

## Constant Contact Survey Results

**Survey Name:** Not for profit PR

**Response Status:** Partial & Completed

**Filter:** None

12/14/2011 4:18 PM EST

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**TextBlock:**

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This survey was created by Jeffrey S. Morosoff, assistant professor of public relations at Hofstra University, to find out how not-for-profit organizations "do" PR. By completing this survey, you will be helping yours and hundreds of organizations to better understand common challenges...and learn how we can all "do" PR better so our organizations' missions are fulfilled and our goals are reached. If you'd like the results of the survey emailed to you, please include your email address within your answer to the final question. Thank you!

\*

What kind of organization is your not-for-profit? (please check one)

Answer	0%	100%	Number of Response(s)	Response Ratio
School			18	11.2 %
Research and Development			0	0.0 %
Arts and Culture			14	8.7 %
Religious			2	1.2 %
Hospital			6	3.7 %
Human Services			34	21.2 %
Other healthcare			8	5.0 %
Housing			4	2.5 %
Environment			6	3.7 %
Supporting organization			9	5.6 %
Advocacy			11	6.8 %
Youth			8	5.0 %
Economic development			6	3.7 %
Media			3	1.8 %
Other			31	19.3 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>160</b>	<b>100%</b>

\*

What is your organization's budget?

Answer	0%	100%	Number of Response(s)	Response Ratio
\$0 - 100,000			45	28.1 %
\$101,000 - 250,000			17	10.6 %
\$251,000 - 500,000			12	7.5 %
\$501,000 - 1 million			13	8.1 %
\$1 - 3 million			25	15.6 %
\$4 - 10 million			23	14.3 %
\$11 - 25 million			10	6.2 %
Over \$25 million			14	8.7 %
No Response(s)			1	<1 %
<b>Totals</b>			<b>160</b>	<b>100%</b>

\*

What is your number of full-time employees?

Answer	0%	100%	Number of Response(s)	Response Ratio
All volunteers			28	17.5 %
1 - 5			46	28.7 %
6 - 10			14	8.7 %
11 - 25			18	11.2 %
26 - 50			14	8.7 %
51 - 100			7	4.3 %
More than 100			33	20.6 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>160</b>	<b>100%</b>

\*

What percentage of your budget is devoted to public relations and marketing?

Answer	0%	100%	Number of Response(s)	Response Ratio
zero			29	18.1 %
1 - 2 %			64	40.0 %
2 - 4 %			24	15.0 %
4 - 6 %			8	5.0 %
6 - 8 %			10	6.2 %
8 - 10 %			5	3.1 %
More than 10 %			20	12.5 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>160</b>	<b>100%</b>

\* Who provides public relations services for your organization?(If you use an external agency or consultant for PR, please skip to question 20 and complete the survey from there.)

Answer	0%	100%	Number of Response(s)	Response Ratio
Internal staff			93	58.1 %
Volunteers, board volunteers			38	23.7 %
External agency or consultant			15	9.3 %
Other			14	8.7 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>160</b>	<b>100%</b>

\*

Who is the primary representative / spokesperson for your organization's public relations messages?

Answer	0%	100%	Number of Response(s)	Response Ratio
CEO, President or Executive Director			90	56.2 %
Board Chair			3	1.8 %
Board Member(s)			8	5.0 %
Vice President			4	2.5 %
Communications Director			15	9.3 %
Marketing Manager			8	5.0 %
Volunteer			3	1.8 %
Nobody Specific			4	2.5 %
External PR agency			1	<1 %
Development Officer			10	6.2 %
Other			12	7.5 %
No Response(s)			2	1.2 %
<b>Totals</b>			<b>160</b>	<b>100%</b>



In addition to your primary representative, who responds to press inquiries? (Check all that apply.)

Answer	0%	100%	Number of Response(s)	Response Ratio
CEO, President or Executive Director			46	29.1 %
Board Chair			21	13.2 %
Board Member(s)			13	8.2 %
Vice President			8	5.0 %
Communications Director			26	16.4 %
External PR agency			5	3.1 %
Development Officer			16	10.1 %
Marketing Manager			12	7.5 %
Volunteer			16	10.1 %
Nobody specific			10	6.3 %
Other			35	22.1 %
<b>Totals</b>			<b>158</b>	<b>100%</b>



How many of your full-time employees were hired to handle public relations initiatives exclusively?

