

## 2015 Perception Survey Report

### Executive Summary

CFFK conducted a Perception Survey in July 2015. Highlights of the analysis:

- Survey participants are most familiar with Unsung Heroes, the Leadership Success Academy (LSA), and CFFK's management of funds. They are least familiar with the Legacy Society. Respondents rank the community's awareness of activities as identical to their own.
- Respondents' believe more workshops and training for nonprofits will increase public awareness, followed by more grants in the community.
- In terms of participation, respondents are most interested in helping develop collaborations with other organizations. They are also interested in participating in forums and networking for nonprofits and forums for donors.
- The most important functions of CFFK are the management of funds, and the support and education of nonprofits through the LSA.
- The main areas for CFFK to improve, according to respondents, are to increase the awareness of CFFK, become a catalyst for collaboration and help drive public policy, and build a presence throughout all of the Keys.

### Survey Results

CFFK conducted a Perception Survey in July 2015 to establish benchmarks regarding the community's awareness of CFFK activities and to gather input on potential future initiatives to increase visibility in the community.

### **Respondents -- 85 people participated in the survey and identified their relationship to CFFK (participants could check more than one category):**

- 47% board or staff members of nonprofits
- 31% interested citizens
- 27% LSA graduates
- 24% individual donors to CFFK or funds at CFFK
- 11% fund advisors
- 11% Legacy Society members
- 5% VIPs.

### **Respondents' awareness of CFFK activities:**

- Over 90% of respondents are very familiar to somewhat familiar with Unsung Heroes, the Leadership Success Academy (LSA), and CFFK's management of funds and endowments.
- More than 90% also are familiar with the newsletters, monthly e-news, personal mailings, and other communications.

- Respondents are least familiar with the Legacy Society (31%).
- They also had less awareness of the website and social media postings (30%), and weekly Conch Color coverage and monthly radio show appearances (28%).

### **Respondents' perception of the community's awareness of CFFK activities:**

- Mirroring their own awareness, respondents believe the community is most aware of Unsung Heroes (86%), LSA (80%), and the management of funds and endowments (65%).
- Respondents believe the community is least aware of the Legacy Society (57%).
- They also believe the community is unfamiliar with website and social media (48%), personal mailings of postcards, invitations, and newsletters (45%), and the Performing and Visual Arts Grant Program (44%).

### **Activities that would help CFFK increase its public awareness:**

- More workshops and training for nonprofits was the #1 response to how to increase public awareness (58%), followed by more grants in the community (55%).
- Nearly half of the respondents thought that a new community-wide, non-fundraising event would help increase awareness (48%), as well as a nonprofit fair for the community (45%).
- Respondents are least interested in more printed materials (only 5%) and more advertising in the Citizen (13%).

### **Respondents' interest in participating in programs and services:**

- Survey respondents are most interested in helping develop collaborations with other organizations (72%). They are also interested in participating in forums and networking for nonprofits, including CEOs and Chairs (67%), and participating in forums and networking for donors (65%).
- Nearly half of the respondents said they are least interested in using a resource library of materials and tools (42% not interested) and in volunteer recruitment and coordination (41% not interested).

### **Respondents' perceptions of future CFFK activities – ranked in order of importance (respondents choosing very important or somewhat important in their responses):**

- 96% think it is important for CFFK to have more discretionary funds to make grants in the community.
- 92% think it is important for CFFK to help nonprofits build endowments through another match campaign.
- 90% think it is important for CFFK to do more work in helping solve issues in the community, such as health care needs and affordable housing. *(Nearly two-thirds of respondents ranked this activity as "very important.")*
- 79% think it is important for CFFK to organize a new community-wide fundraising campaign to create a community fund for grants.

### **What's the most important thing CFFK does?**

- The majority of the open-ended responses point to two activities as the most important functions of CFFK:
  - 1) the management of funds
  - 2) the support and education of nonprofits, especially through the LSA

- Advocating for giving in the community, educating nonprofits and the community, and coordinating community efforts were all mentioned numerous times as well.
- Respondents repeatedly used words such as “professional,” “trusted,” “guidance,” “encouraging,” and “secure” to describe CFFK activities.

### **What could CFFK do better?**

- The majority of the open-ended responses fall into three areas for CFFK to improve:
  - 1) increase a “knowledgeable” awareness of all of CFFK’s programs and services and the value of a community foundation
  - 2) become a catalyst for collaboration and be more proactive as a conduit between nonprofits and donors, especially by directing funding to priority areas and driving public policy
  - 3) increase activities and build a presence throughout all of the Keys
- A number of survey participants suggested offering more workshops and training and educating the community more about the nonprofits themselves as other activities.

### **What other initiatives could CFFK undertake for our community?**

- While 90% of respondents believe it is important for CFFK to help solve issues in the community, there are a variety of opinions on how to do this – everything from “leading by example” and “driving public policy” to “directing funding to priority areas” and “supporting the work of nonprofits.” Respondents suggested that CFFK should “assist in creating opportunities that benefit the entire community.” One suggestion: “Host a forum to bring leaders and citizens together to focus on one community issue and solve it.”
- A few people object to this role saying, “it is not the responsibility or the function of CFFK to take the lead on community initiatives or solve community issues. CFFK should focus on its fiduciary function and support the work of nonprofits.” Another respondent said “focus on what you do best and try not to take on all the needs from the community.”
- New suggestions for activities not mentioned in other questions include: publicizing more success stories, sharing outcomes from grants (show benefits of grant awards), increasing board visibility, broadening the grant base, helping build existing special events of NPOs rather than create a new event, and partnering with Leadership Monroe County.