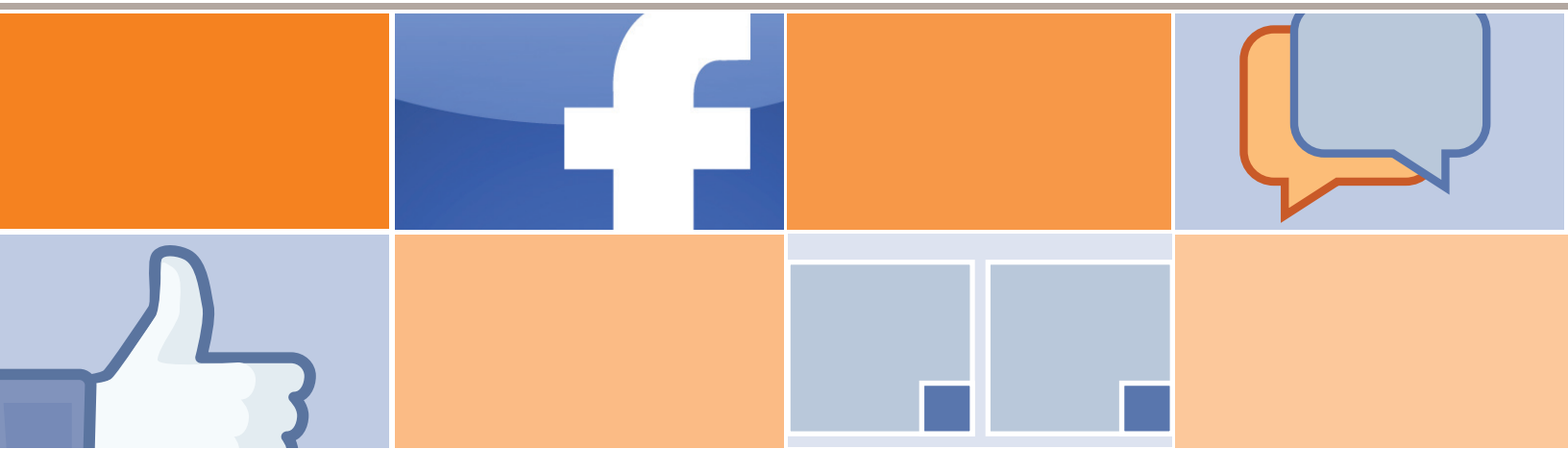




## USING FACEBOOK TO MEET YOUR MISSION: RESULTS OF A SURVEY



June 2011

---

# TABLE OF CONTENTS

---

Executive Summary .....	3
Introduction .....	4
Reaching New Constituents.....	5
Driving Traffic and Actions .....	7
Engaging Existing Constituents.....	9
Increasing Awareness and Information .....	10
Hours and Goals.....	11
Measurement.....	13
Methodology.....	14
Writers and Contributors.....	15
About Idealware .....	16
Appendix A: A Deeper Look At The Data.....	17
Appendix B: The Text of the Survey.....	19

---

# EXECUTIVE SUMMARY

---

In February 2011, Idealware surveyed 505 nonprofit staff members already using Facebook at their organizations to find out how long they'd been using the site, how much time they spent updating their pages, and what they have achieved. Specifically, we asked about their goals and whether they had seen tangible, measurable results. We also selected eight people who reported seeing at least some success with Facebook at their organizations and interviewed them about their experiences.

We were particularly interested in whether people had success in actually attracting new constituents or inspiring people to action. Nonprofits did have some success in these areas, but the data suggests that Facebook is more likely to succeed in attracting constituents that require a lower level of commitment:

- Survey respondents saw the most success attracting new event attendees—over 70 percent reported positive results in this area.
- Only about 40 percent reported success converting Facebook fans into donors or volunteers.
- More than 70 percent of respondents saw a significant increase in traffic to their websites because of their Facebook presence.
- About 66 percent of respondents from advocacy organizations saw an increase in people taking some noticeable form of action, like signing a petition.
- In line with past surveys, respondents reported little success fundraising on Facebook—just 29 percent saw an increase in donations. Several people mentioned that it takes a long time to develop donors on Facebook.

