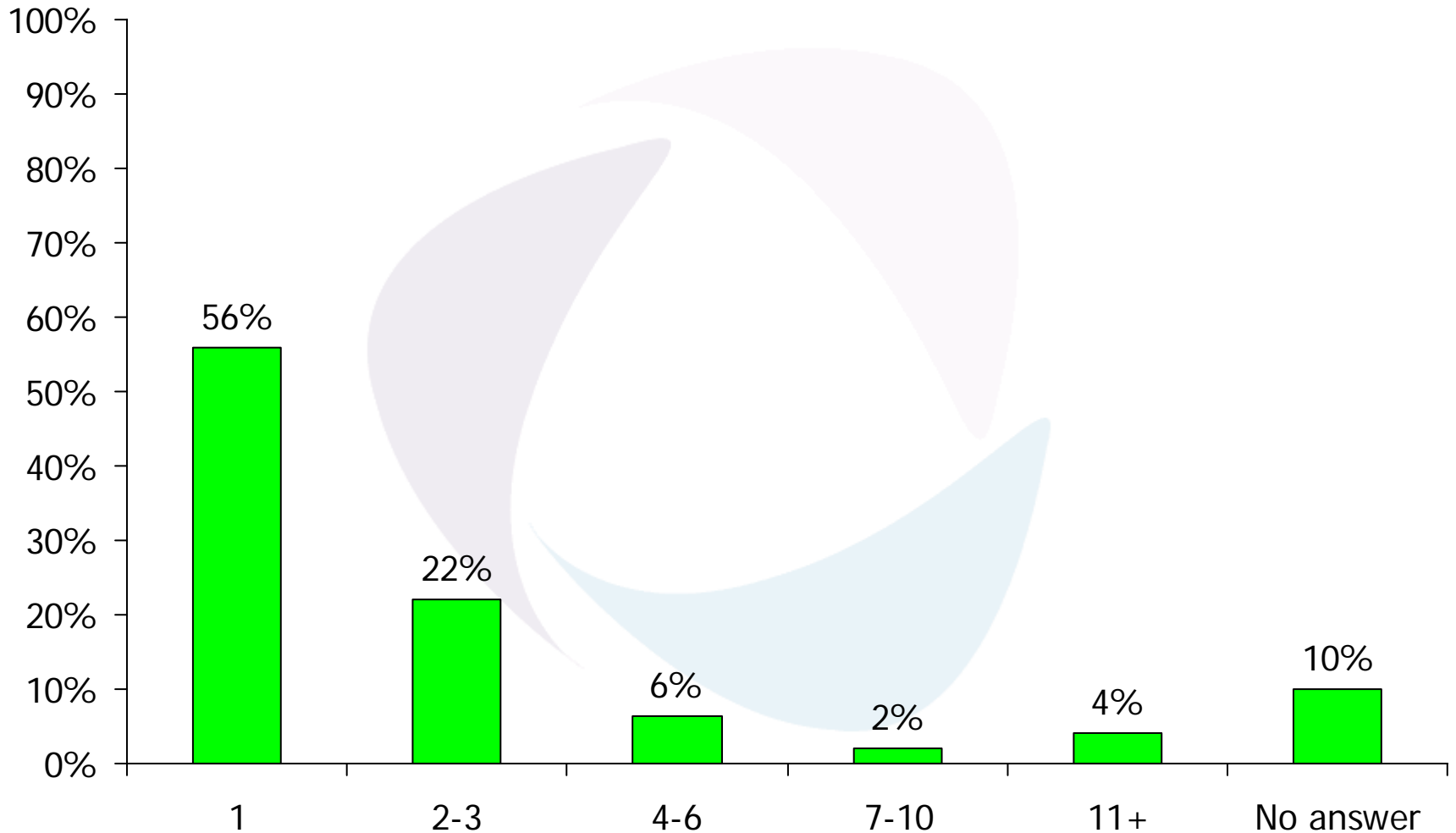
Which domain name variants have you registered for each of your domains?



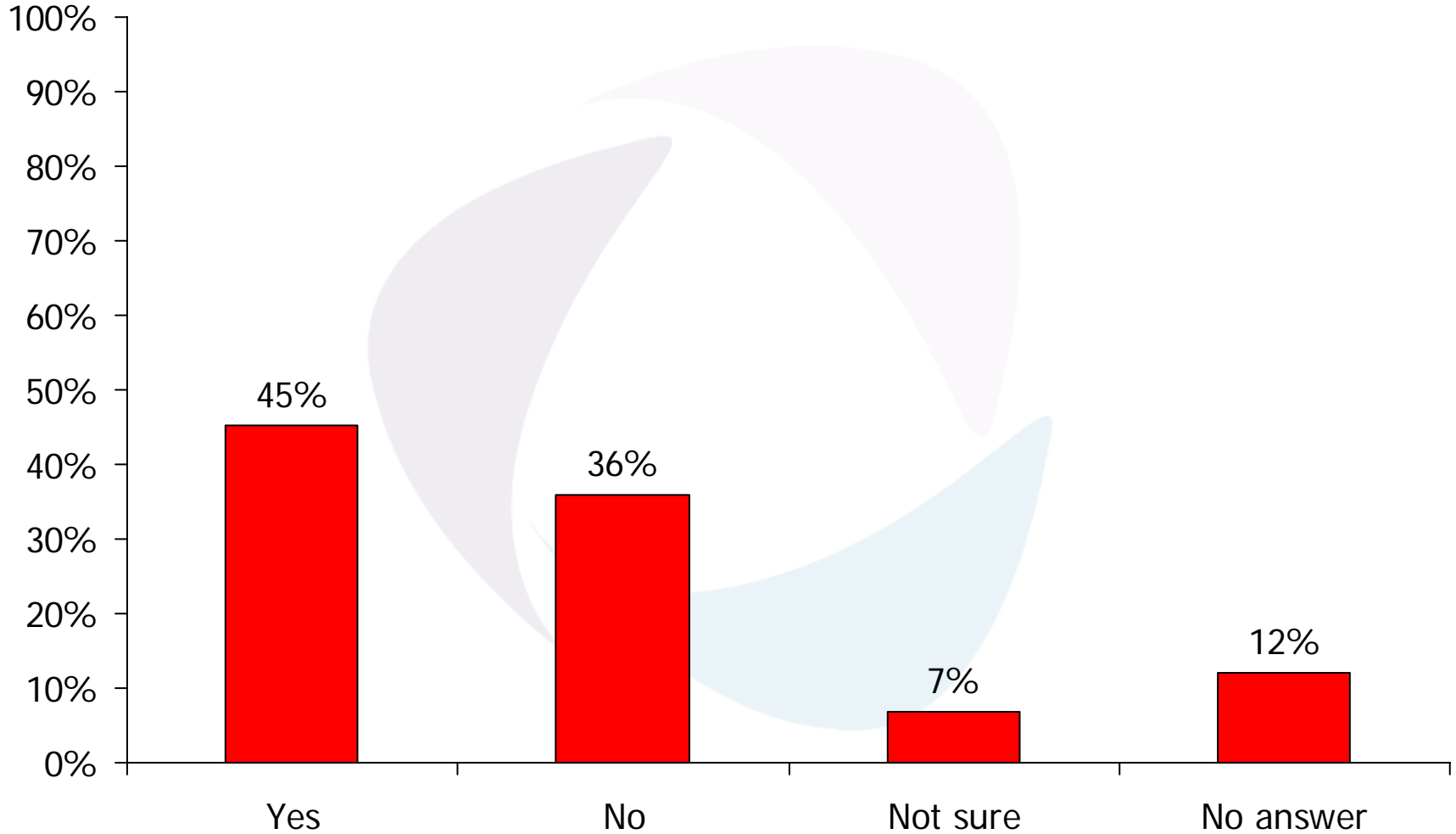
When did your charity/organisation first set up a website?



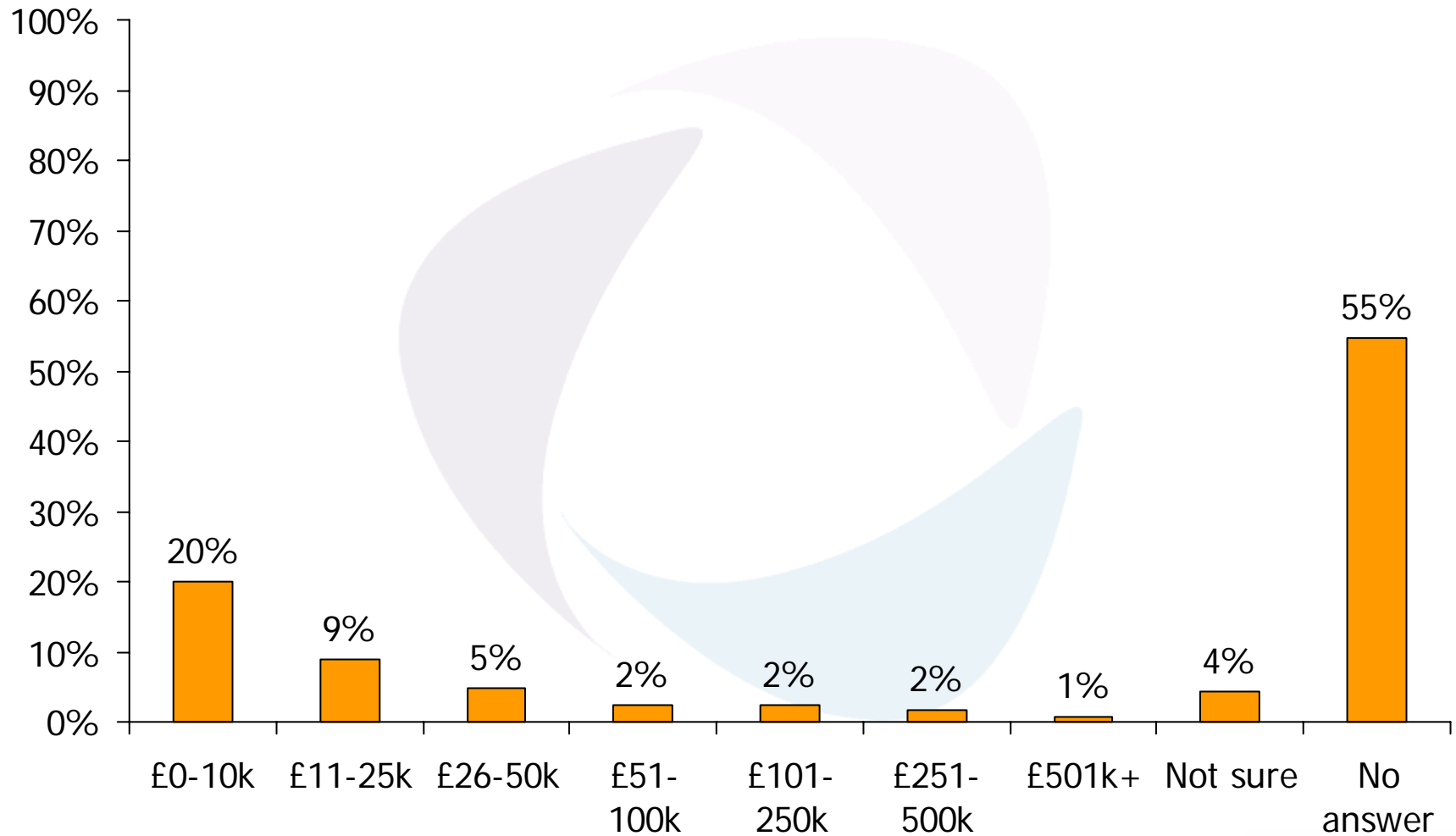
How many web sites do you have?



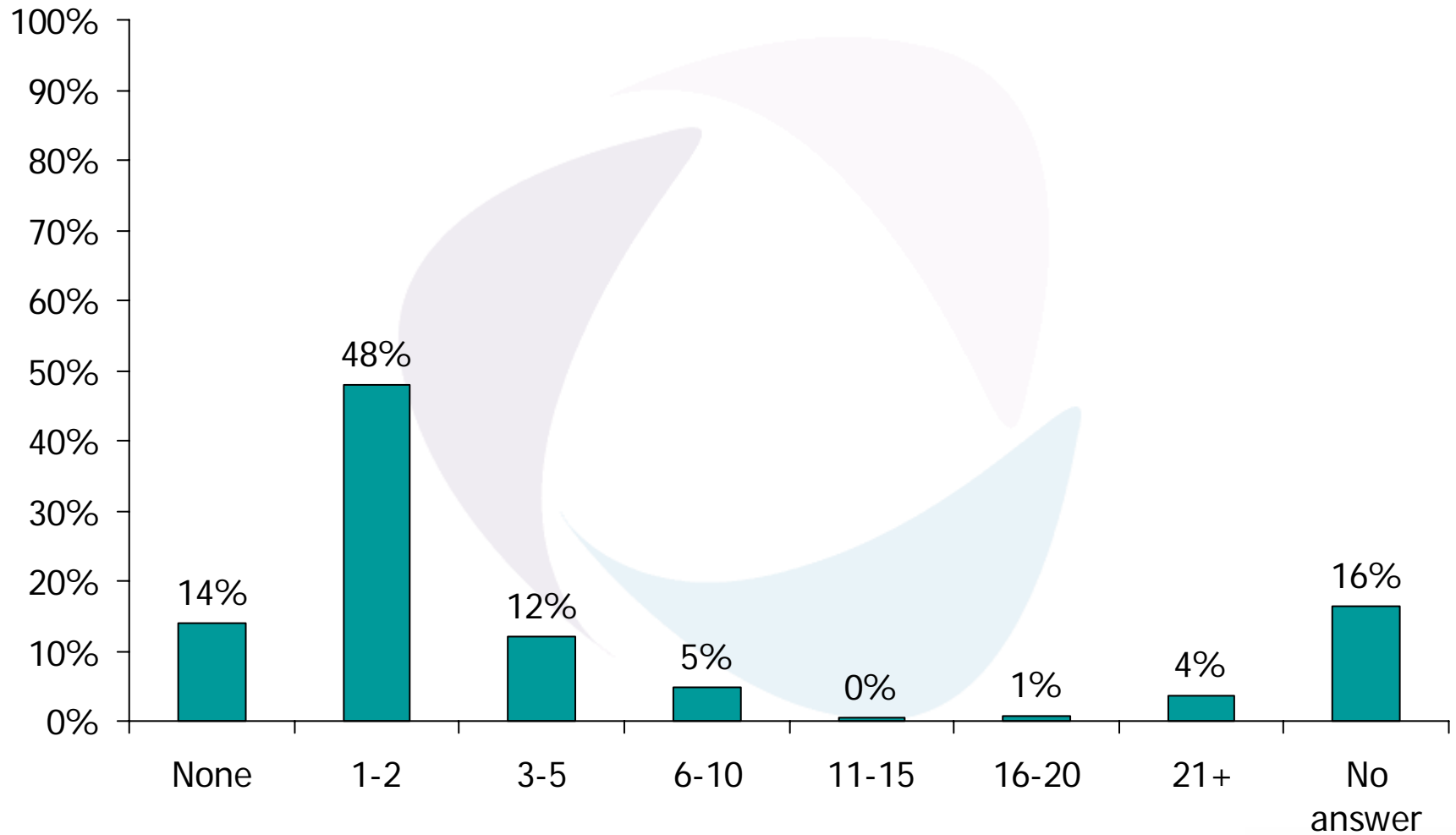
Do you have a dedicated budget for your website?



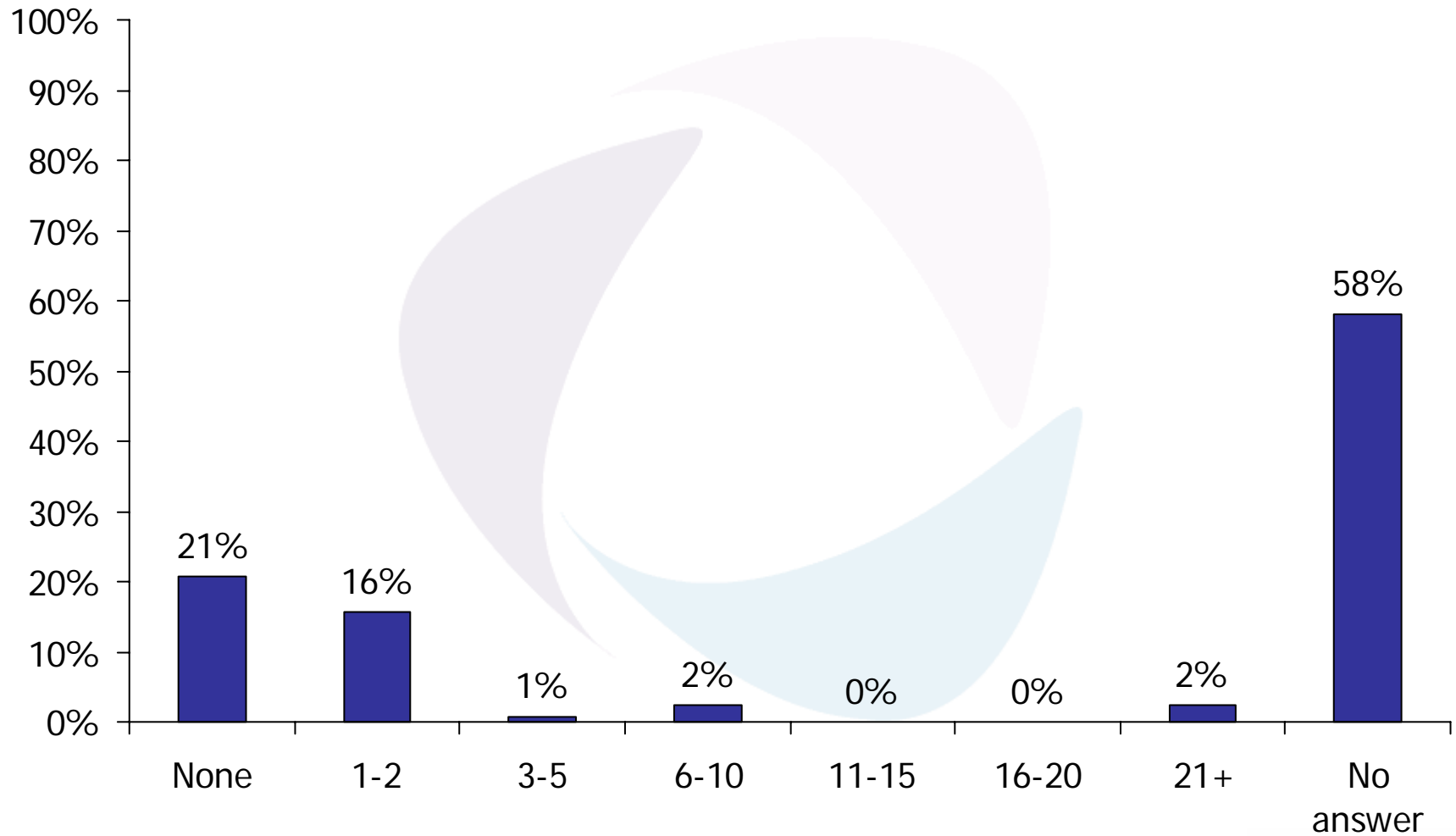
Could you indicate the approximate size of the budget, excluding staff costs?



