

Charity Awareness Monitor

What is it?

Finding out what your key audiences think of you is essential for charities, especially in the current economic climate. The Charity Awareness Monitor is a cost-effective way to find out how your organisation is viewed by the UK public, an important audience for any charity that fundraises and works in the UK.

Think of it as a way to hold a mirror up to your charity, and find out how you really look in the eyes of the world. Once you know where you stand, you are in a much better position to make improvements and spend money in the right way.

How does it work?

We survey 1,000 members of the UK public nine times a year. We ask specific questions about your charity's brand awareness and level of support, as well as more wide-ranging questions on voluntary sector issues (see below for a full list). A number of questions are kept the same so we can compare the results over time, but we also leave room for questions on new topics, so that we can respond to current events.

Charities pay an annual subscription to join the research and have their details added to the survey. This provides better value for money than buying individual questions through an omnibus, as the cost is shared between many organisations.

What are the benefits of subscribing to CAM?

- 🕒 **Great value:** by pooling research budgets, members can access more frequent and more detailed research than many individual charity research budgets could afford.
- 🕒 A **breadth** of insights about how you are perceived in relation to other organisations in the charity sector and in your area of work. With 11 waves of research, we cover a wide range of topics (see below for more details).
- 🕒 Over 10 years of **trend data** about engagement with and awareness of charities, allowing members to track changes over time.
- 🕒 The size of the CAM syndicate, with around 50 charities signed up to the research, provides a **wealth of information about organisations in your own area of work and beyond** (as results is shared amongst the syndicate).
- 🕒 The ability to **benchmark** your awareness against other organisations over time.
- 🕒 The **flexibility** to incorporate questions tailored to members' priorities.

- **nfpSynergy's expertise** in the not-for-profit sector: we carry out analysis of the data and put the information into a wider social and economic context.

What topics does CAM cover?

Brand Awareness waves

Telephone surveys, 3 times a year (February, June and October), covering:

- Which charities are at the top of the public's mind (spontaneous awareness)
- The brands that lead different categories of work (semi prompted – "*Can you name a charity that works in the area of...*")
- Prompted awareness of each participant and selected comparators (total awareness - "*Have you heard of...*")
- Recall of messages and publicity
- Levels of donations and volunteering

Sector Intelligence waves

Online surveys, twice a year (January and July), covering:

- Donation trends
- Online engagement with charities
- Favourite charities
- Tax effective giving
- Corporate partnerships
- Charities and government
- Contact with fundraising
- Wills and legacies
- Barriers to giving
- Campaigning
- Charity status
- Trust in charities
- Celebrities

Member Intelligence waves

Online surveys, 6 times a year (January and every other month thereafter), covering:

- Awareness of your charity's campaigns, services, activities and initiatives
- Awareness of corporate partnerships
- Awareness of, or concern about, issues that your charity works on
- Recognition and recall of your logo, by the general public

In addition, **4 bespoke questions** can be added by each syndicate member to the Member Intelligence waves each year. These can cover anything you like, including:

- 🌀 Perceptions of what your organisation does
- 🌀 Perceptions of issues affecting different sectors of society
- 🌀 Statistics for PR or campaign purposes
- 🌀 Understanding of a topic or subject

Syndicate members can choose how these questions are distributed over the 6 Member Intelligence waves, allowing maximum flexibility.

Sample and methodology

Each wave samples 1,000 members of the public, nationally representative in terms of gender, age, region and social grade.

Brand awareness testing is carried out using telephone methodology, with a randomly selected sample of the public by an external fieldwork supplier. The rest of the research uses online methodology and respondents are accessed through a panel.

Results can be segmented by demographic characteristics including:

- 🌀 Gender, age and social grade
- 🌀 Region
- 🌀 Working status e.g. (part-time, full-time), and tax-payer status
- 🌀 Marital status and children in the household
- 🌀 Pet ownership
- 🌀 Media consumption: newspaper readership, TV services at home, contact with commercial radio

Online waves also provide opportunities for segmentation by spontaneous or prompted awareness and propensity to support a brand.

How much does it cost?