We asked about more intangible goals, such as raising awareness. In this area, almost everyone reported success... but it's unclear whether that success correlates with any real-world benefit:

- The vast majority of respondents believe Facebook has helped them increase their organizations' awareness, reach more people, provided more information to their constituents and enhanced relations with their constituents—over 80 percent in each category.
- Half of all respondents reported that Facebook had increased awareness of their organization, but did not see a notable increase in new constituents of any kind—calling into question what this “awareness” brought to the organization.

We were also very interested in how much time organizations were spending on Facebook, and whether they had set goals or were measuring outcomes.

- Only 36 percent of respondents had set organizational goals for using Facebook; among those, 40 percent saw some success.
- On average, respondents who had some tangible success in using Facebook spent about 2.6 hours per week on the site.
- Very few respondents are measuring their results with Facebook—47 percent are not measuring at all, and only 26 percent have set a substantial method for measuring.
- Organizations that do measure were more likely to see success. Almost 40 percent of those with a substantial measurement plan reported that Facebook provided a positive impact.

---

# INTRODUCTION

---

Nonprofits are increasingly told that they “need to be on Facebook,” and countless gurus and experts offer them advice for maximizing their Facebook presence to get the most return. But are nonprofits actually seeing results, or is Facebook just a bandwagon that’s not going anywhere?

In February 2011, Idealware surveyed 505 nonprofit staff members already using Facebook at their organizations to find out how long they’d been using the site, how much time they spend updating their pages, and what they wanted to achieve. Specifically, we asked about their goals for Facebook and whether they’d seen any tangible results.

We also selected eight people who reported seeing at least some success with Facebook at their organizations and interviewed them about their experiences.

This report sums up the results of the survey and provides high-level takeaways for each of the four types of results we asked about. It also provides an overview of the amount of time organizations are

---

**“We surveyed  
505 nonprofit staff  
members already  
using Facebook at  
their organizations.”**

---

spending on Facebook, information about how many have set goals and how they’re keeping track of their results. Throughout the report, we’ve included case studies and quotes from the interviews to shed light on what success means for nonprofits using Facebook, as well as to provide ideas on how to use the site.

For those interested in the details, we provide a more detailed look at the data in Appendix A.