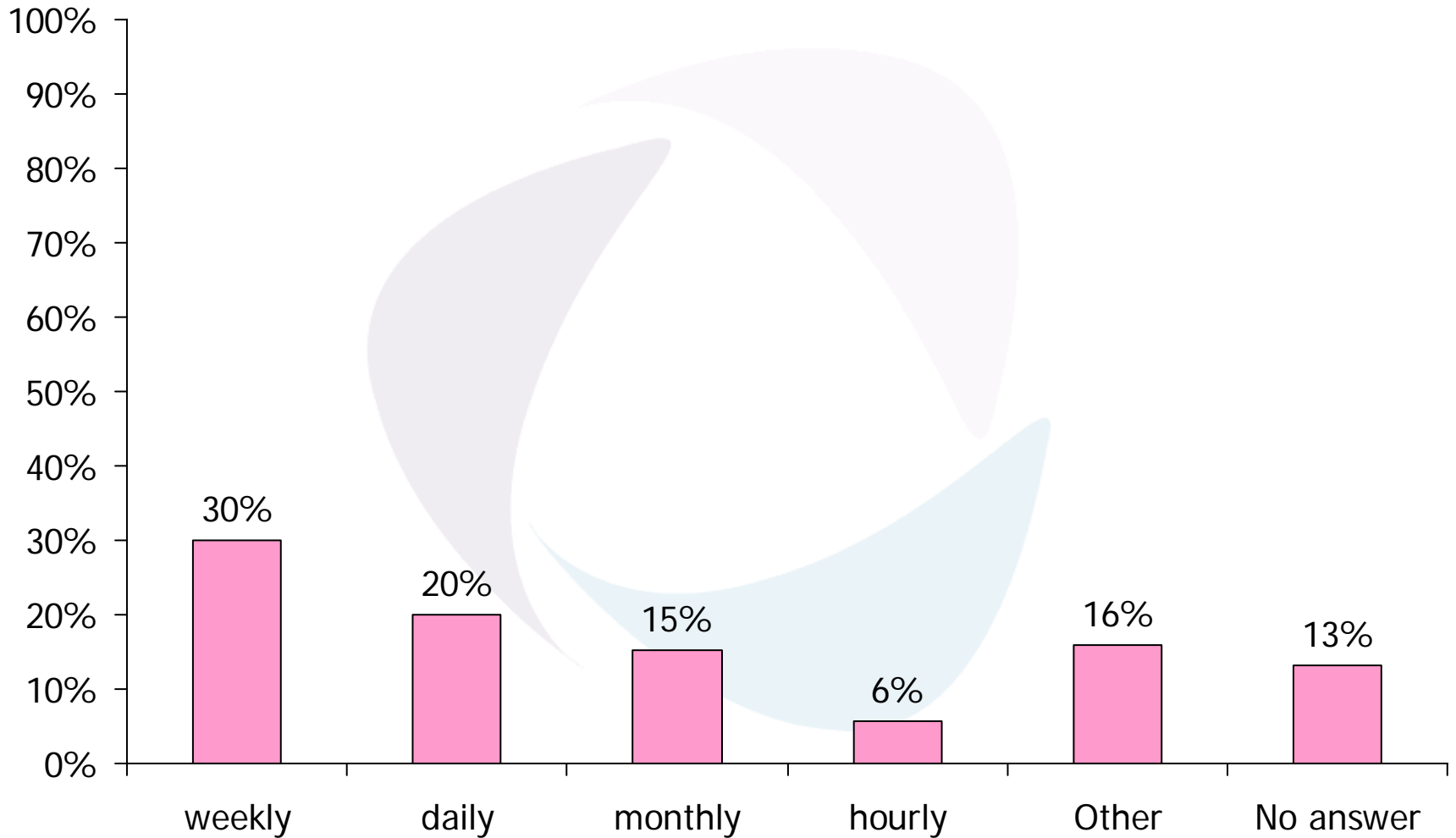
In total how many **staff** work on your website currently?



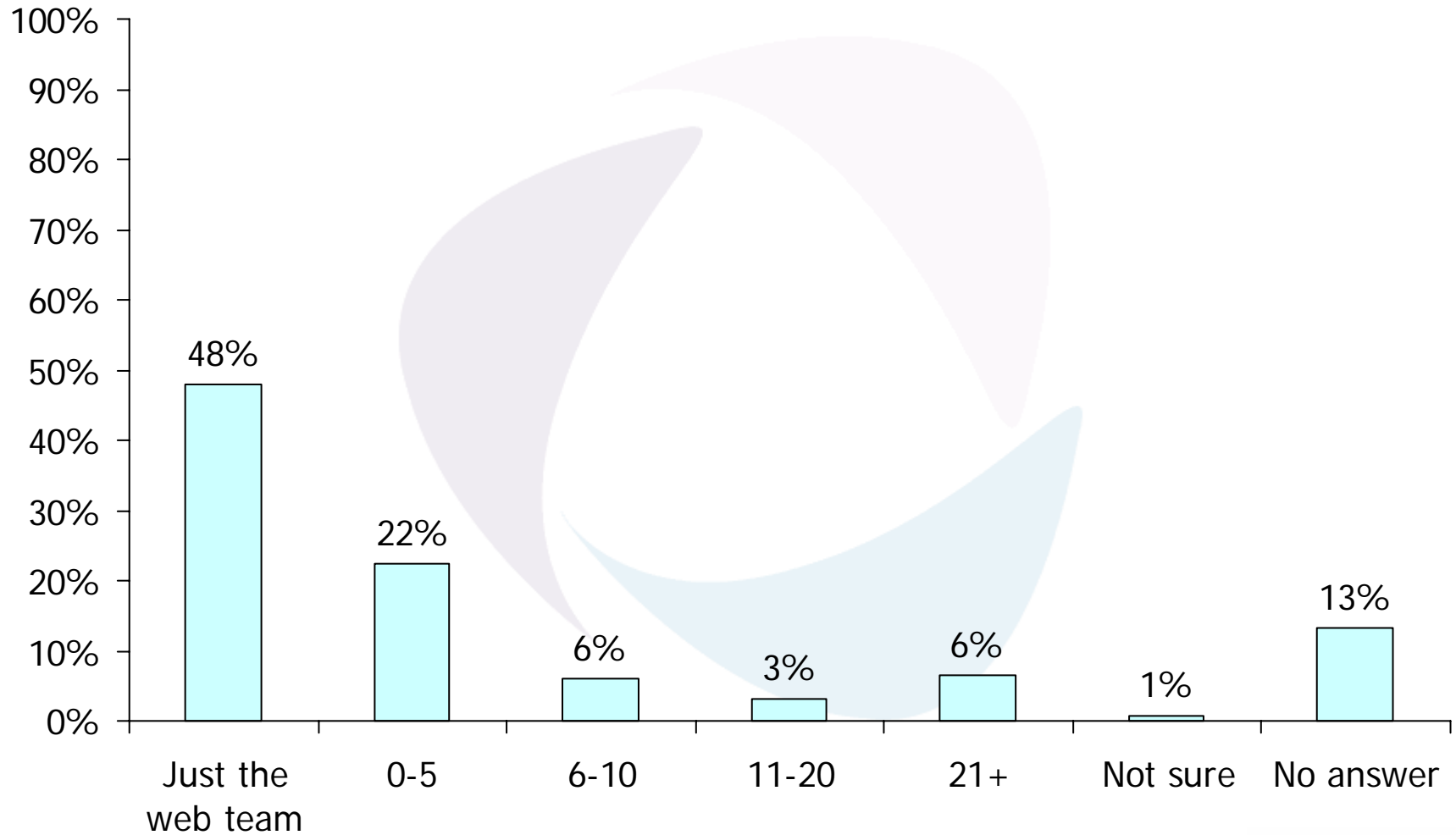
In total how many **volunteers** work on your website currently?



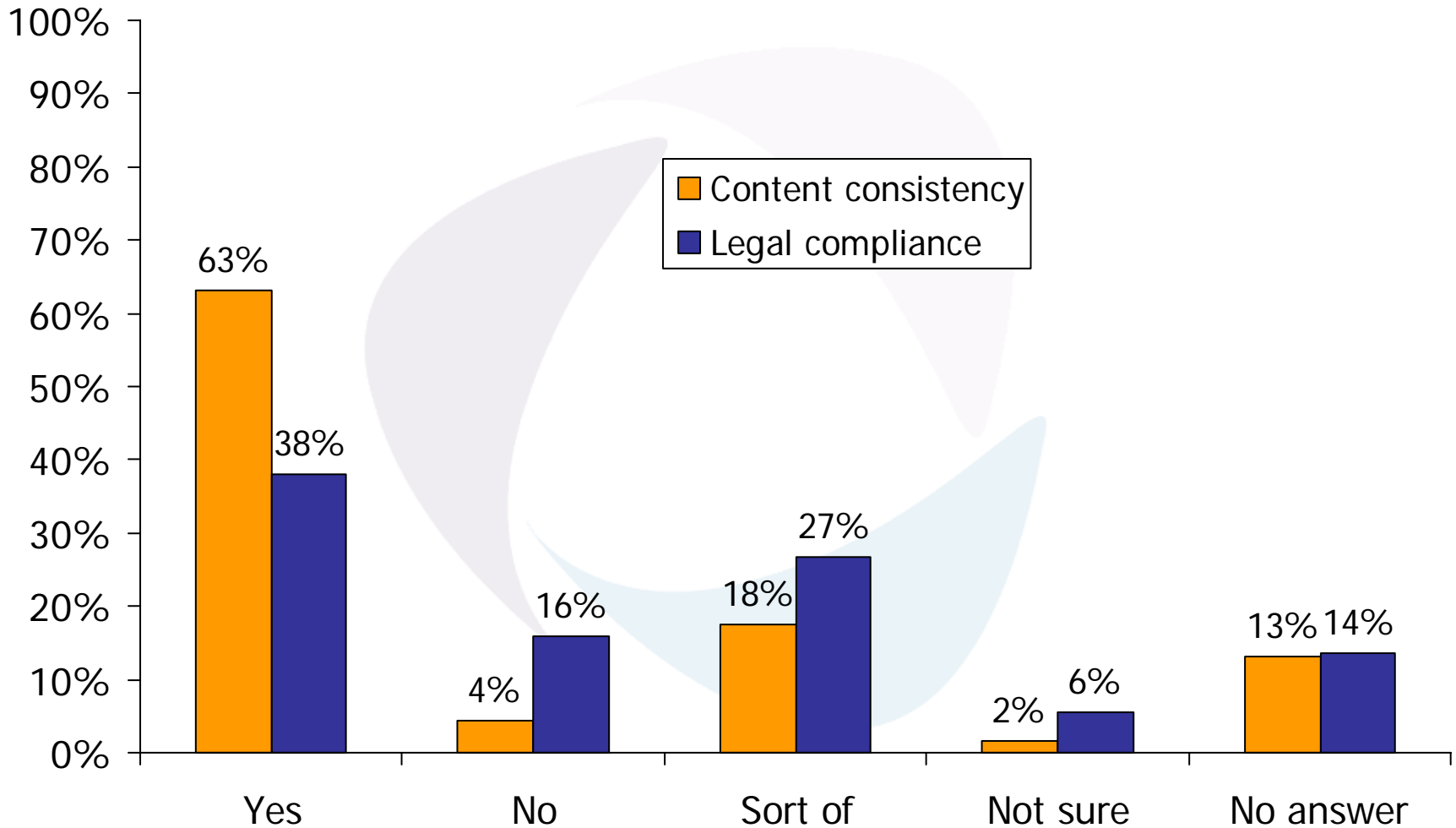
How often is your site updated on average?



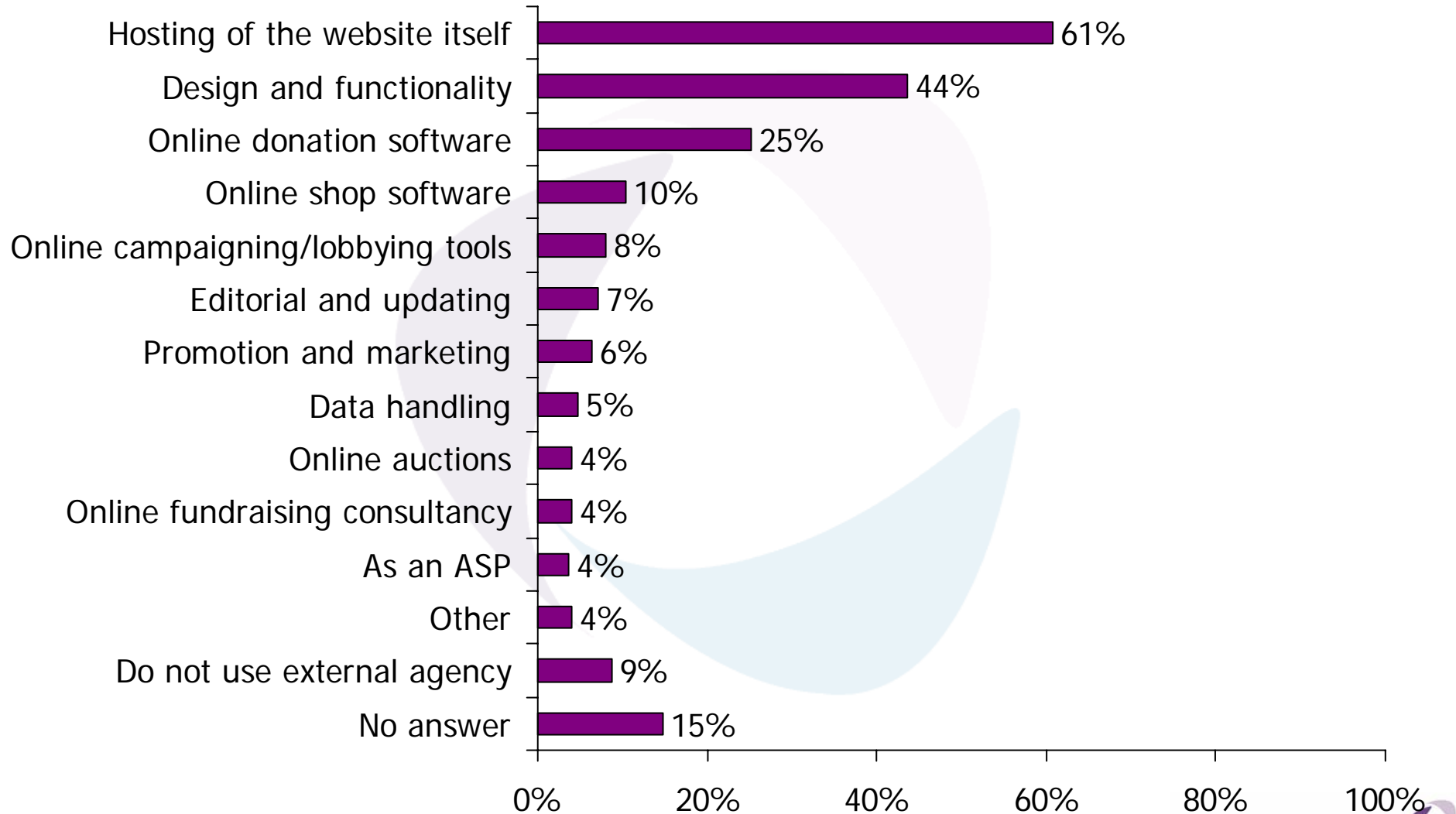
How many people are allowed to enter content onto your websites?



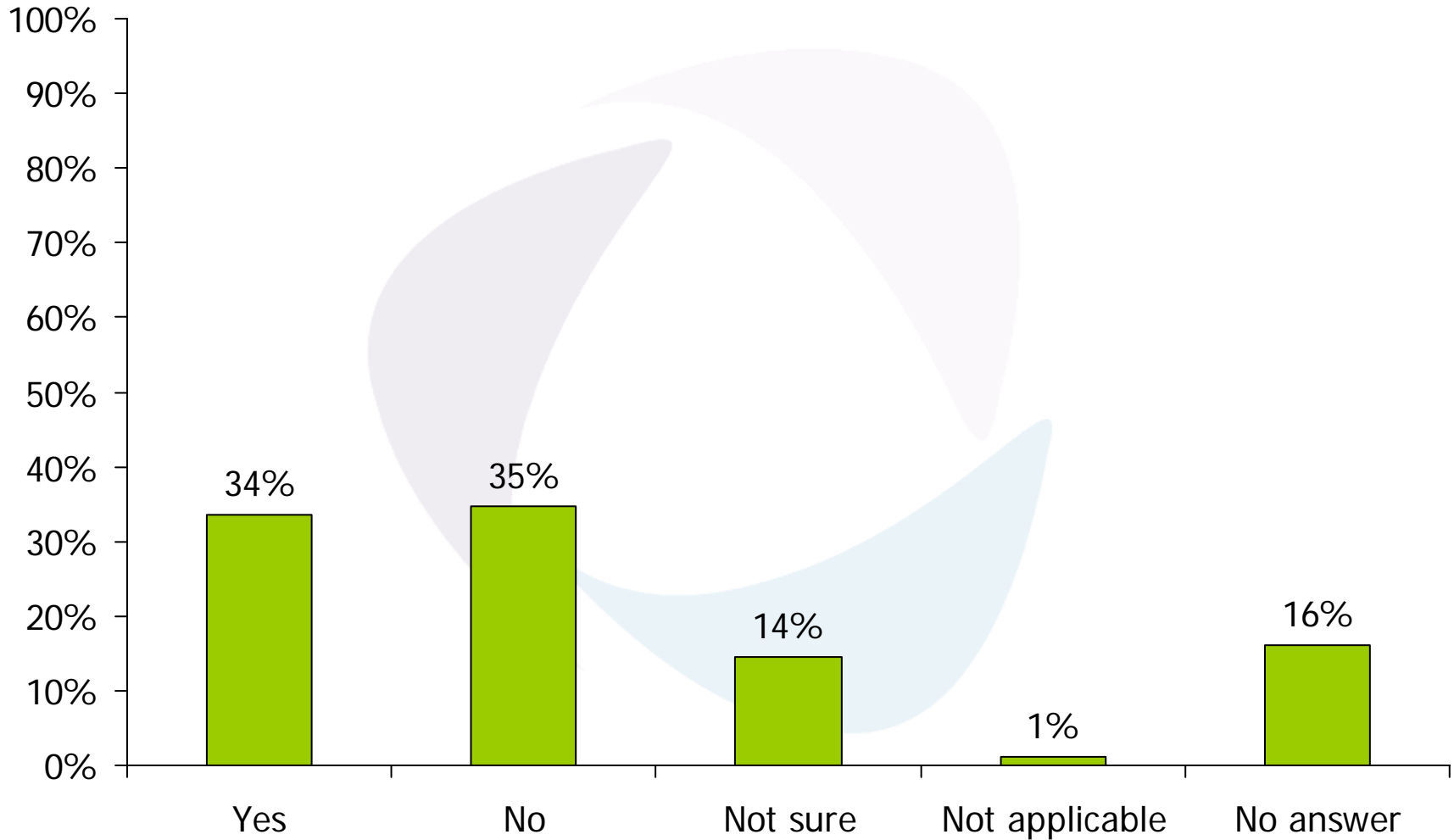
Is there a person responsible for...?