Answer	0%	100%	Number of Response(s)	Response Ratio
None			112	70.0 %
1			34	21.2 %
2			1	<1 %
3			3	1.8 %
4			2	1.2 %
5 or more			6	3.7 %
No Response(s)			2	1.2 %
<b>Totals</b>			<b>160</b>	<b>100%</b>



How many of your full-time employees handle public relations initiatives at least part of the time?

Answer	0%	100%	Number of Response(s)	Response Ratio
None			48	30.0 %
1			59	36.8 %
2			27	16.8 %
3			9	5.6 %
4			4	2.5 %
5 or more			11	6.8 %
No Response(s)			2	1.2 %
<b>Totals</b>			<b>160</b>	<b>100%</b>



What qualifications are required of your public relations staff? (Check all that apply.)

Answer	0%	100%	Number of Response(s)	Response Ratio
College degree in communication or PR, or related field			56	35.8 %
Prior experience in public relations, or related field			62	39.7 %
Prior experience in not-for-profit organizations			40	25.6 %
General office experience			29	18.5 %
Other			48	30.7 %
<b>Totals</b>			<b>156</b>	<b>100%</b>

\*

Are all or some of your organization's PR functions being handled by employees or volunteers without formal public relations or communications training?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes, all of the time			61	38.1 %
Yes, part of the time			57	35.6 %
Never			40	25.0 %
No Response(s)			2	1.2 %
<b>Totals</b>			<b>160</b>	<b>100%</b>

What other tasks are performed by your PR staff? (Check all that apply.)

Answer	0%	100%	Number of Response(s)	Response Ratio
Marketing			102	69.3 %
Fundraising / development			102	69.3 %
Advertising			88	59.8 %
Event planning			99	67.3 %
Administration			73	49.6 %
Other			24	16.3 %
<b>Totals</b>			<b>147</b>	<b>100%</b>

\*

Do you have interns who are hired to handle public relations tasks?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			9	5.6 %
Part of the time			24	15.0 %
No			124	77.5 %
No Response(s)			3	1.8 %
<b>Totals</b>			<b>160</b>	<b>100%</b>

\*

Do you have volunteers who handle public relations tasks?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			39	24.3 %
Part of the time			40	25.0 %
No			78	48.7 %
No Response(s)			3	1.8 %
<b>Totals</b>			<b>160</b>	<b>100%</b>

\*

Do you provide any PR training to your staff or volunteers?

Answer	0%	100%	Number of Response(s)	Response Ratio
A significant amount			4	2.5 %
Some			74	46.2 %
None			79	49.3 %
No Response(s)			3	1.8 %
<b>Totals</b>			<b>160</b>	<b>100%</b>

\*

How many hours per month does your organization devote to writing and distributing press releases?

Answer	0%	100%	Number of Response(s)	Response Ratio
0 - 5 hours			96	60.0 %
6 - 10 hours			27	16.8 %
11 - 15 hours			10	6.2 %
16 - 20 hours			10	6.2 %
more than 20 hours			13	8.1 %
No Response(s)			4	2.5 %
<b>Totals</b>			<b>160</b>	<b>100%</b>

Approximately how many hours per month does your organization devote to preparing / creating promotional materials (brochures, flyers, posters, etc.?)

Answer	0%	100%	Number of Response(s)	Response Ratio
0 - 5 hours			60	37.5 %
6 - 10 hours			43	26.8 %
11 - 15 hours			17	10.6 %
16 - 20 hours			16	10.0 %
More than 20 hours			20	12.5 %
No Response(s)			4	2.5 %
<b>Totals</b>			<b>160</b>	<b>100%</b>

Approximately how many hours per month does your organization devote to pitching media?

Answer	0%	100%	Number of Response(s)	Response Ratio
0 - 5 hours			108	67.5 %
6 - 10 hours			20	12.5 %
11 - 15 hours			10	6.2 %
16 - 20 hours			8	5.0 %
More than 20 hours			10	6.2 %
No Response(s)			4	2.5 %
<b>Totals</b>			<b>160</b>	<b>100%</b>

How often do you hold non-fundraising events to publicize your organization and/or its mission?