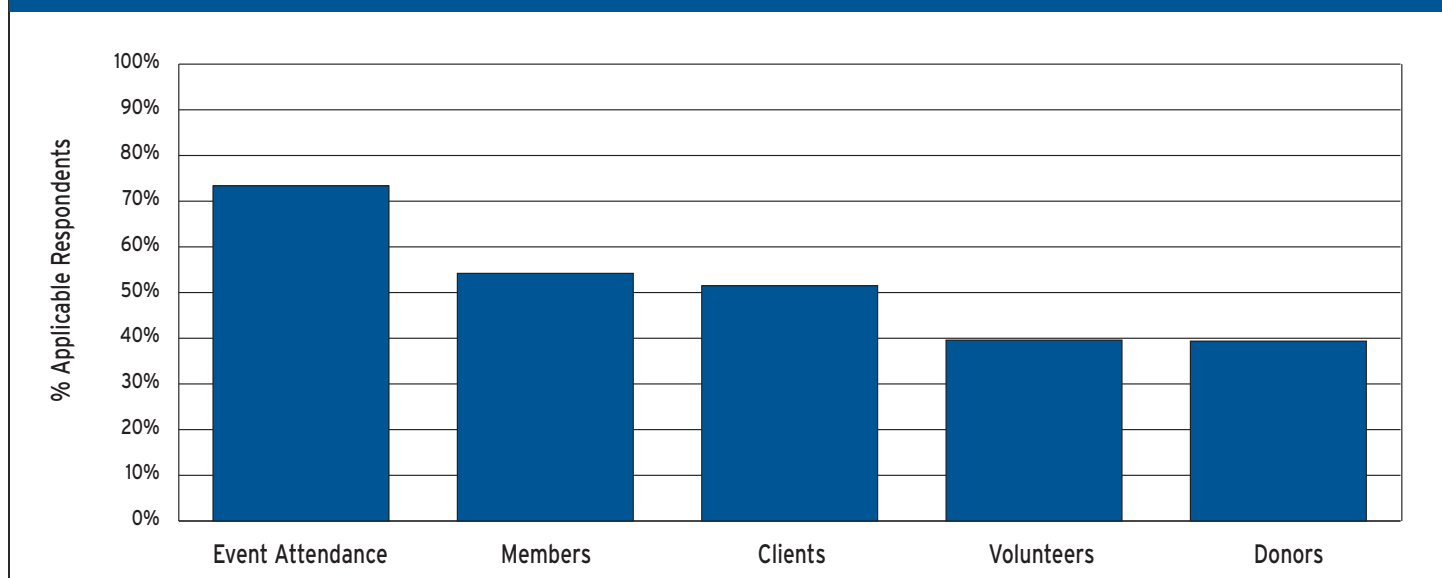
# REACHING NEW CONSTITUENTS

Is your organization reaching new people through Facebook? Will new constituents find you there? We asked survey respondents whether they'd seen an increase in their constituent base that they could attribute to Facebook. Initial data revealed at least some successful results in all five categories: donors, members, volunteers, clients and event attendees.

Organizations saw the most success attracting new event attendees. More than 70 percent of respondents reported positive impact—specifically, that they'd gotten more than “one or two” attendees, but instead had gotten a “a few” or a “substantial” number. Interviewees noticed the ability of Facebook to build enthusiasm for events when people repost and share events with their friends.

**“Facebook is a valuable tool for a small nonprofit without much of an advertising budget. We reached people we might not have been able to connect with without it.”**

## DOES FACEBOOK HELP ORGANIZATIONS ATTRACT PARTICULAR KINDS OF CONSTITUENTS?



*See Appendix A for a more detailed explanation and breakdown of this data.*

Events don't end with the invite, however—as with other goals on Facebook. Those we interviewed suggested that sending out reminders and starting discussions can turn a “maybe” into a “yes” and increase the eventual turn-out.

A slim majority of organizations found success encouraging people to take advantage of their services—55 percent of organizations that work with other nonprofits said they attracted new members, while about 52 percent of all organizations said they attracted new clients.

People weren't as successful converting Facebook fans into donors or volunteers, however—only about 40 percent reported success with either. Many organizations said they used the Causes.com Facebook application as a fundraising tool to varying degrees of success, but some respondents expressed frustration over recent changes to the Causes interface. Interviews suggest that while Facebook may not be as strong at recruiting new volunteers as organizations expect, it's a good way to retain and engage existing volunteers. One interviewee reported using Facebook as a community for current volunteers spread out across different locations.

The data suggests that organizations are more successful attracting constituents for activities that require a lower level of commitment. Attending one event requires less of a time commitment than volunteering would, and neither require giving money. Facebook users may feel their online relationships are more casual than most organizations hope, or expect.

## CASE STUDY

### The Center for Northern Woodlands Education

The New England- and New York-based Center for Northern Woodlands Education built its list of 15,000 magazine subscribers through word-of-mouth, direct mail and other traditional methods. When it wanted to bring its message to a broader, online audience, it turned to Facebook.