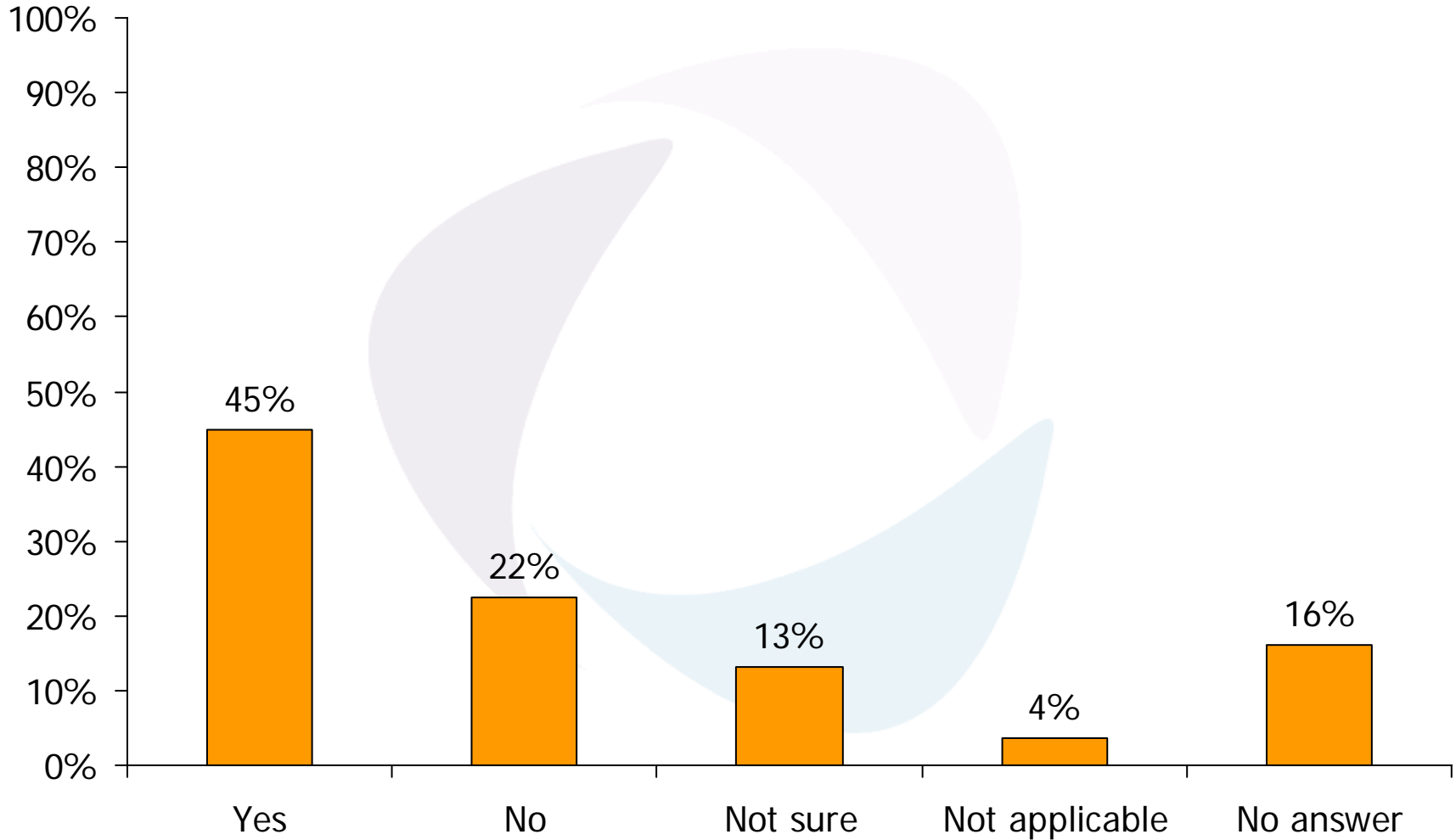
In what ways, if any, are you using an external agency on your website?



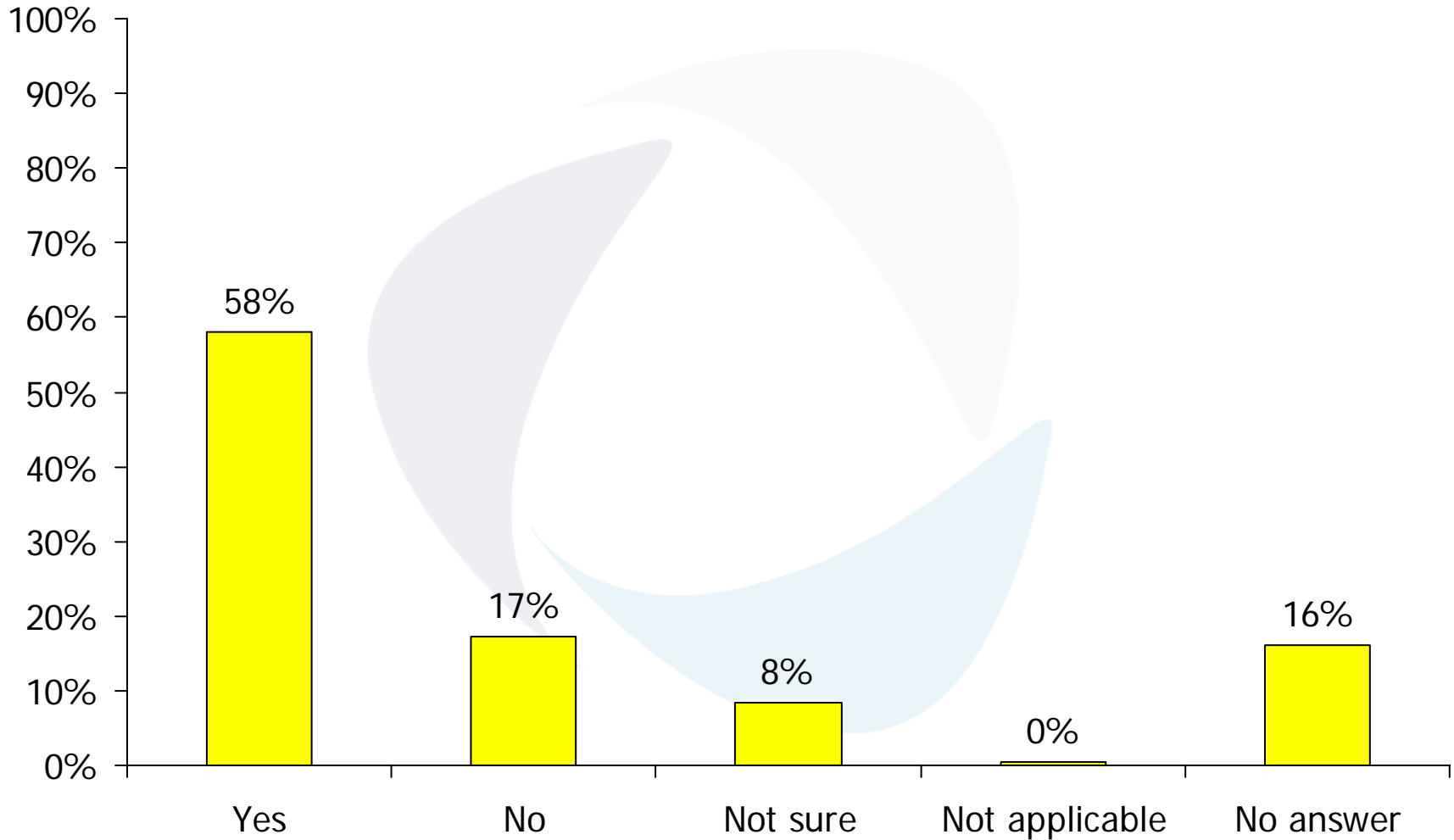
Do you use a content management system?



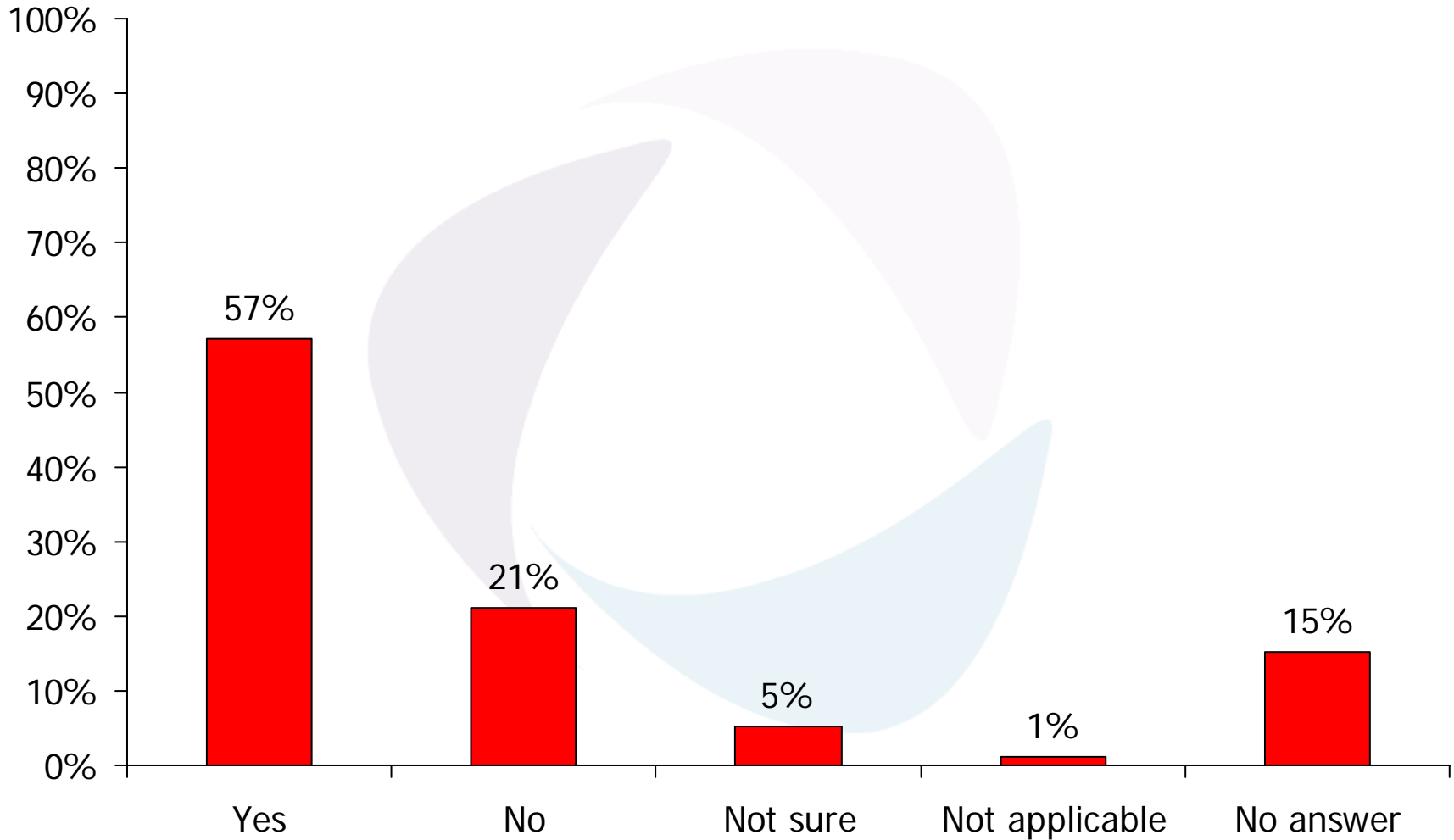
Do you update your site (directly) using HTML?



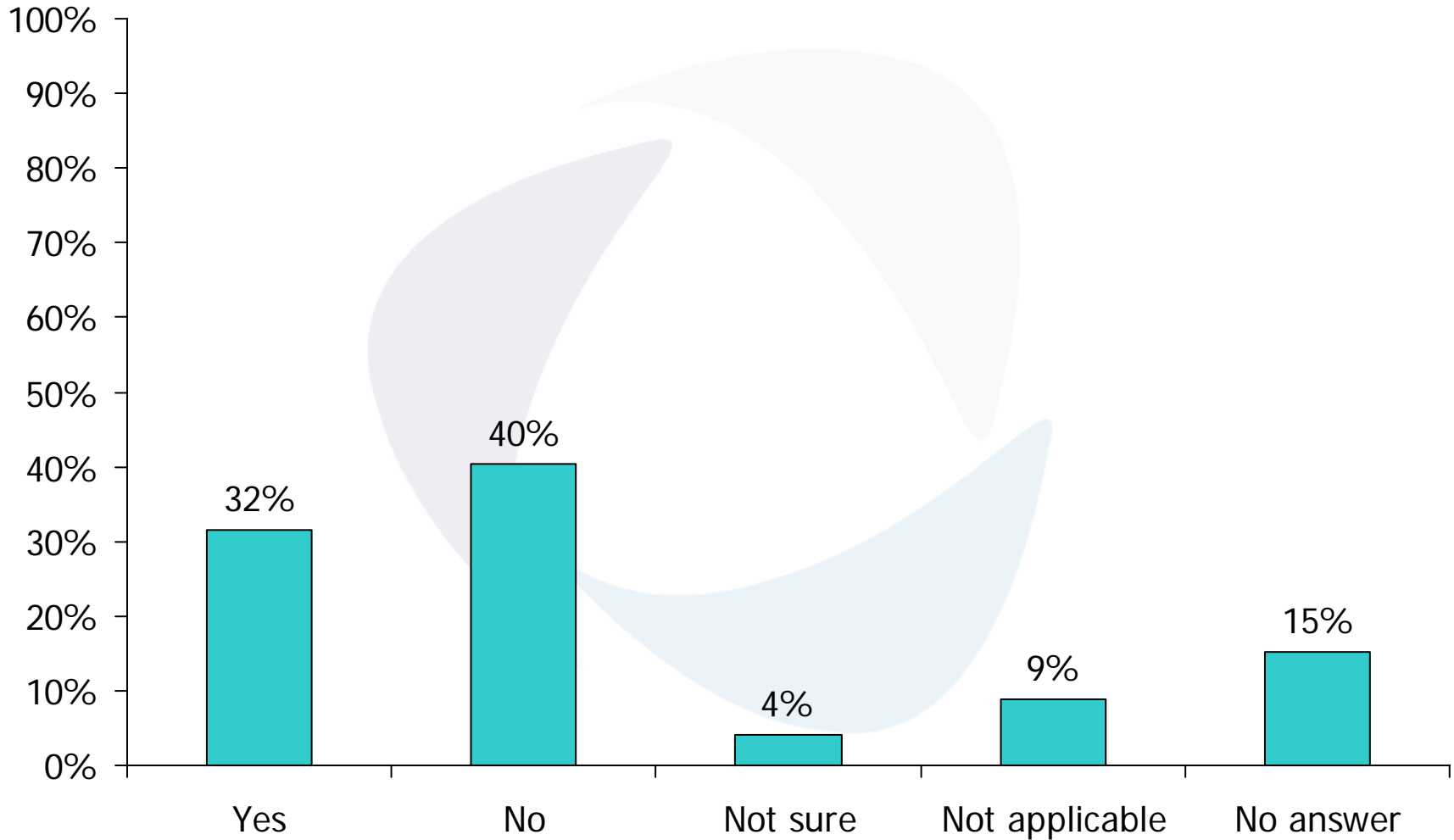
Do you pay for your web hosting?



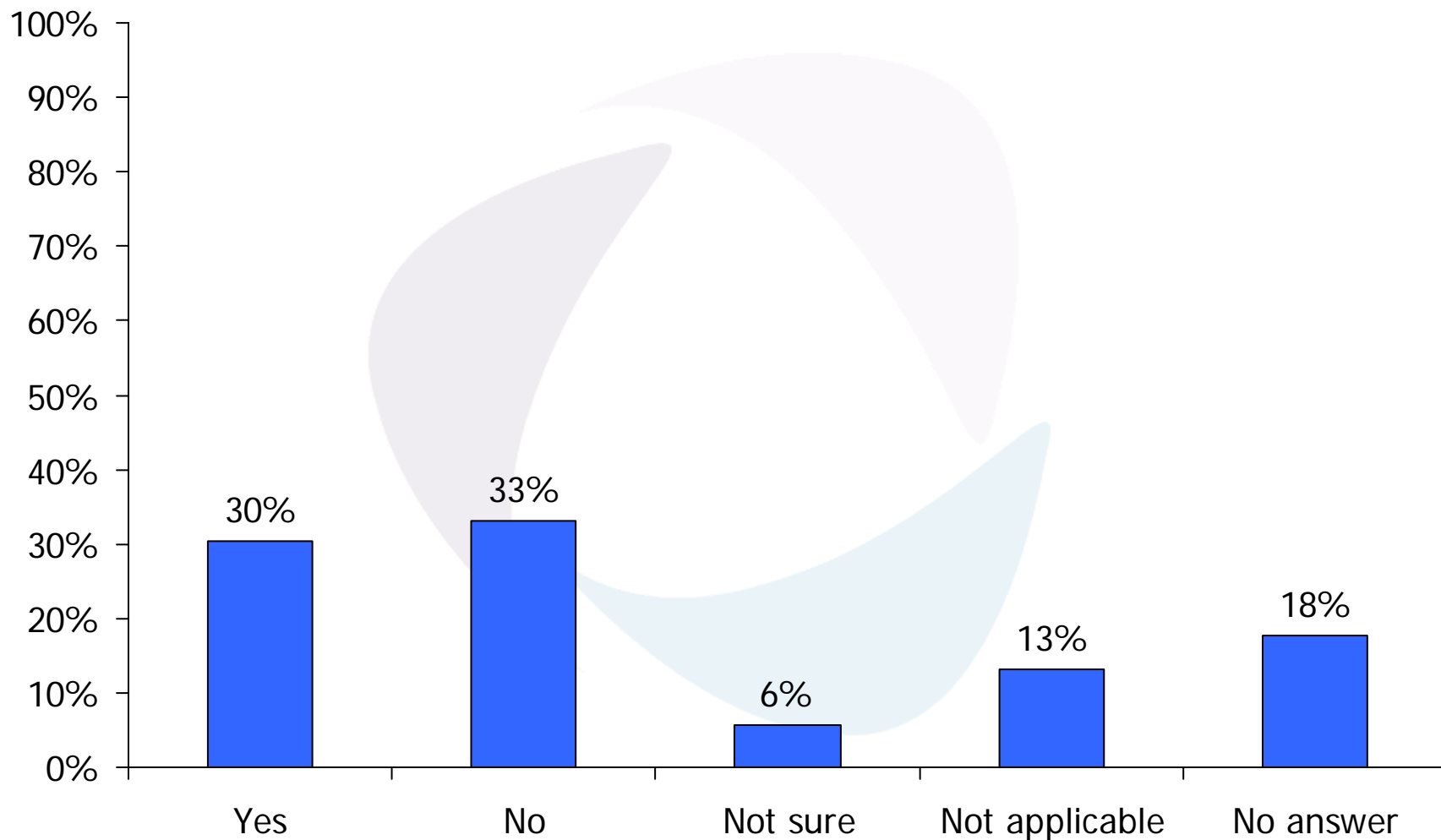
Does your site allow users to leave an email address for follow up contact?