For the full year, consisting of 11 waves of data:	Basic price*
Charities with annual income over £10 million	£10,050 (plus VAT)
Charities with annual income under £10 million	£8,050 (plus VAT)

Charities that subscribe to CAM also receive a substantial discount on our other tracking research surveys.

What the subscription includes:

- Reports on each of the 11 waves of research in PowerPoint format, with accompanying analysis and commentary in Word, and access to data tables
- Individual reports for the 4 bespoke questions available
- In-house presentations
- Access to all your research via the client area of our website
- Any extra analysis of the data requested
- Invitations to our regular client seminars known as Insight events
- Annual networking opportunities to meet charities working in your area of work

Who currently subscribes to the research?

There are already 50 charities that subscribe to the Charity Awareness Monitor, ranging from some of the UK's best known charity names, to smaller and more specialist organisations.

Charities signed up to the research include organisations such as:



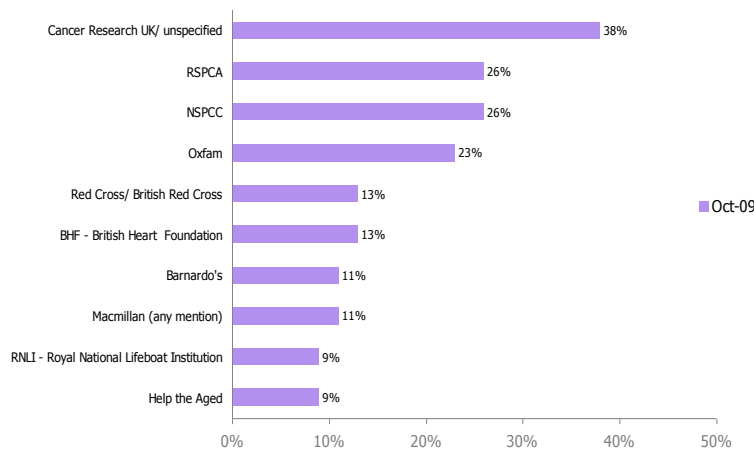
Save the Children
UK

Sample results from the research

Spontaneous awareness

Top 10 charities that first come to mind

Oct-09

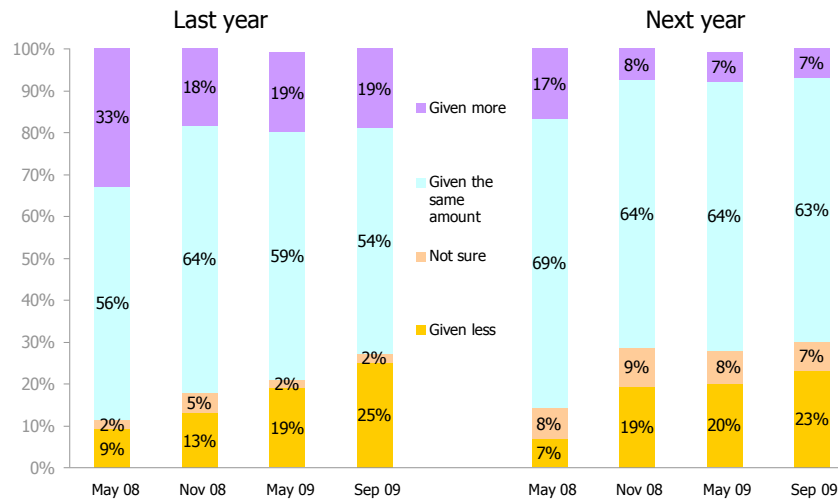


"Please can you name the first charity, voluntary organisation or pressure group that comes to mind" / "And which other charities, voluntary organisations, pressure groups can you think of?"

Base: 1,000 adults 16+, Britain, Table 9
Source: Charity Awareness Monitor, Oct 09, nfpSynergy

6

Changes in charitable giving among recent donors



"Looking back over the last year or so, would you say that you or your household has given to charity more or less than in previous years?"

"Looking forward to the year ahead, do you expect you will increase or cut down on the amount you give to charity?"