Answer	0%	100%	Number of Response(s)	Response Ratio
Never			26	16.2 %
Once a year			23	14.3 %
Several times a year			79	49.3 %
Once a month			16	10.0 %
More than monthly			12	7.5 %
No Response(s)			4	2.5 %
<b>Totals</b>			<b>160</b>	<b>100%</b>

Approximately how many hours per week does your organization devote to updating social media profiles and posting relevant content?

Answer	0%	100%	Number of Response(s)	Response Ratio
0 - 5 hours			102	63.7 %
6 - 10 hours			33	20.6 %
11 - 15 hours			11	6.8 %
16 - 20 hours			6	3.7 %
More than 20 hours			7	4.3 %
No Response(s)			1	<1 %
<b>Totals</b>			<b>160</b>	<b>100%</b>

Which tactics/tools do you use to target your organization's audiences? (Check all that apply.)

Answer	0%	100%	Number of Response(s)	Response Ratio
Twitter			62	39.2 %
Facebook			120	75.9 %
YouTube			56	35.4 %
Blog			28	17.7 %
Media advisories			57	36.0 %
Press releases			127	80.3 %
Events			133	84.1 %
Website			149	94.3 %
Flyers			124	78.4 %
Letters			93	58.8 %
Radio appearances			52	32.9 %
Radio PSAs			50	31.6 %
Television PSAs			25	15.8 %
Video News Releases			4	2.5 %
Search engine optimization (SEO)			38	24.0 %
Podcasts			2	1.2 %
Television appearances			33	20.8 %
Other			24	15.1 %
<b>Totals</b>			<b>158</b>	<b>100%</b>

Which media do you target? (Check all that apply.)

Answer	0%	100%	Number of Response(s)	Response Ratio
Daily newspapers			106	69.2 %
Weekly newspapers			117	76.4 %
Wire services			25	16.3 %
Blogs			30	19.6 %
Online publications			68	44.4 %
Online news services			56	36.6 %
Magazines			53	34.6 %
Trade publications			44	28.7 %
Television			61	39.8 %
Radio			66	43.1 %
Other			17	11.1 %
<b>Totals</b>			<b>153</b>	<b>100%</b>

\*

Which tools / services are you using to track your public relations results? (Select all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
Clipping Services			22	14.3 %
Google Analytics			50	32.6 %
Facebook "likes"			84	54.9 %
Twitter followers			49	32.0 %
Google Alerts			50	32.6 %
Blog comments and subscriptions			18	11.7 %
Facebook Insights			35	22.8 %
Klout.com and other social media measurement tools			7	4.5 %
Other			54	35.2 %
<b>Totals</b>			<b>153</b>	<b>100%</b>

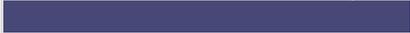
\*

Do you feel that your public relations efforts are helping your organization's mission?

Answer	0%	100%	Number of Response(s)	Response Ratio
No			12	7.5 %
Not Sure			37	23.1 %
Probably			27	16.8 %
Yes			83	51.8 %
No Response(s)			1	<1 %
<b>Totals</b>			<b>160</b>	<b>100%</b>

\*

Do you plan to increase your public relations staff within the next 12 months?

Answer	0%	100%	Number of Response(s)	Response Ratio
No			94	58.7 %
Not Sure			46	28.7 %
Probably			9	5.6 %
Yes			10	6.2 %
No Response(s)			1	<1 %
<b>Totals</b>			<b>160</b>	<b>100%</b>

\*

Do you plan to increase your public relations budget within the next 12 months?

Answer	0%	100%	Number of Response(s)	Response Ratio
No			78	48.7 %
Not Sure			61	38.1 %
Probably			10	6.2 %
Yes			10	6.2 %
No Response(s)			1	<1 %
<b>Totals</b>			<b>160</b>	<b>100%</b>

\* If you could achieve one significant public relations goal in the next year, what would it be?  
If you would like the results of this survey emailed to you, please include your email address within the answer to this question.

151 Response(s)