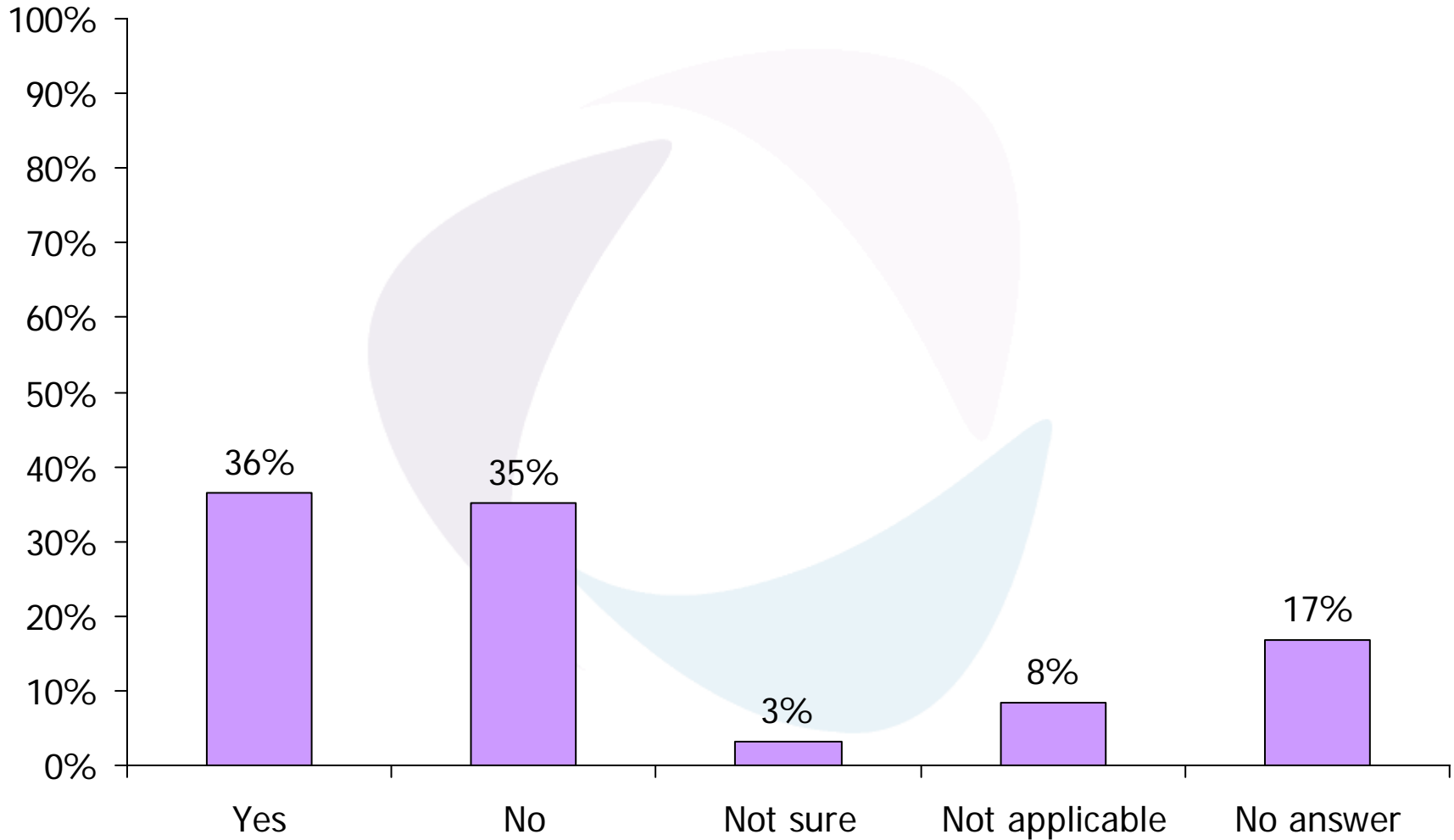
Do you use emails for fundraising?



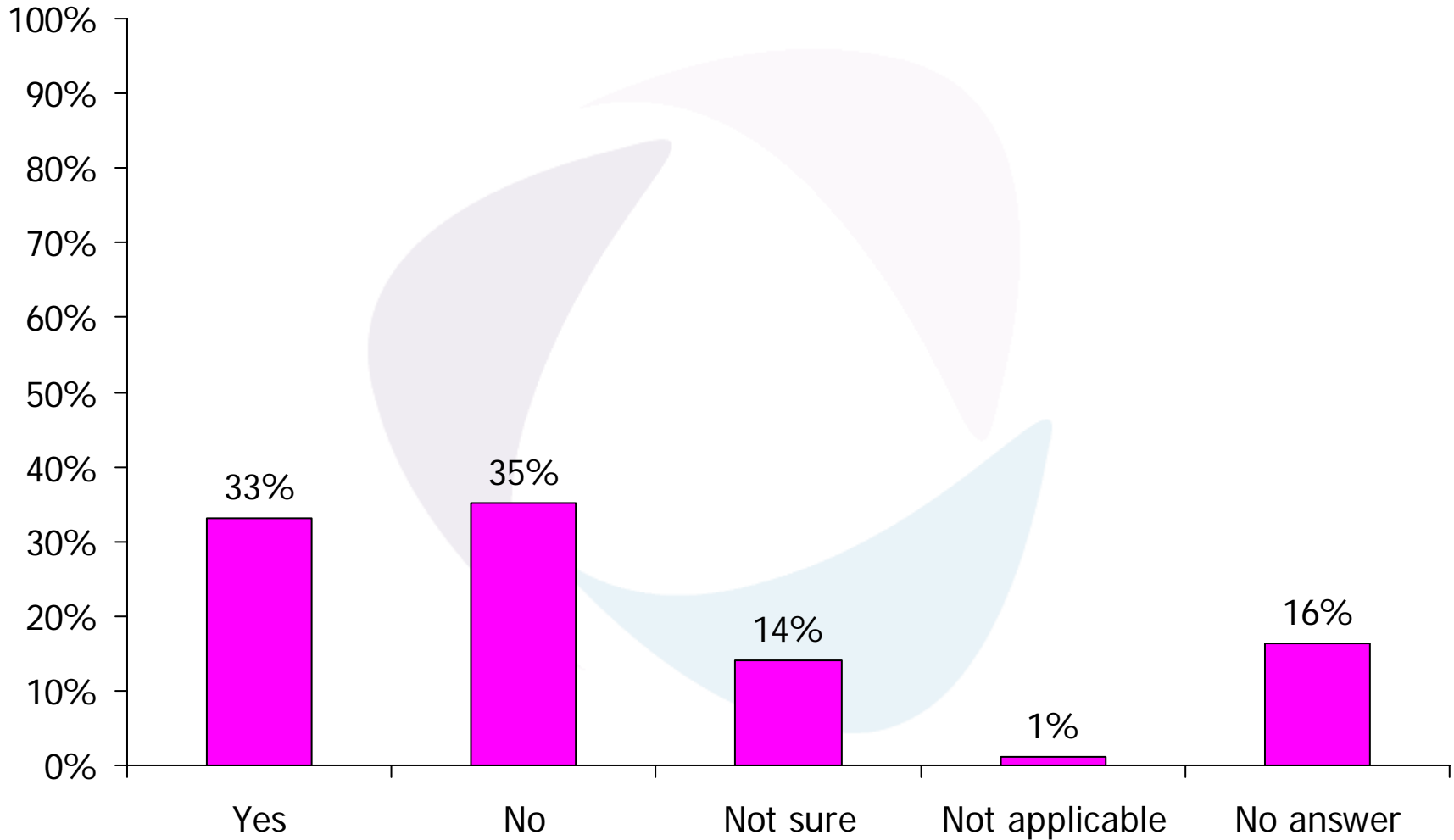
Do you email these addresses for regular communications?



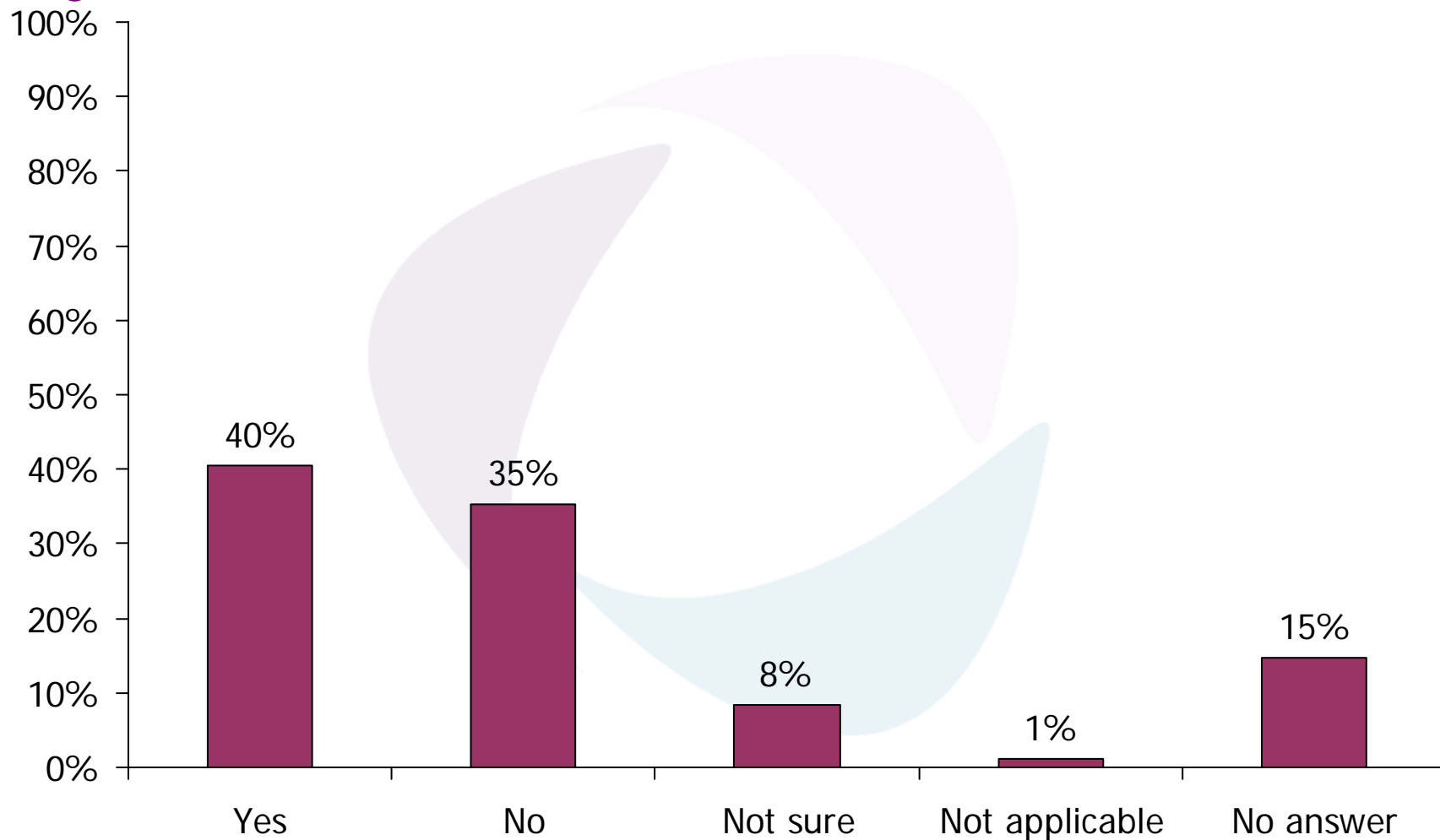
Do you use emails for campaigning?



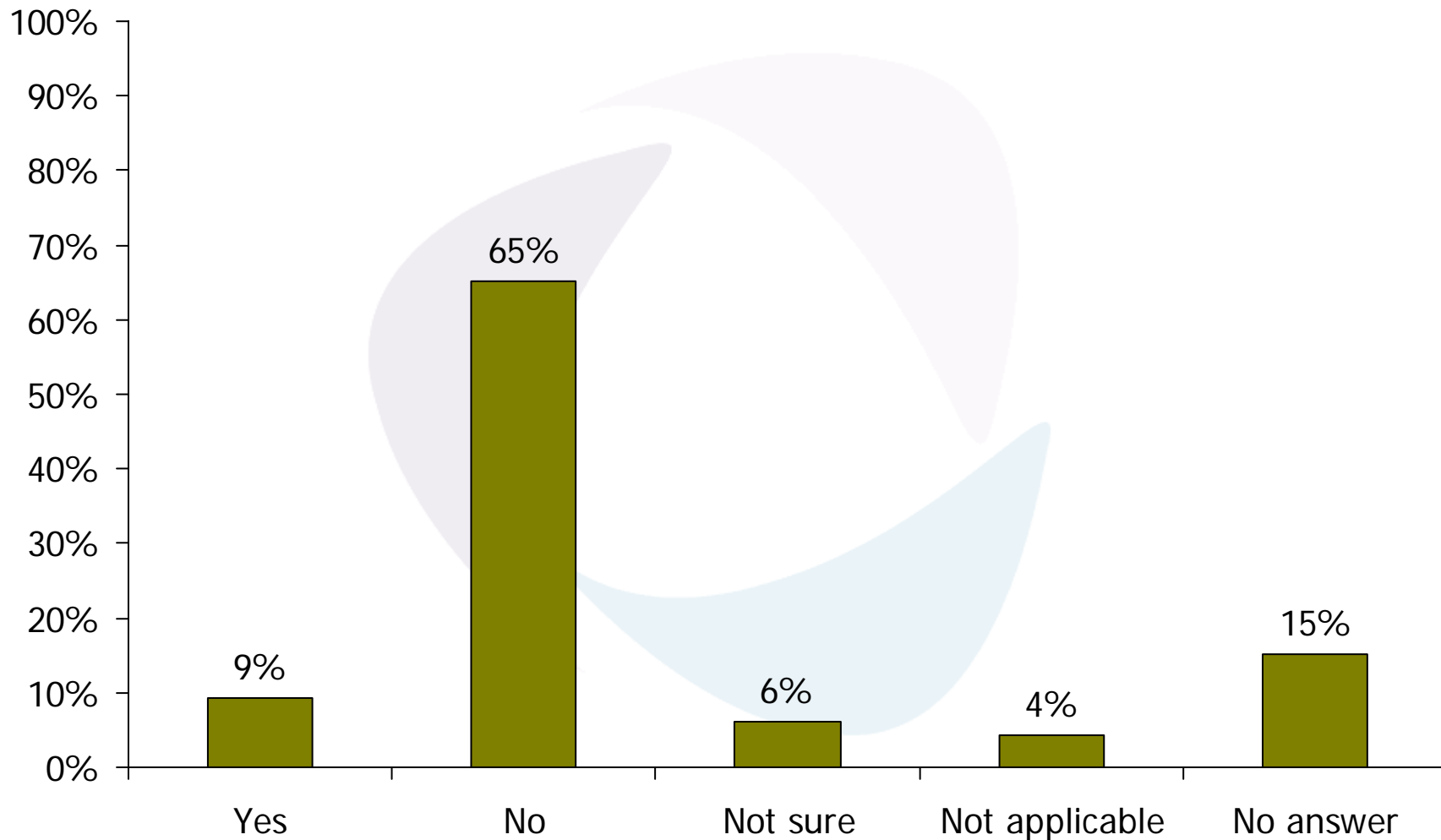
Do you have a dedicated web server?



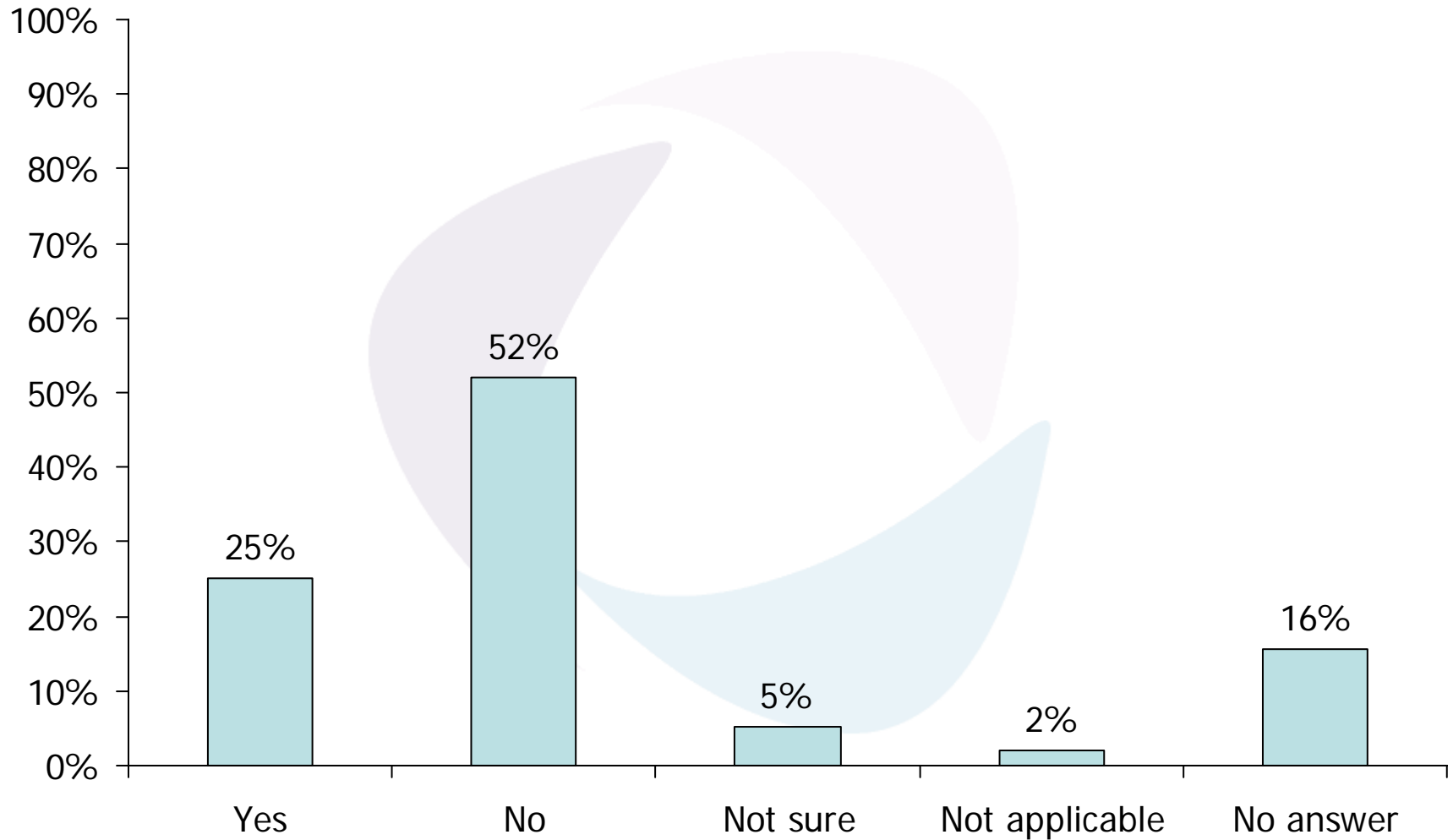
Do you have people on your database who are only contacted via email?