Base: All donors (1751) among 1,000 adults 16+, Britain.
Source: Charity Awareness Monitor, Sep 09, nfpSynergy

Our expertise in tracking public opinion and brand awareness

We have more than 10 years experience of running the Charity Awareness Monitor, which means we have a wealth of data to draw on when making conclusions and drawing parallels. We also run 10 other tracking research products which survey different audiences. For example:

Brand Attributes is a way for charities to examine their brand in-depth, and discover exactly how people perceive their organisation and the work that they do.

Our **Charity Media Monitor** surveys a wide range of journalists twice a year. It's ideal for charities who want to improve their media work and find out how they can better reach the media.

Our **Charity Parliamentary Monitor** surveys MPs four times a year and the Lords once a year. It's for charities who want to influence Parliament and need to find out how they are viewed at Westminster.

Our **Youth Engagement Monitor** surveys young people from the ages of 11 to 25, asking them what they think of charities, how often they donate, volunteer, and campaign, and which issues are most important to them.

We also run monitors surveying the general public in Ireland and Scotland, the devolved parliamentary regions, health professionals, and the regional public in England.

Bespoke tracking surveys for charities are also something we specialise in – we have a wealth of experience in designing and carrying out these surveys for clients ranging from Macmillan Cancer Support, Wateraid, and the National Deaf Children’s Society. We can regularly track any or all of your stakeholders, including supporters, service users, and volunteers. For more information on our bespoke surveys, visit our website at <http://www.nfpsynergy.net>

How to find out more

If you would like more information about the Charity Awareness Monitor or a sample of the results please contact us at CAM@nfpsynergy.net or **020 7426 8888**.

About nfpSynergy

nfpSynergy is a research consultancy dedicated to the not for profit sector. Our aim is to provide ideas, insights and information that help not for profit organisations thrive. Our clients include charities, housing associations and public bodies who use our research to inform their strategies and planning.

From our origins in syndicated tracking research on public attitudes for non-profit clients, nfpSynergy has now grown its portfolio of bespoke research to become one of the leaders in non-profit sector market research.

Our size and our story

nfpSynergy was created in 2002 as a division of the Future Foundation. Two years later the founder Joe Saxton led a management buy-out. In 2009 we had an annual turnover of **£1.6 million** and around **20 staff members** including a variable number of interns. We own our own premises in Spitalfields.

Tracking research

We run several tracking surveys that monitor the attitudes and opinions of key stakeholder groups relating to the not for profit sector. The research is done for a syndicate of participating charities who share costs and data. The aim of our tracking studies is to provide lower cost, more frequent and more detailed research than any organisation could achieve by acting on its own. The tracking research includes:

- Charity Awareness Monitor (CAM) - the general public
- Charity Parliamentary Monitor (CPM) - MPs and Lords
- Youth Engagement Monitor (YEM) – young people

In addition, we have developed syndicated tracking studies on journalists, local authorities, health professionals, the general public in Scotland, and specific regional areas of England.

Projects and consultancy

Each year we carry out around 50 projects for non-profit clients that include surveying over 100,000 people from the general public, supporters and staff. We also carry out over 50 focus groups a year on average and interview over 100 people in more depth either face to face or over the phone. We are a full member of the Market Research Society, on the COI list of approved qualitative and desk research agencies and on the British Council's fundraising agency roster. Our projects and consultancy work covers a vast range: from helping the British Council to develop an income-generation strategy to investigating apprenticeships in the NHS to researching the barriers and opportunities for young people in seeking help. In particular we specialise in stakeholder audits and in supporters and client/user satisfaction studies. We also have a particularly strong record of work in the health and young people sectors.

Our clients include

There are over 75 organisations we have worked with in the last two years alone. These include: the Audit Commission, The Big Lottery Fund, Ofsted, the Scout Association, Cancer Research UK, Macmillan Cancer Support, NSPCC, Save the Children, Oxfam, Moorfields Eye Hospital, Skills for Health, the British Council, Drinkaware, National Housing Federation, UNICEF-UK and WWF-UK.

Our research standards and data protection:

As full members of the Market Research Society, we comply with their code of conduct at all times, ensuring that research is carried out in a professional and ethical manner.

