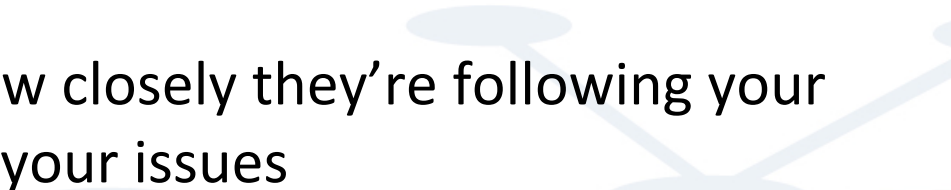


Inform Your Communications: The Survival Guide



Value of Surveys

- Gives direct accurate information about what people want and how they want to receive it
 - Surveying regularly will keep your information up-to-date
 - People's interests and ways of getting information changes over time—surveying regularly allows you to track those changes to get a sense of trends as they emerge
 - Get a sense of how closely they're following your organization and your issues
- 

Survey Summary

- Invaluable tool—gives you accurate and current information your members/audience
- People's interests change, the way they want to get contacted changes, how they get information changes. You want to keep up with that .
- You really can DIY—use KFTC survey as template to help you get started.



Survey Summary

- The cost is mainly in staff time and the return on investment is huge
- People often like to be asked, especially if they're committed to your group—doing surveys is a way you can indirectly build and/or deepen your relationship with them



When Focus Grouping

- Be clear about what you're testing, what you want input on
- Have a script—you want to think it through, ask clear questions and decide question sequencing
- Bring together a group of people that's representative of the target audience you're trying to reach—8-10 people is a good number; more can become unmanageable, fewer can feel too thin. Doing more than one focus group is very useful.

When Focus Grouping

- Assemble a group of observers/listeners—ideally, these should be people you trust, with good instincts and different perspectives. The listeners don't participate, they really do just listen.
- Process what you heard after the focus group is done—ideally both after the focus group participants leave and again in a more detailed way the next day or later—to get the most out of the focus group.



Focus Group Summary

- Focus groups are invaluable when you're in the early stages of framing an issue, when you want to test and refine core frames and messages, when your campaign is stuck or not working as well as you'd hoped.
- It gives you a depth of insight into your audience that you'd be hard-pressed to get another way



Focus Group Summary (contd.)

- It's not *statistically significant*. It won't give you the kind of information you get from a poll. They often work the best when you do both.
- Focus group all the time in a Brendan-style way. Use the traditional focus group methodology for important stuff.




Focus Group Summary (contd.)

- It's more like how things play out in the real world. A traditional focus group—meaning one where you have a number of people involved—is extremely useful because it's *iterative*. You get to watch and evolving discussion—see how people hear, understand, play off of, build on each other and observe their reactions to the frames and messages you're testing



When to Poll

- If you're considering taking on a major campaign and want to get a sense of where people are on the issue; get a baseline read—for example groups in CA did this when they were trying to decide whether to take on the tax issue statewide.
 - If you know people are with you on an issue, but it's misreported or ignored by the media
 - If you want to track how your issue is tracking over time
- 

When to Poll (contd.)

- If you've done focus groups, have honed frames and/or messages and want to test them on a statistically significant sample size so you can refine them even more or choose from a number of frames/messages that you've developed



Polling Summary

- They're expensive
- If you're going to do one, hire the best professional you can
- Only do it after very careful consideration, have explored why you're doing it and approach it very thoughtfully
- Even if you work with a professional, don't be shy about working closely with them and asking them for tweaks—you may know more about your issue or audience than they do

Polling Summary (contd.)

- They can be very useful, if you do them for the right reasons, at the right time in the development of an issue or campaign and/or if the polling numbers are trending your way and they're not being reported



When/Why Data Analytics





Data Analytics Summary