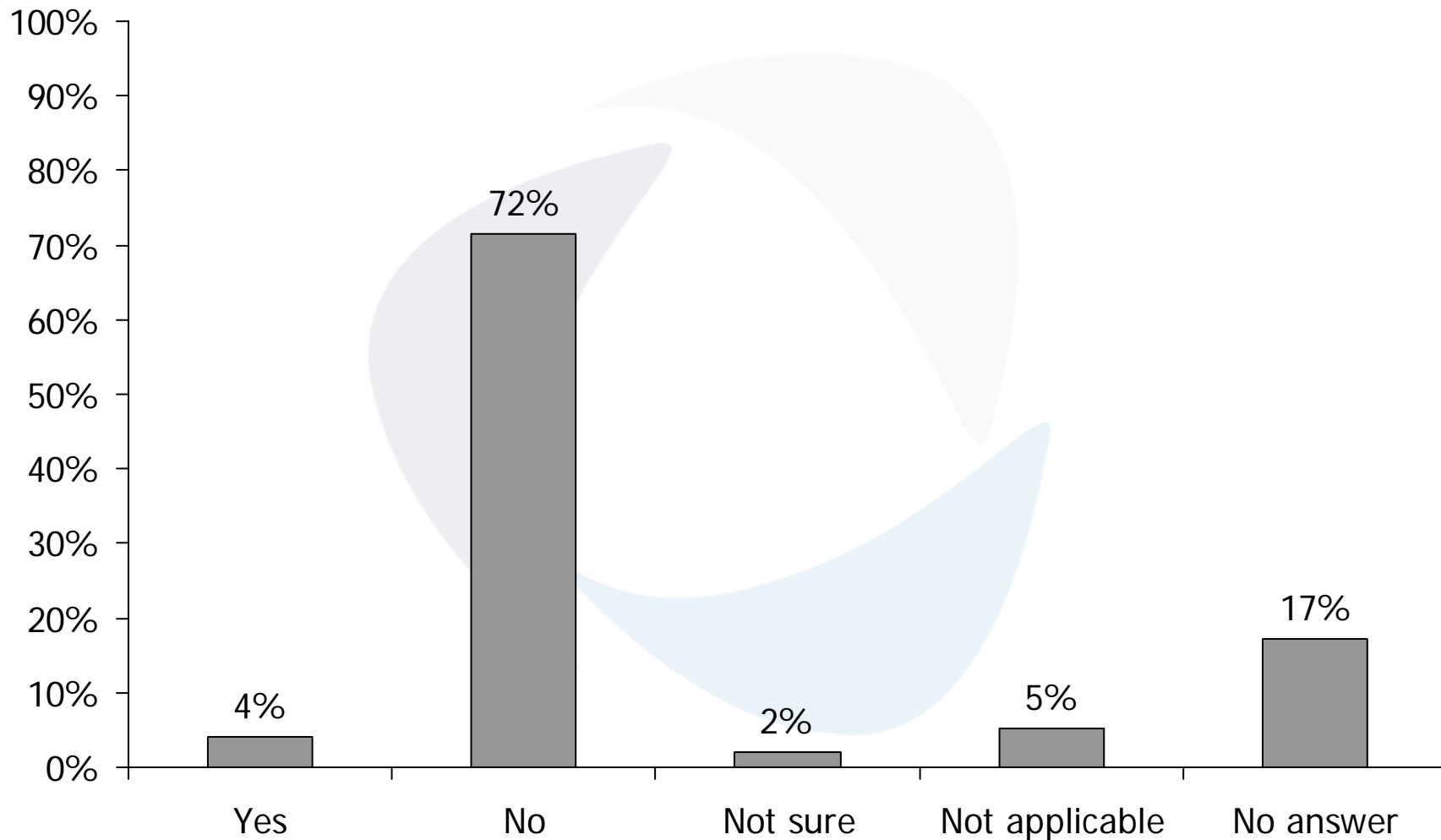
Are you looking at digital/interactive TV as a mass communications tool?



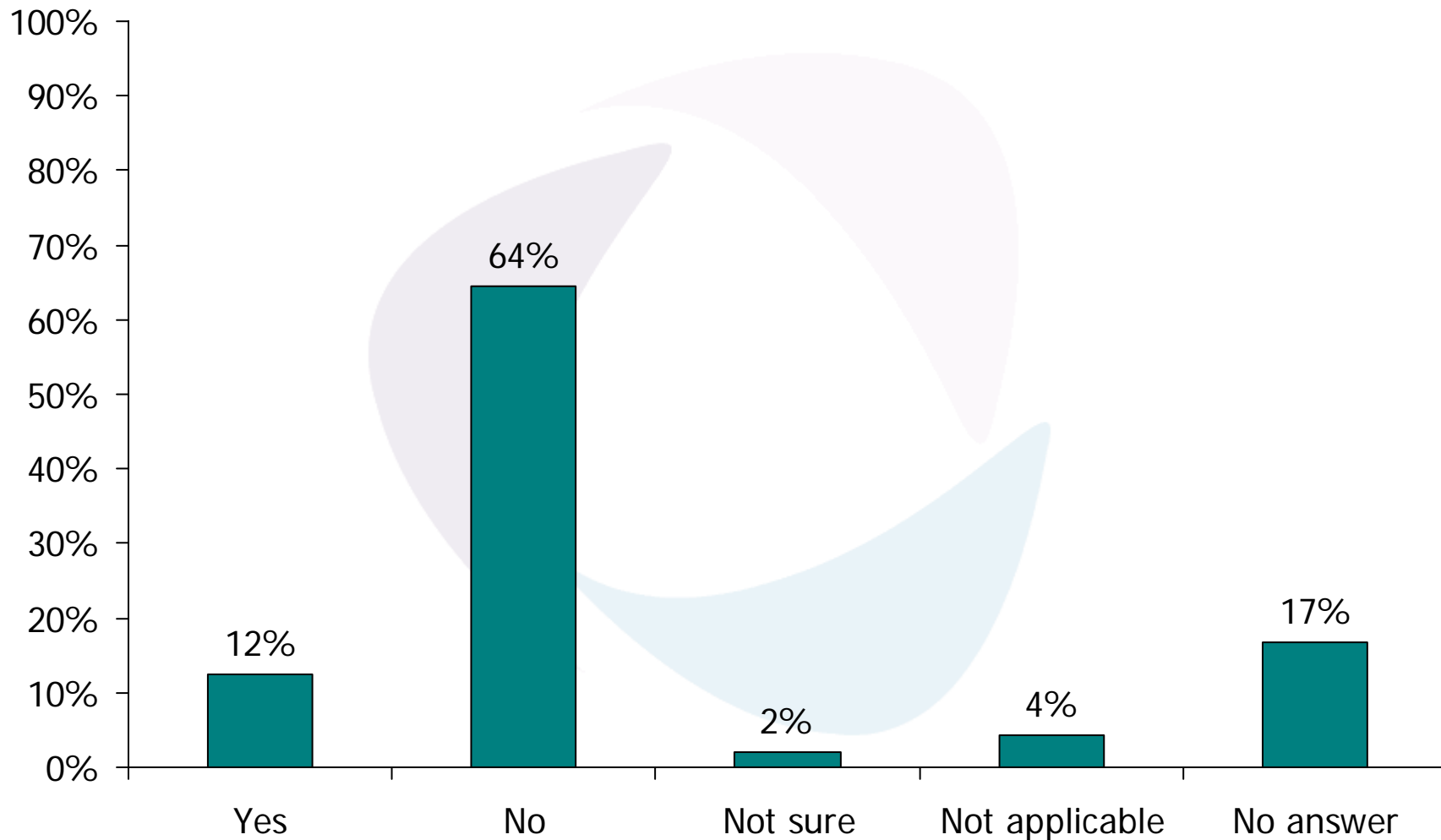
Are you looking at mobile telephony and SMS as a communication tool?



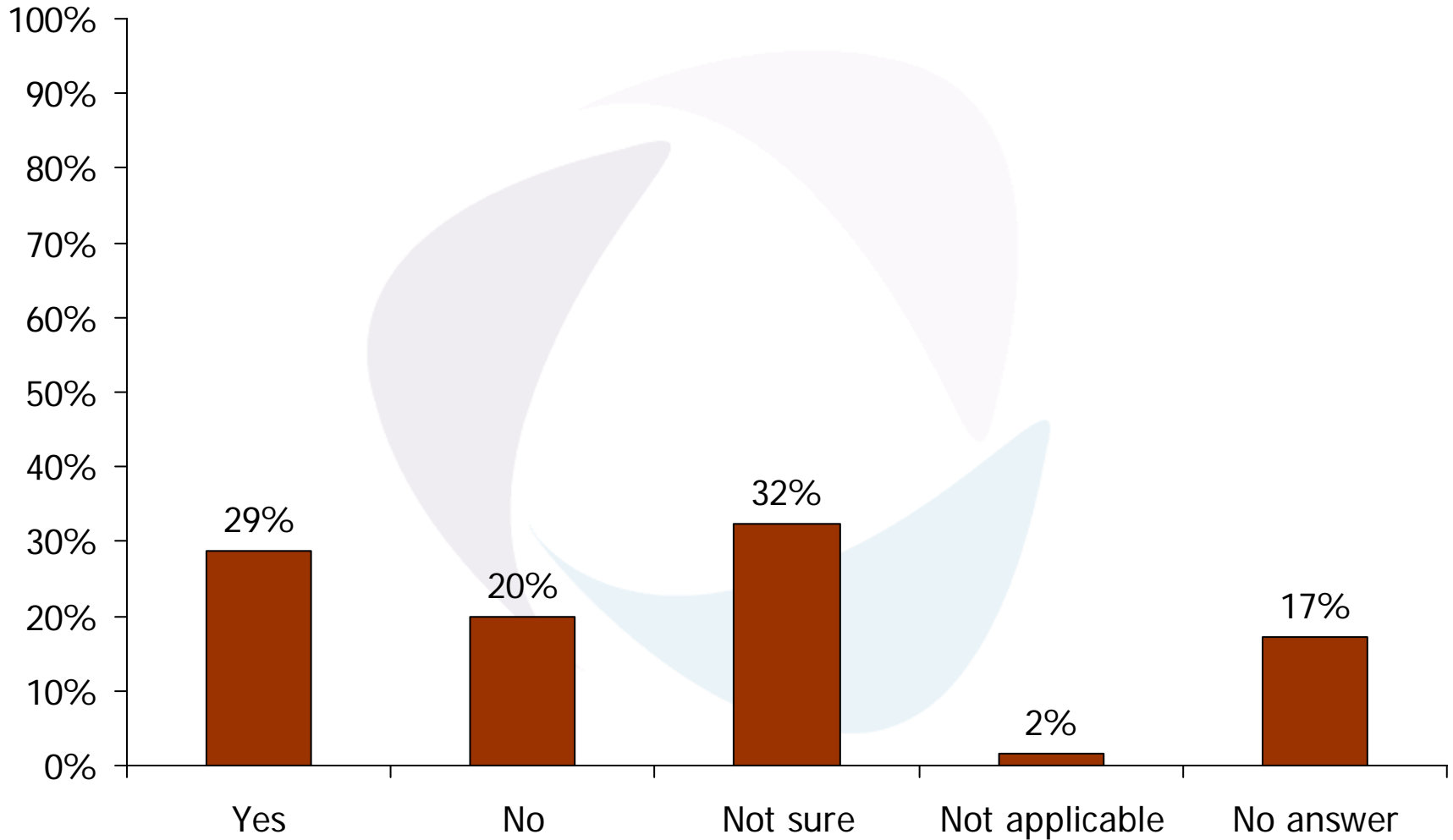
Are you using digital/interactive TV as a mass communications tool?



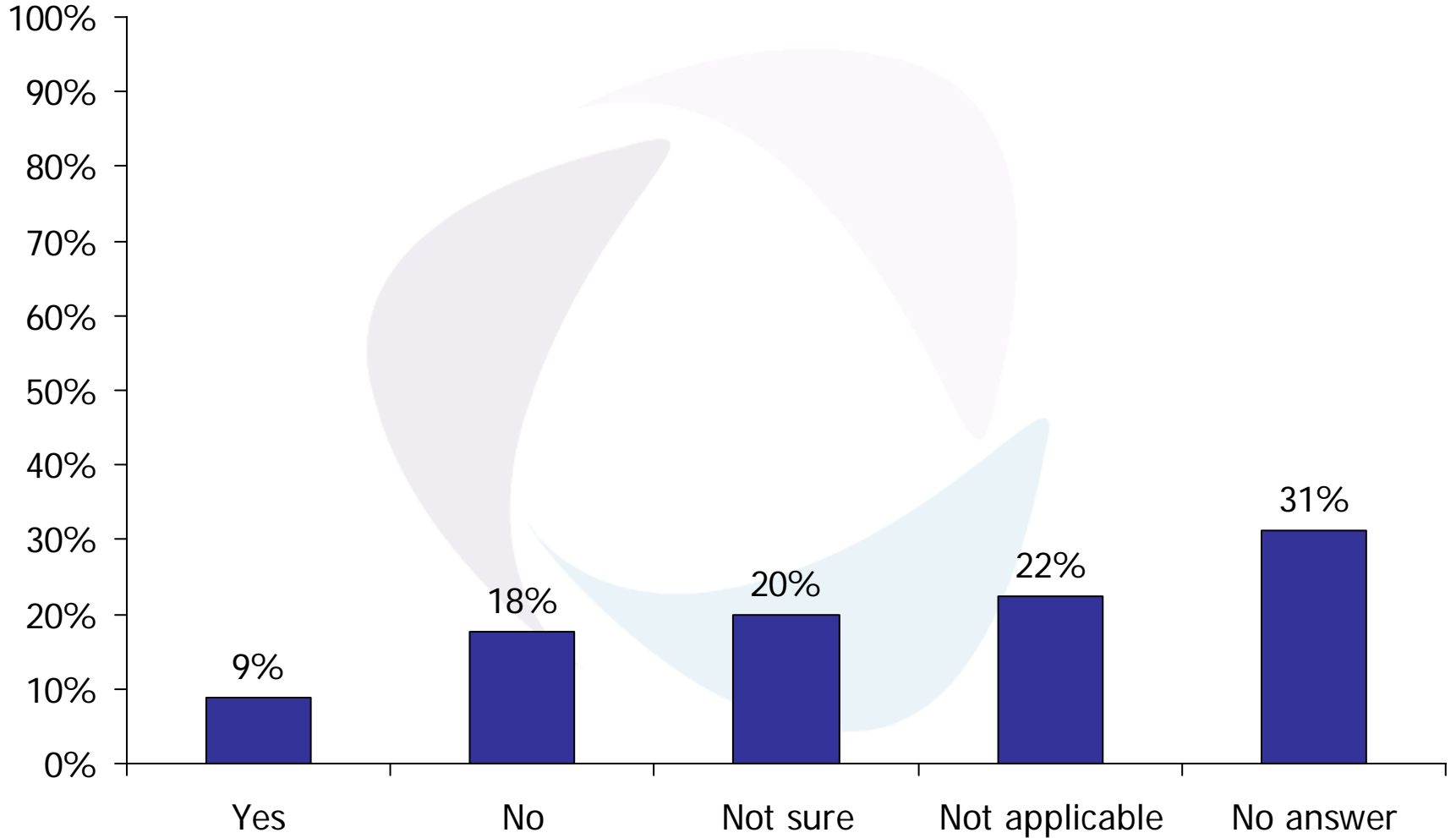
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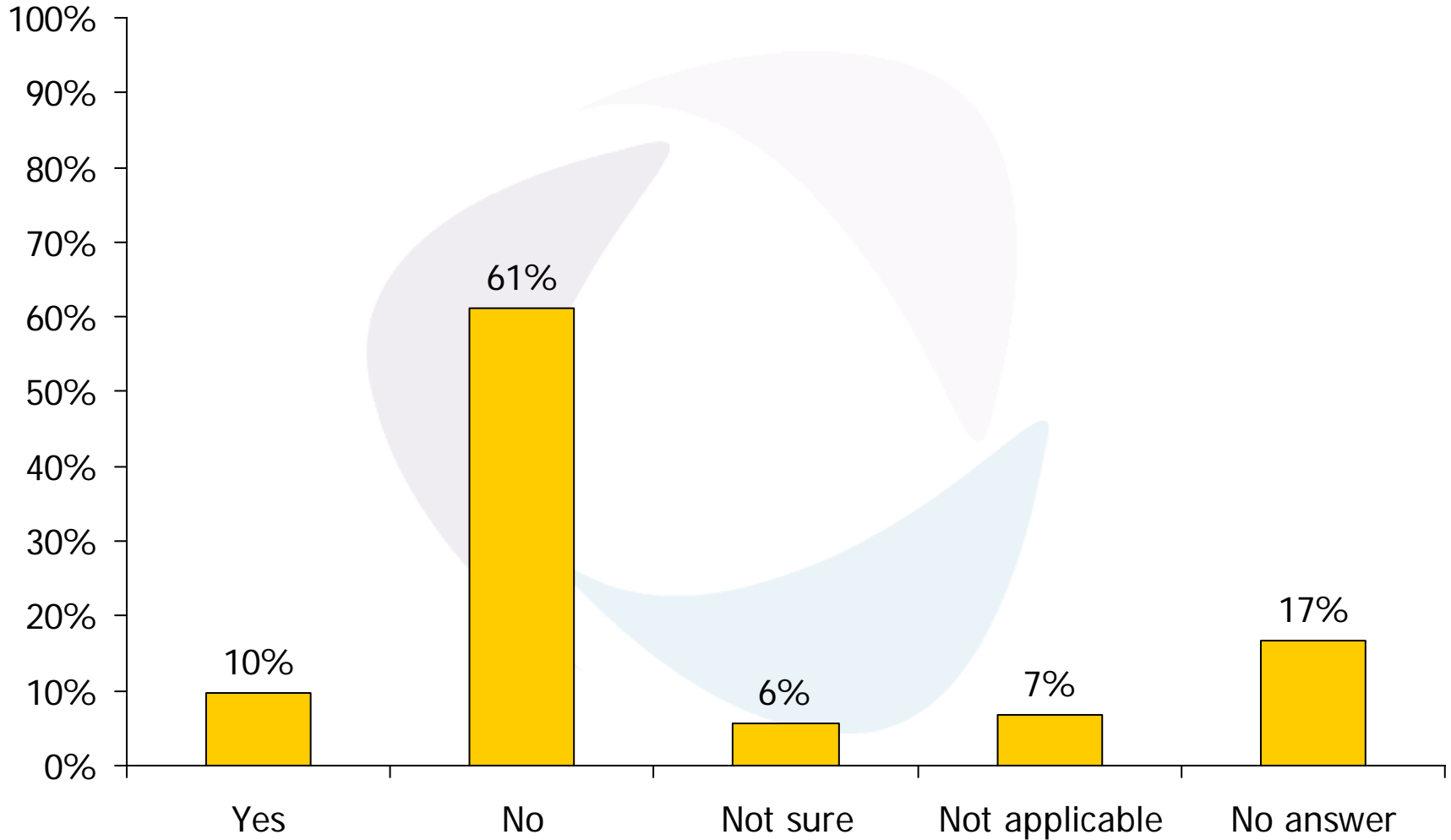
Does your site conform to the web accessibility initiative (W3C) guidelines?



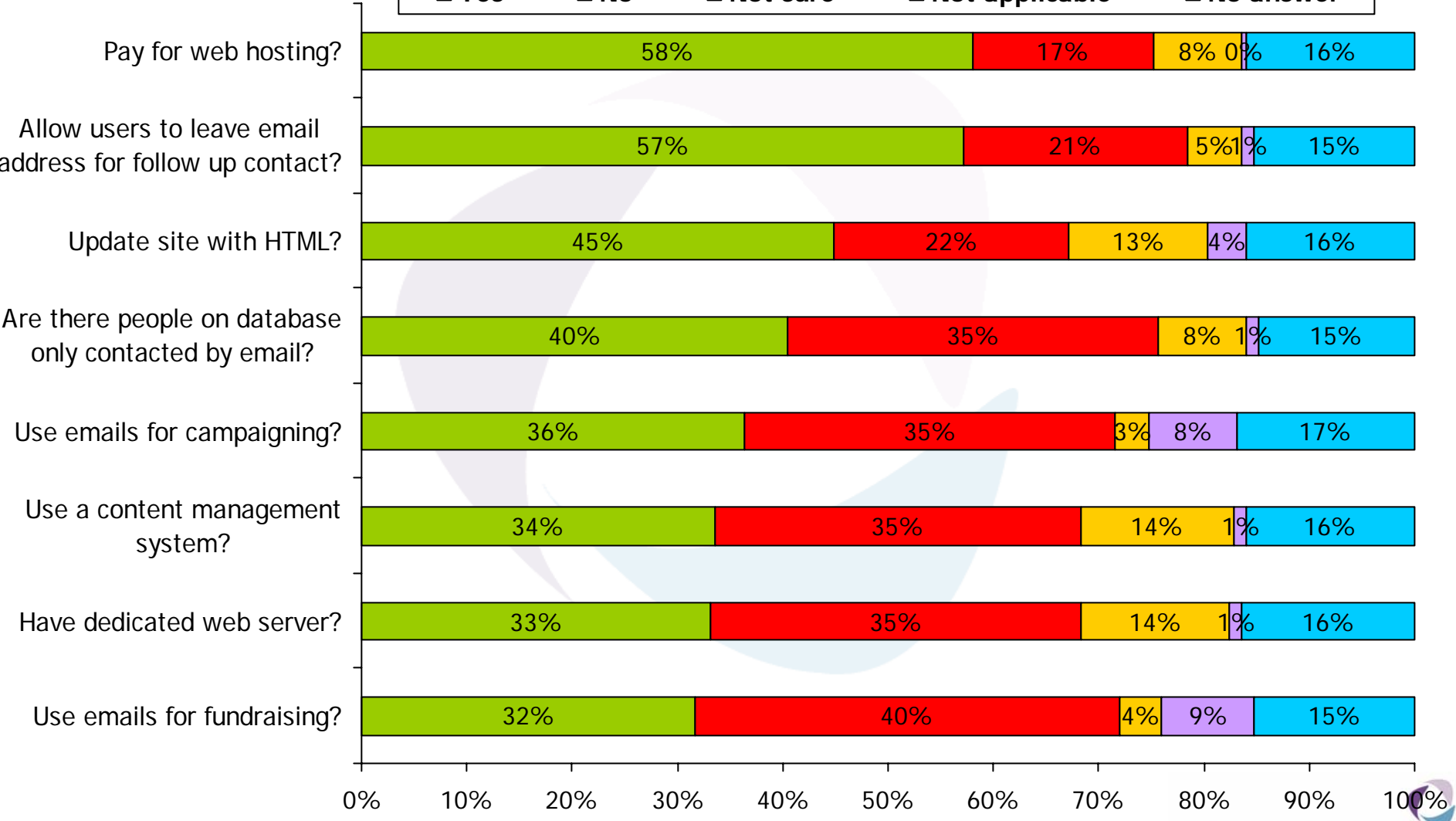
If your site does not conform to W3C guidelines is this because of budget?



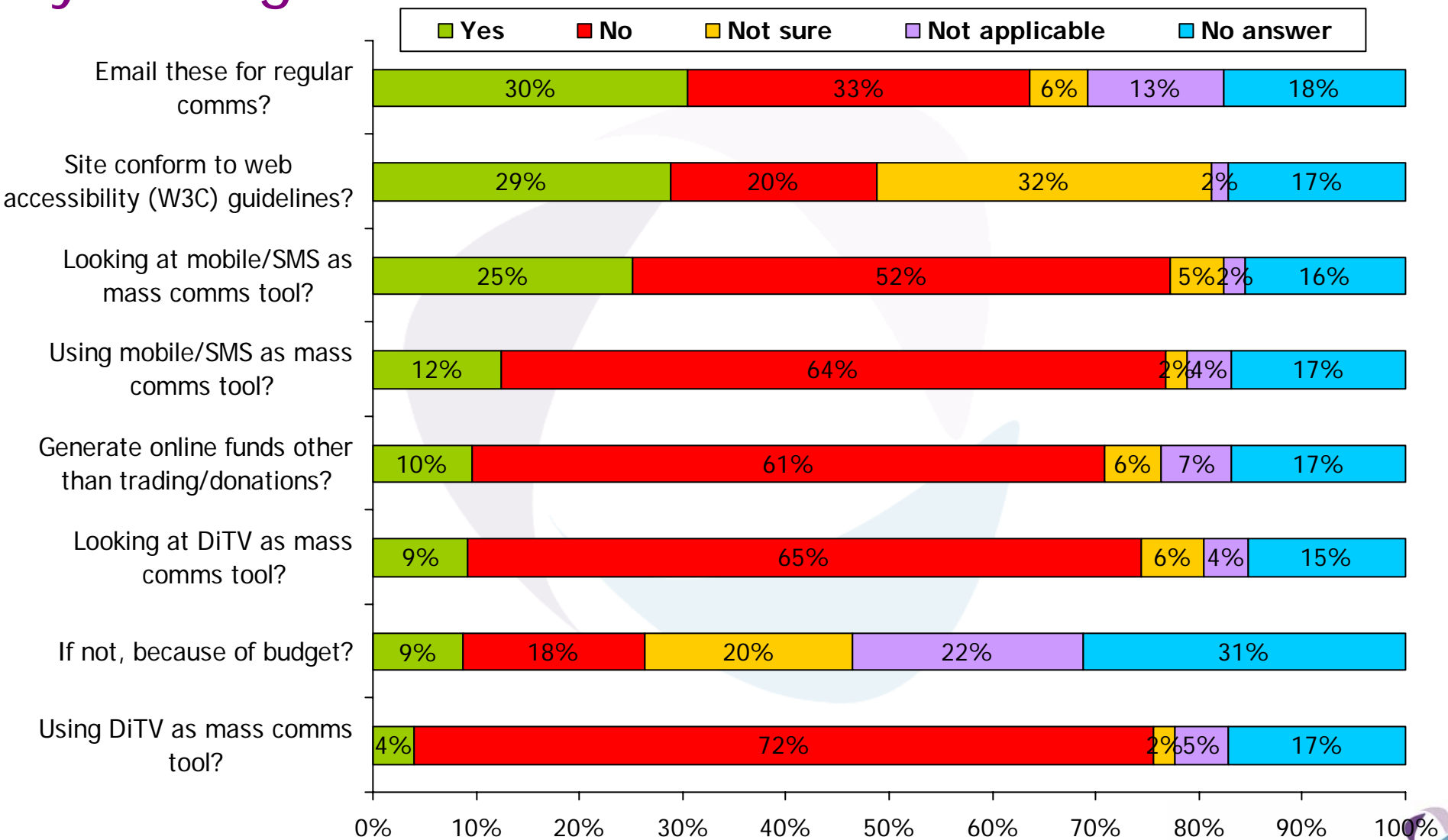
Do you generate online funds other than through online trading and online donation?



Please answer the following questions about your organisation...



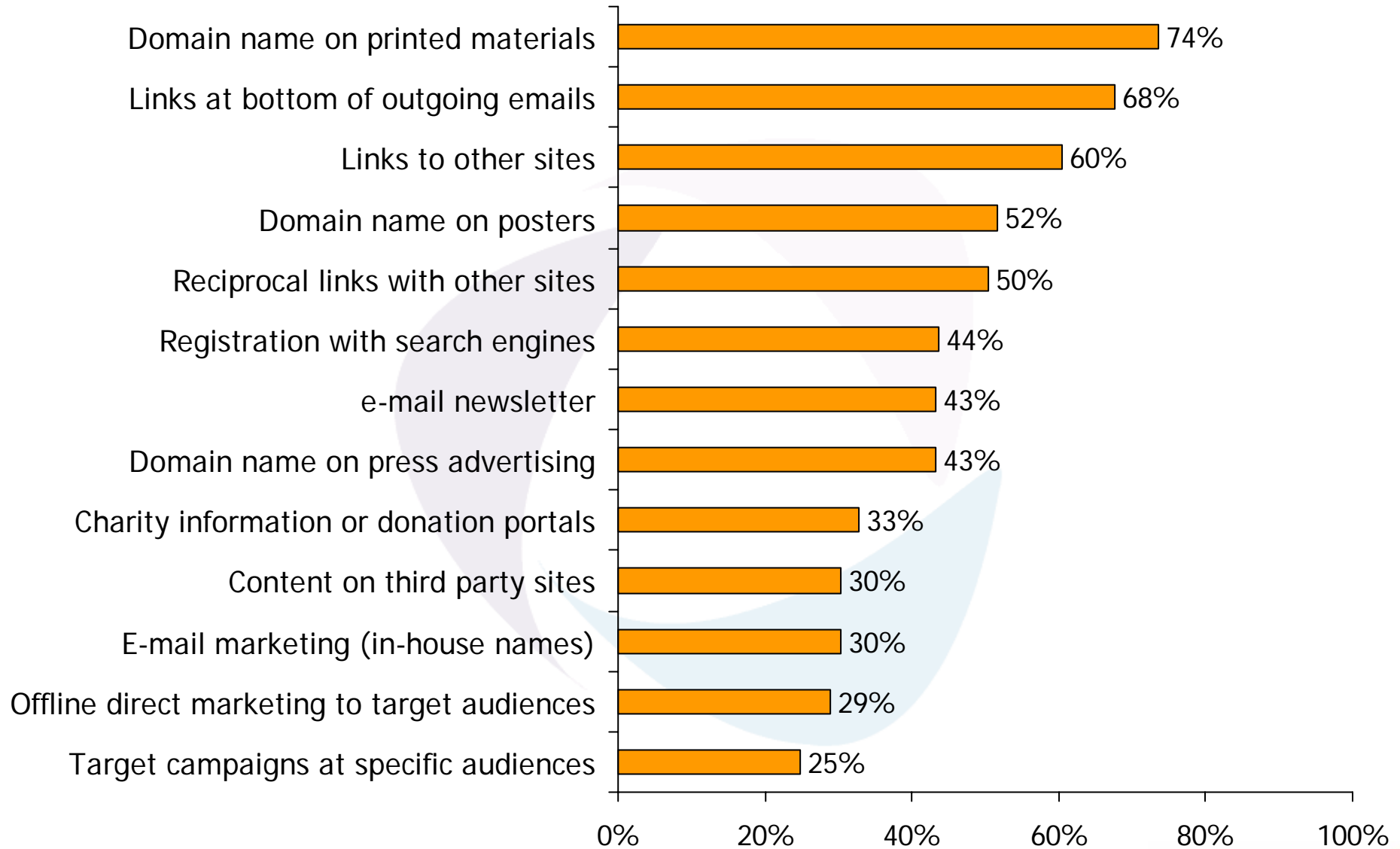
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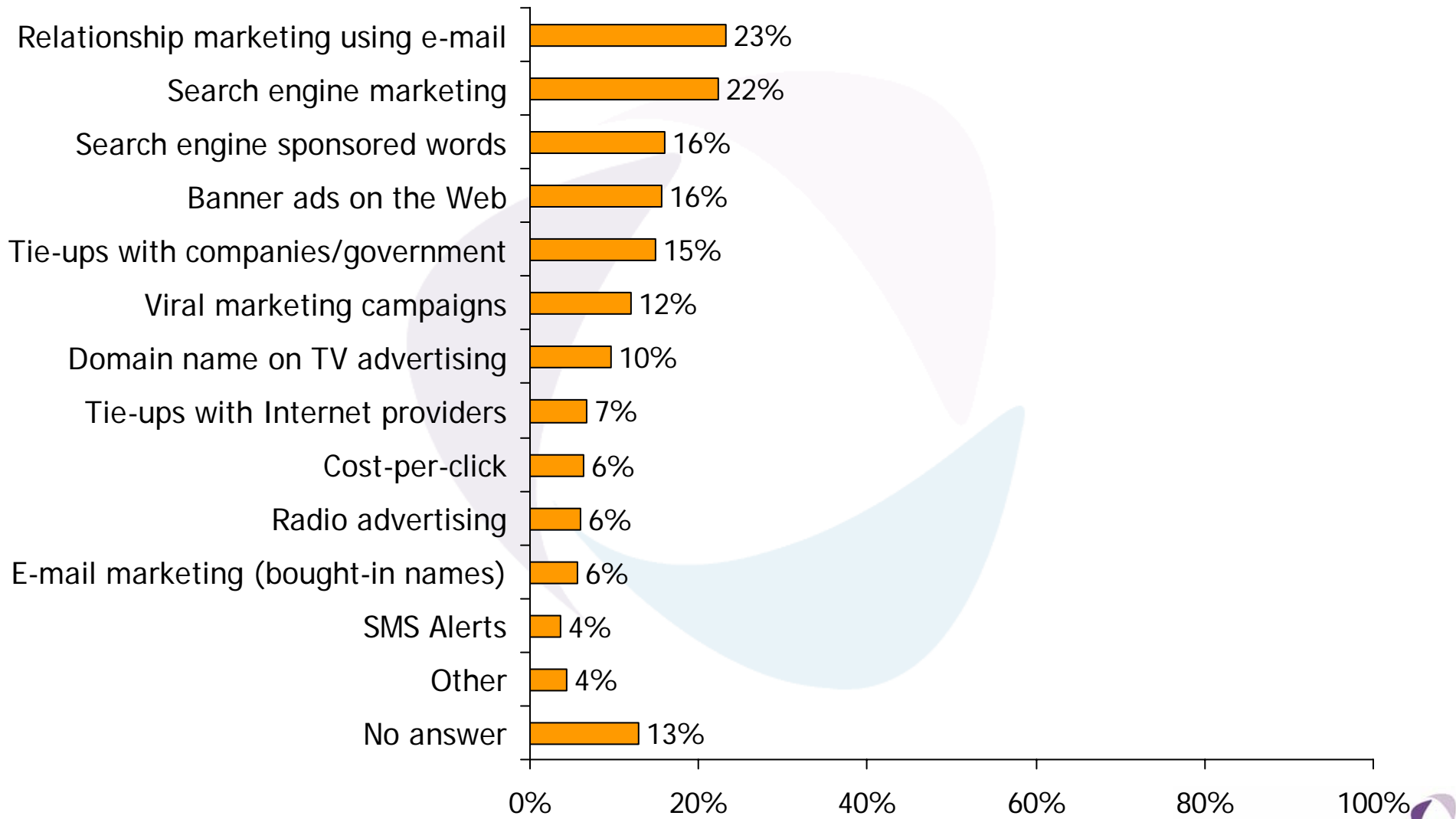


Marketing, usage measurement and user profiling

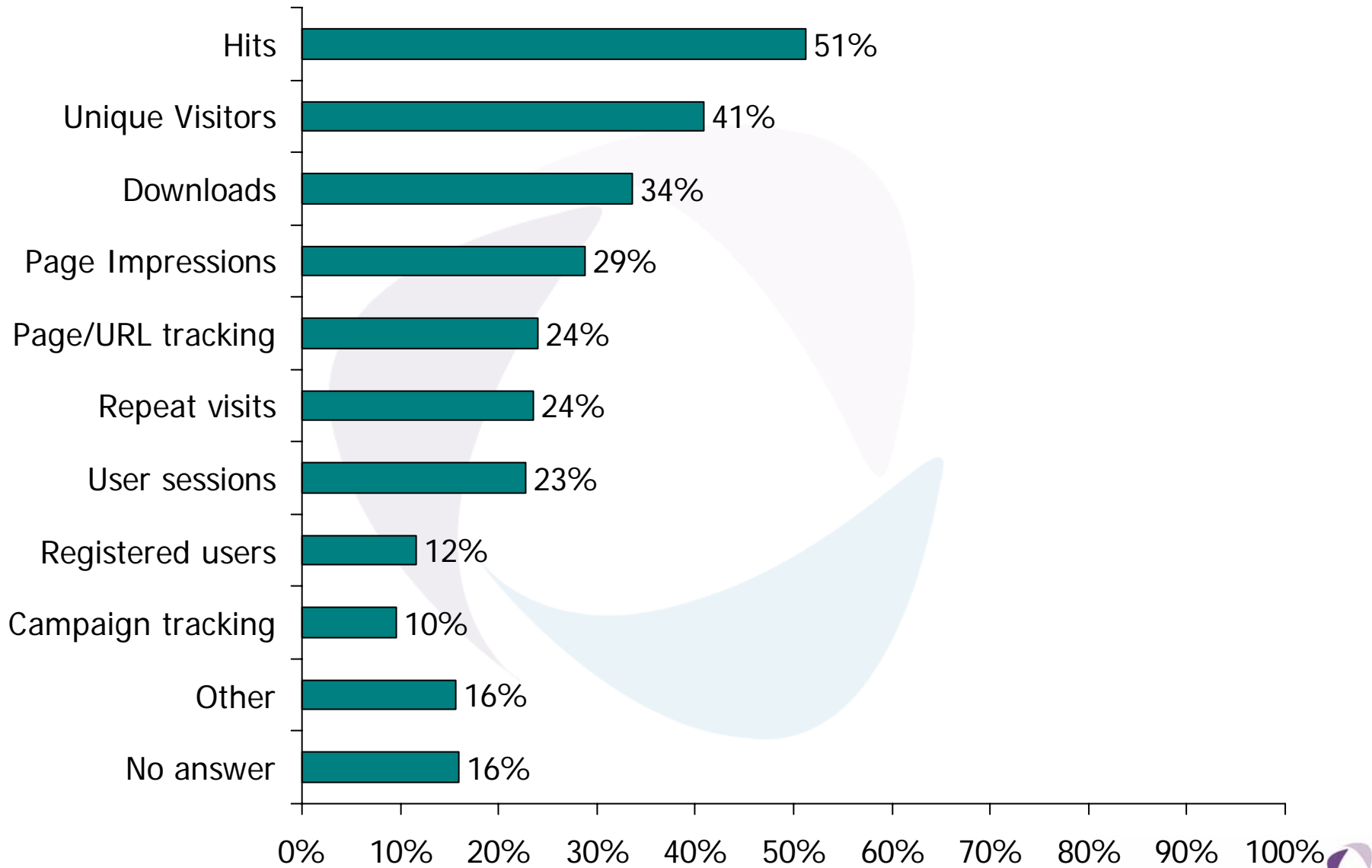
How are you marketing your website? (Top 12)



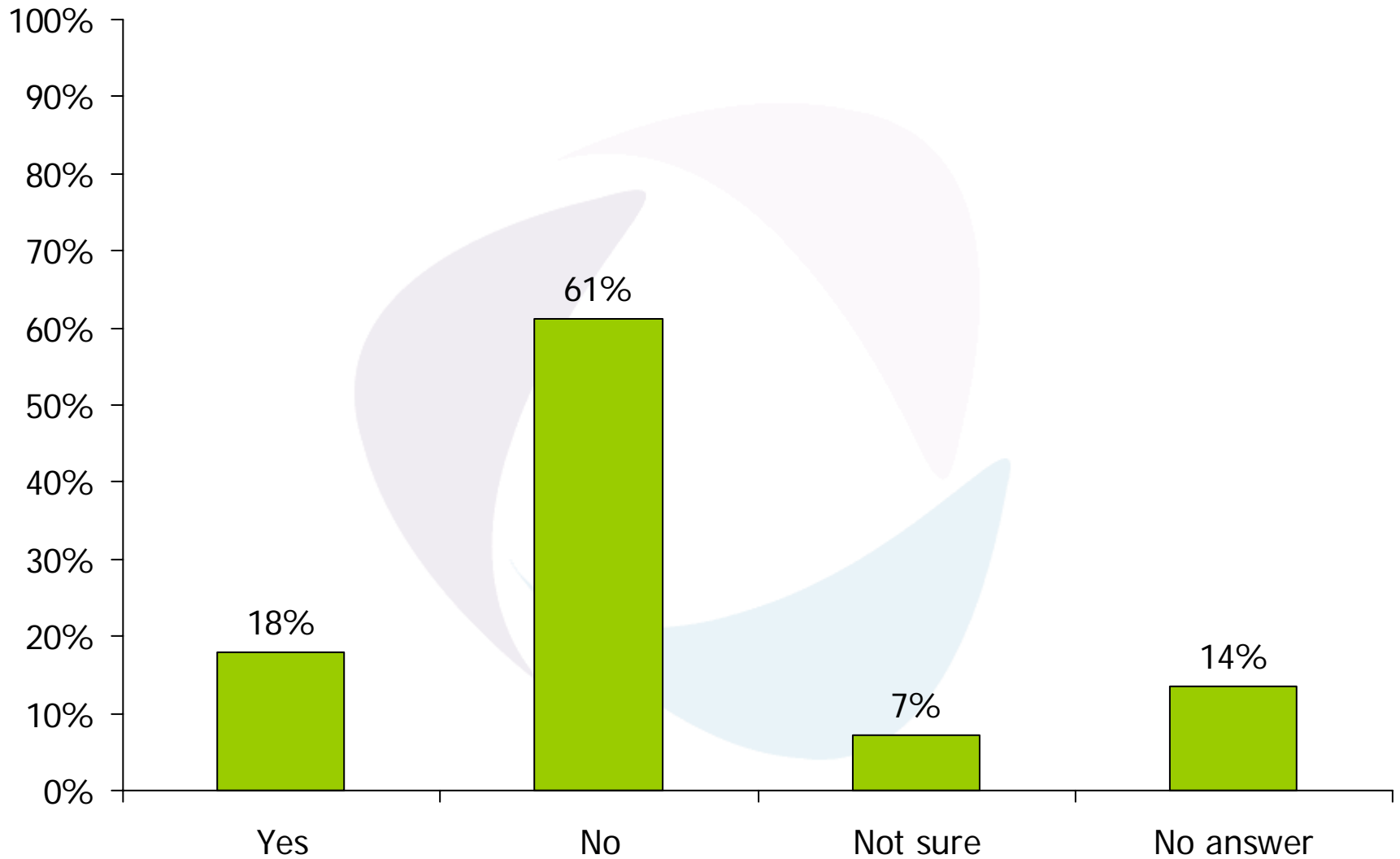
How are you marketing your website? (Next 13)



How do you measure usage of your website?



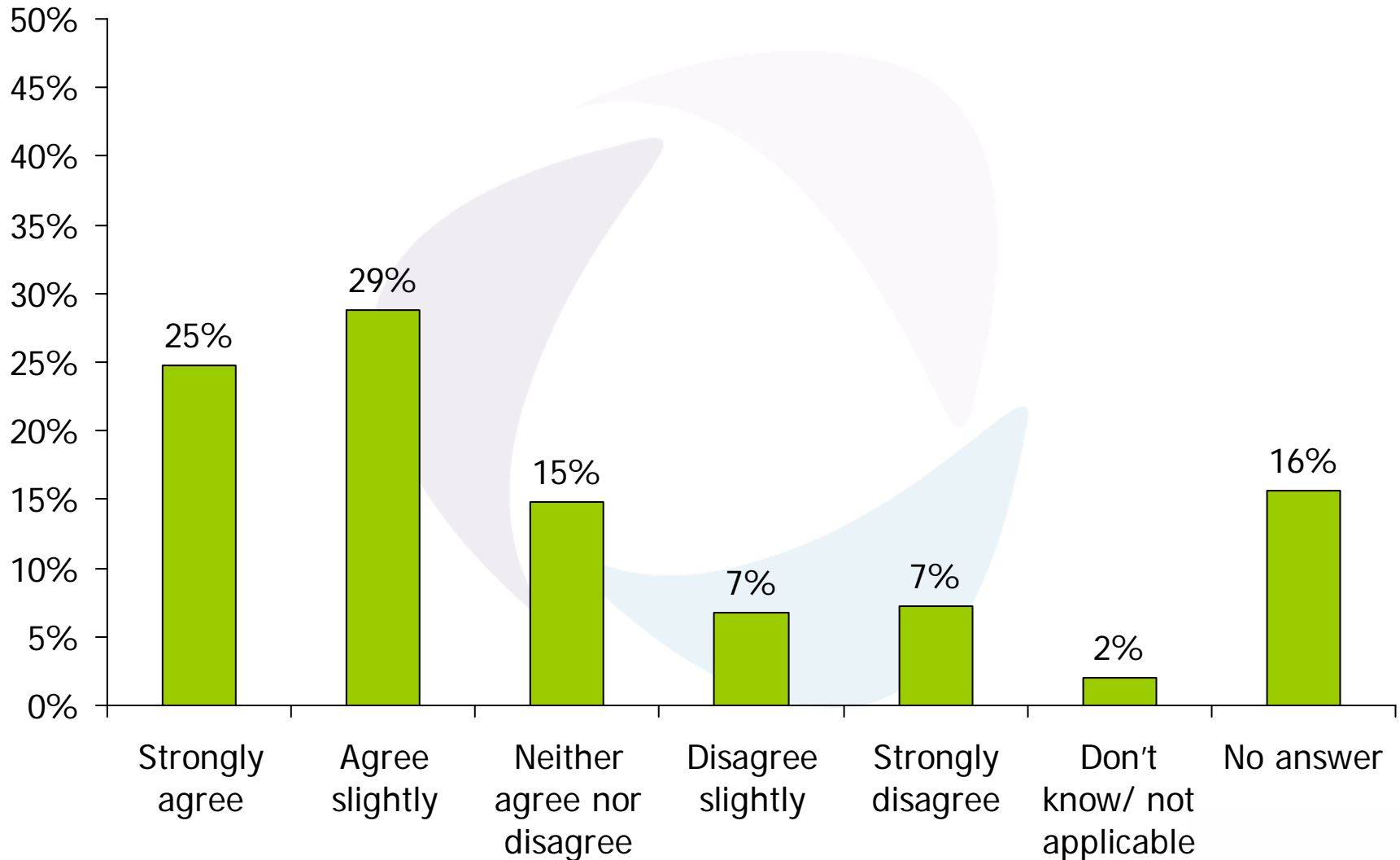
Do you have a profile or carry out user surveys?



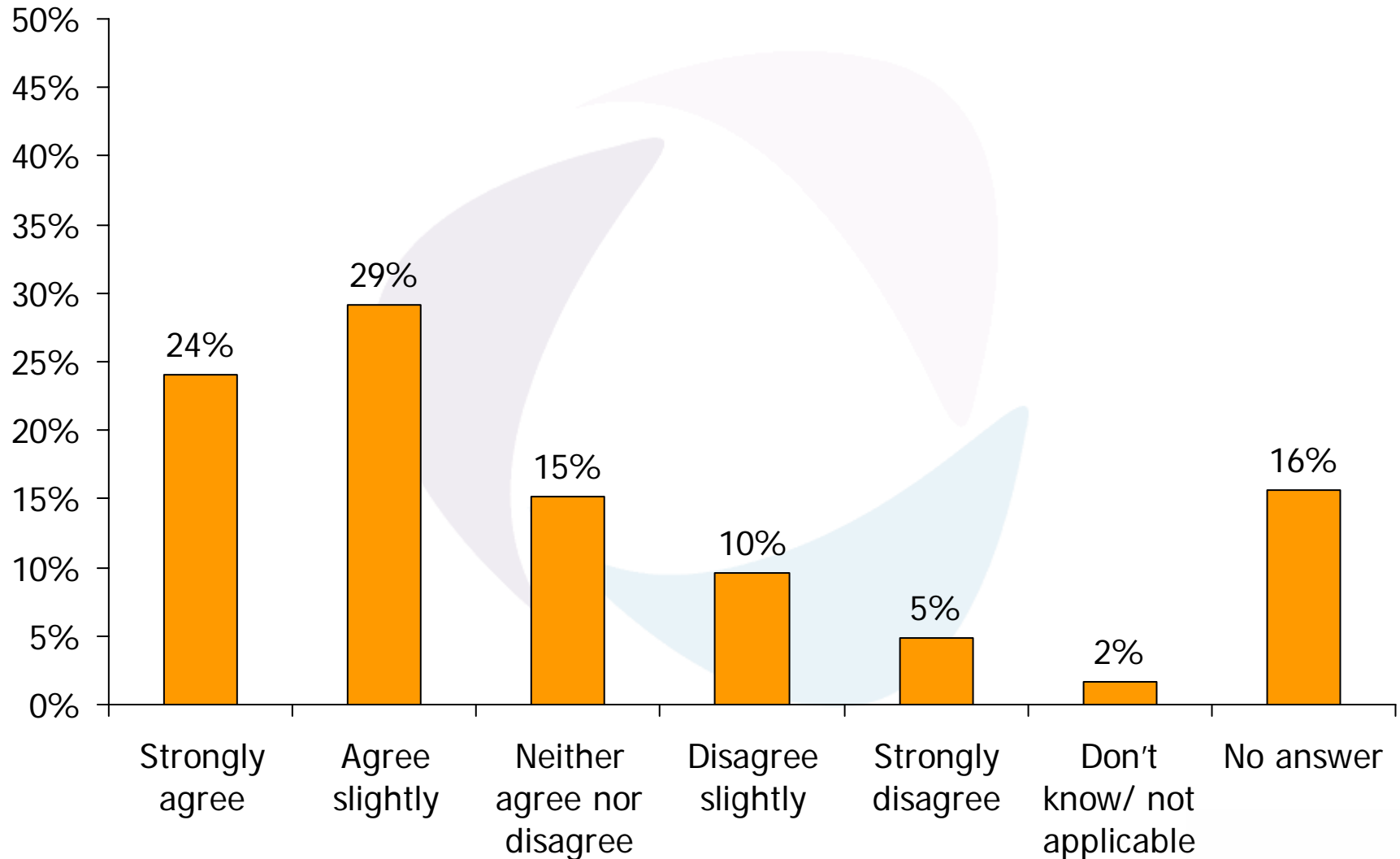


Please indicate how strongly you agree or disagree with the following statements

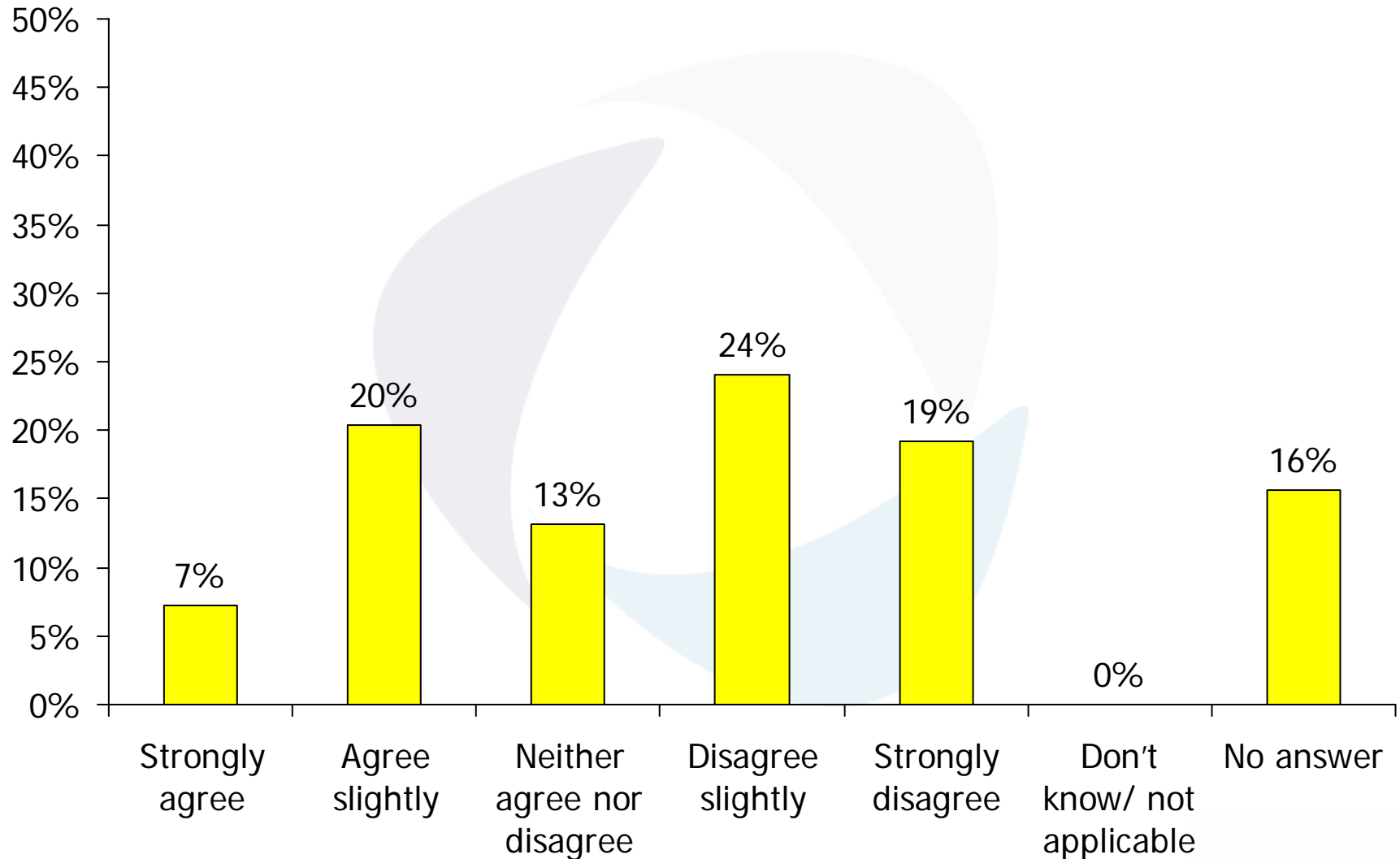
"The internet has changed the way our charity works"



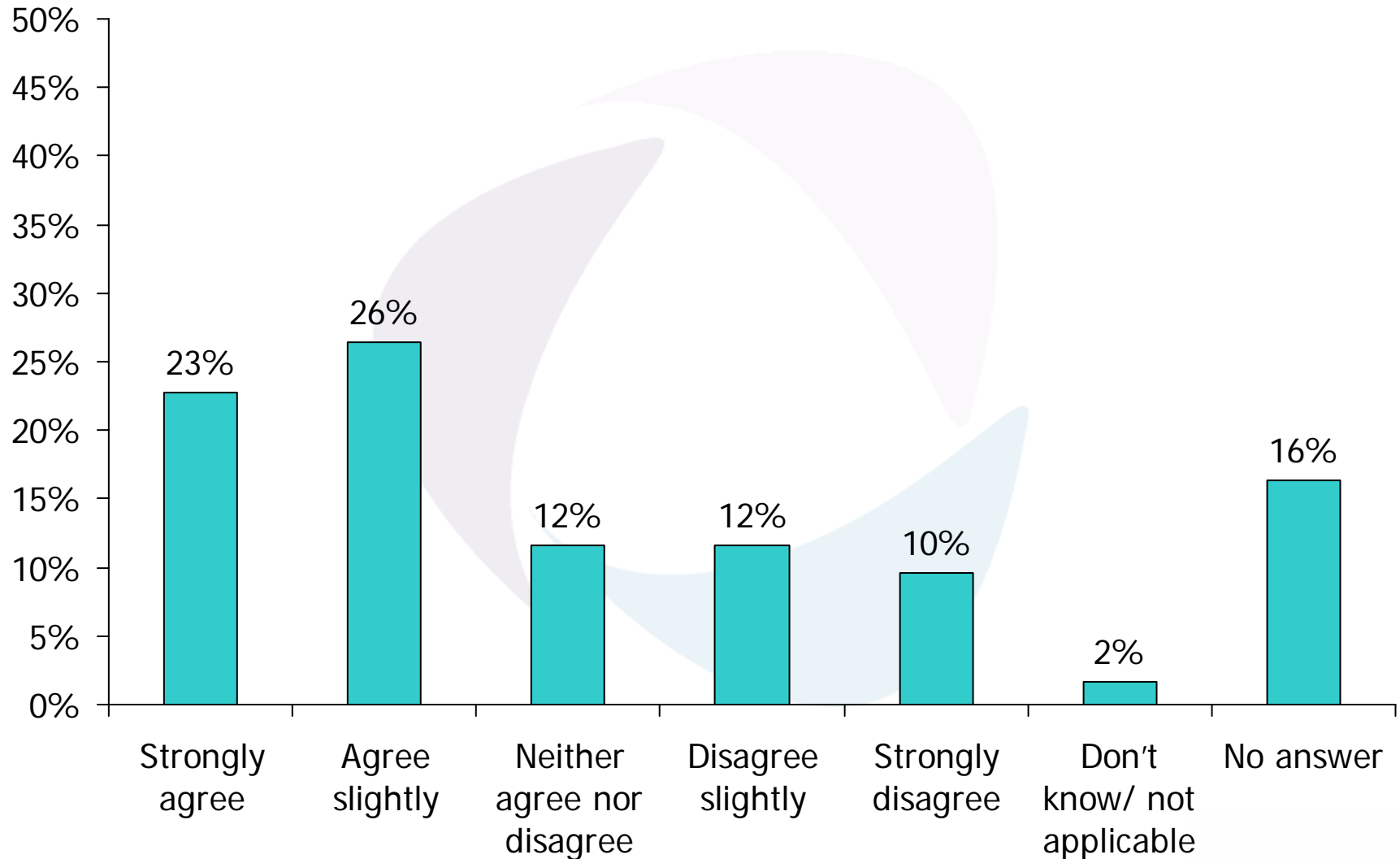
"The internet has changed the way we work with our clients or beneficiaries"



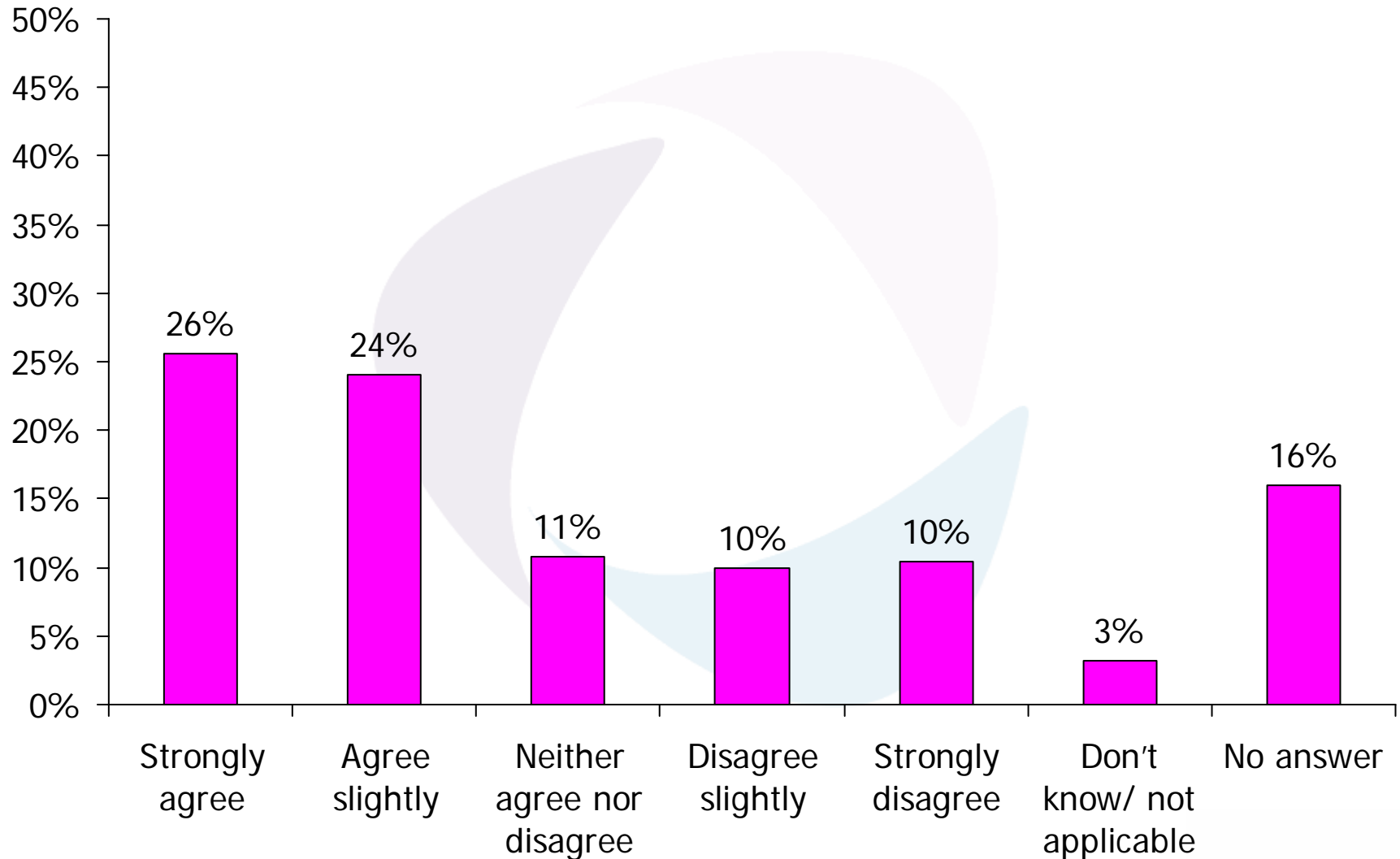
"My charity is making the most of the internet"



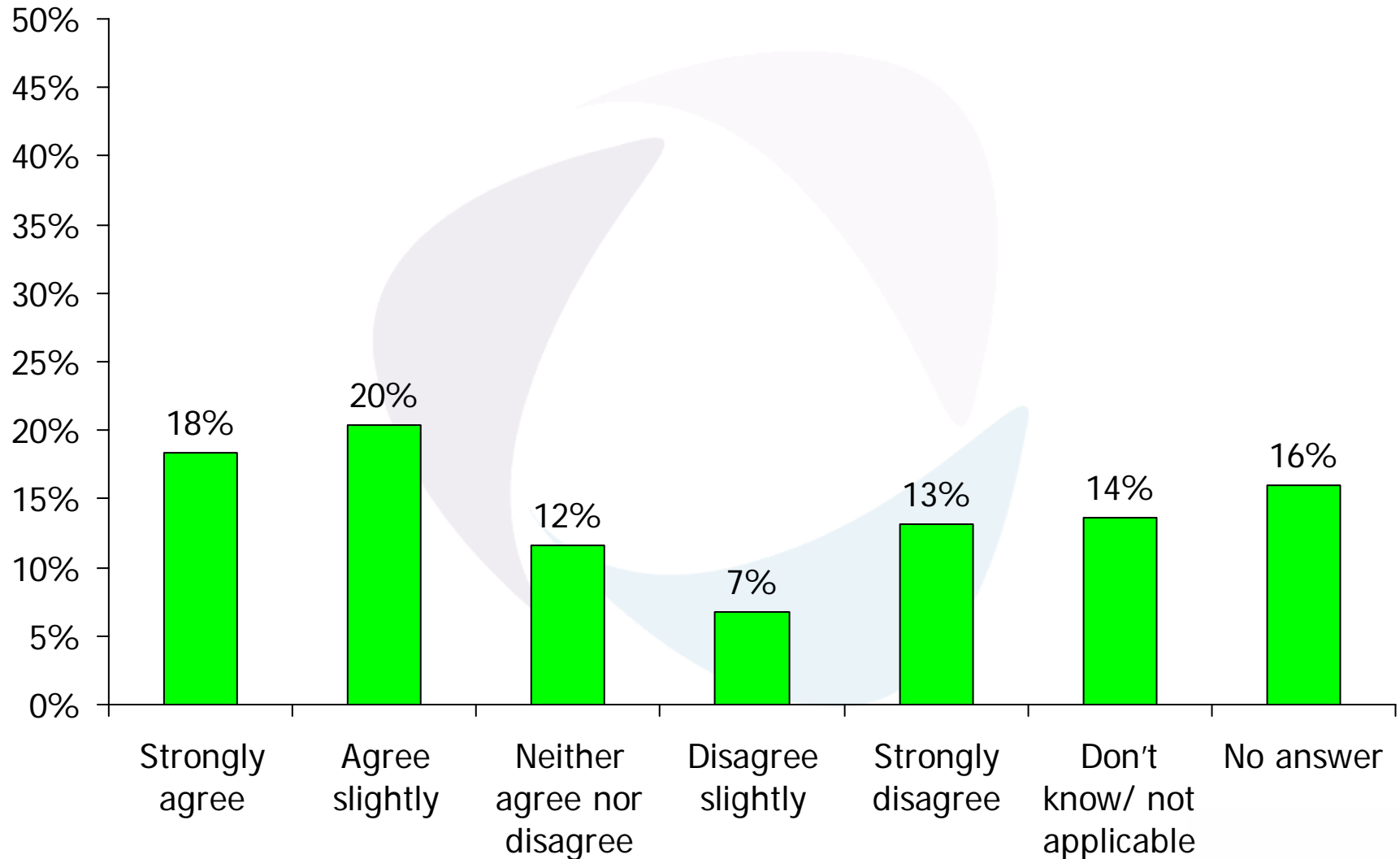
"We have a strategic plan for use of the internet"



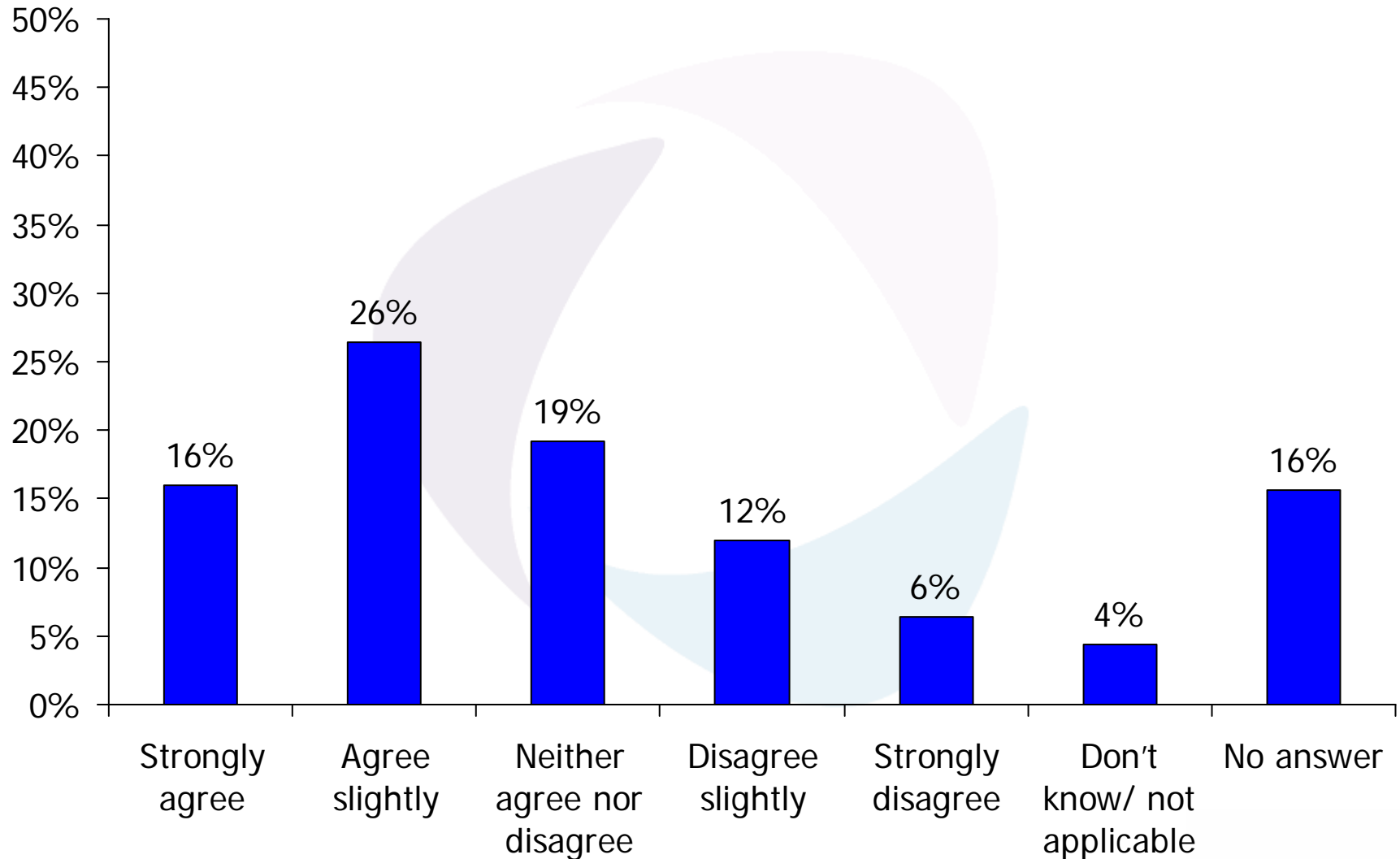
"Our trustees are involved with our internet strategy"



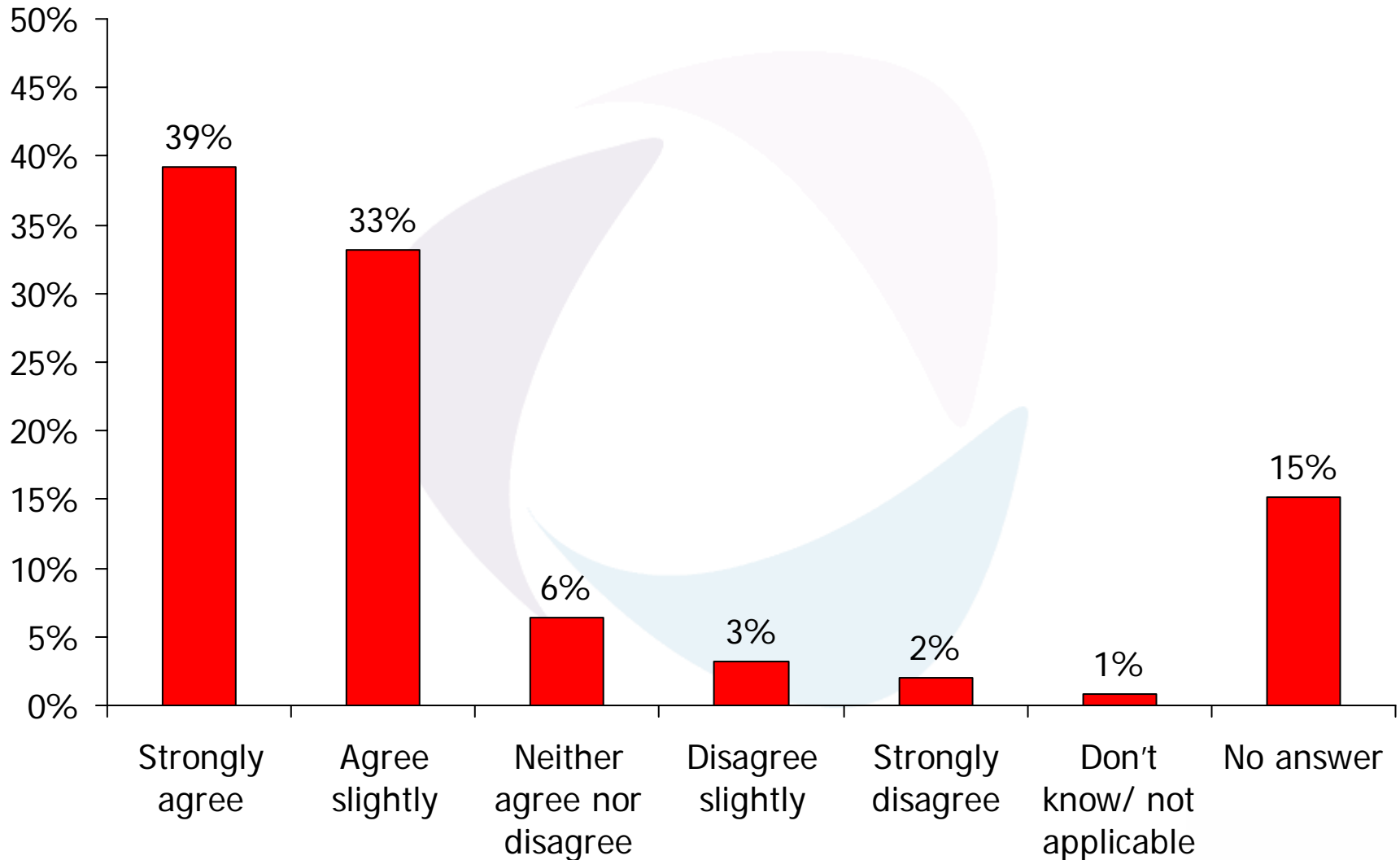
"The internet has grown as a source of income for us in the last 12 months"



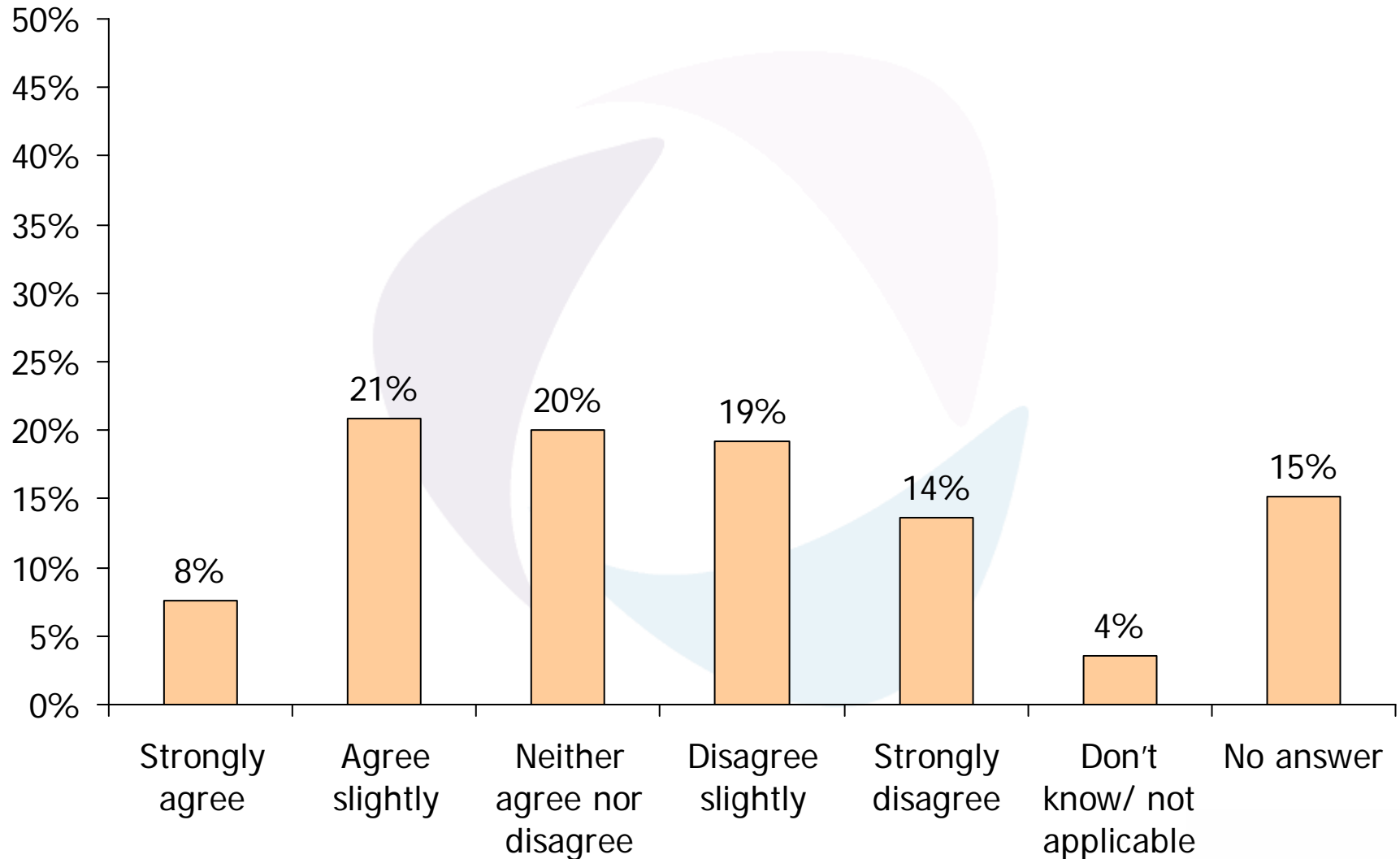
"The internet is helping us reach new audiences"



"All parts of the organisation feel responsible for making sure they make the best use of the internet"



"The internet is an important aspect of my charity's brand and reputation management"



"The internet has changed the way we look at reputation management and supporter interaction"