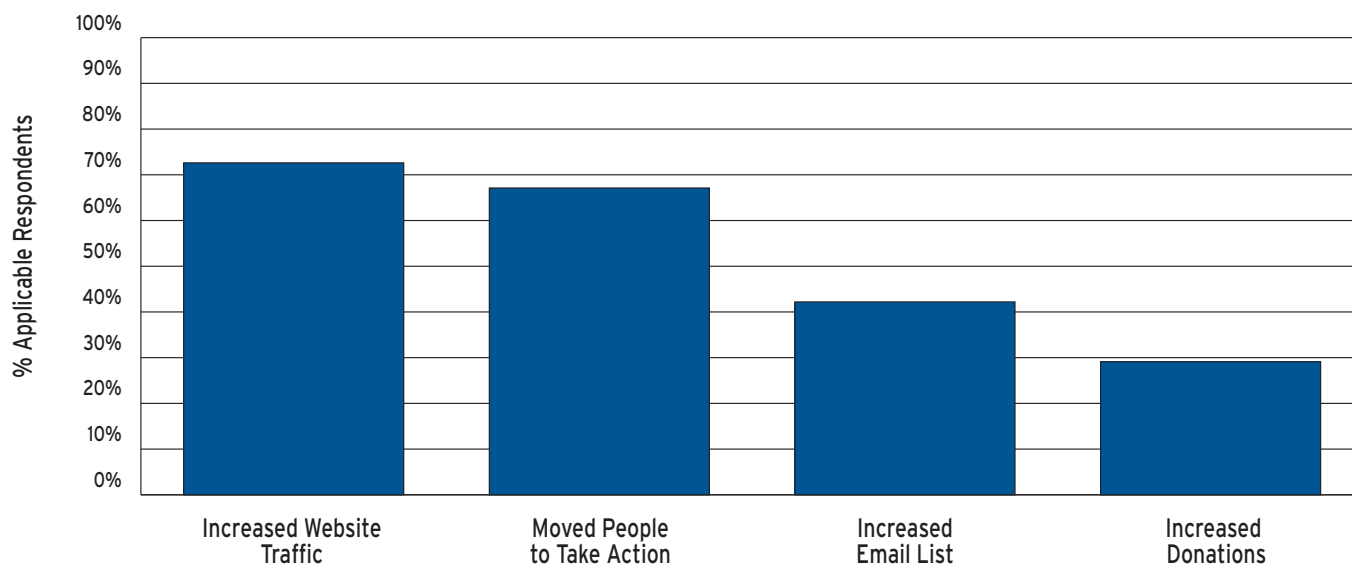
After its page went more or less dormant for nearly a year, Northern Woodlands set out a straight-forward strategy to establish its presence, starting with a measurable and achievable goal: increase fans by 10 percent every three months. Staff used the full communication mix in this strategy, adding the Facebook “blurb” to the website, magazine, e-newsletter and all other publications to get the word out. When the milestone of 400 fans loomed close, staff turned to the page's Wall and asked people directly to tell their friends about Northern Woodlands, and to “like” the page—the push was so successful that it went well beyond the short-term goal of 400 fans and helped the org add 100 fans in two months.

One of the five employees on staff spends about two hours a week on Facebook posting articles and moderating the news feed. One of the aims is to provide content, posting articles from the organization's magazine, links to its maple sugaring blog, and pictures of the northern New England and New York forests taken by fans and other photographers. To help drive traffic to the organization's website, Northern Woodlands recently held an a photo contest called “What in the Woods Is That?” Participants are directed from Facebook to the org's website, where they submit guesses about each mystery photo.

The Center for Northern Woodlands Education views Facebook as a first step for potential subscribers, and even offers a discounted subscription rate for Facebook fans. It's seen that new relationships can develop through the page, and can be cultivated into new subscriptions, but it takes time and patience to encourage the discussion and engagement that turns a fan into a subscriber.

# DRIVING TRAFFIC AND ACTIONS

## DOES FACEBOOK HELP DRIVE CONSTITUENTS TO ACTION?



See Appendix A for a more detailed explanation and breakdown of this data.

In addition to constituent impact, we asked respondents about goals not directly involving constituents that can be easily quantified. These included website traffic, donations, email list size, and moving people to action, or advocacy actions.

Respondents reported the most success using Facebook to direct new people to their websites—almost 300 reported “some” or a “substantial” increase in web traffic attributable to Facebook. Free web analytics tools, like Google Analytics, make tracking visitors from a link on a Facebook page one of the most measurable goals included in this survey.

Survey respondents interested in moving people to take some form of action for a cause, like signing petitions or other advocacy actions, also reported more success than failure—66 percent achieved moderate to substantial results. Online petitions and other political or advocacy actions are not difficult, demand little time, and are easily spread through Facebook and other social media.

## CASE STUDY

### The Bookkeeping Center

Based in New York City, The Bookkeeping Center prepares low-income and unemployed individuals for new careers in bookkeeping and finance through classes and job placement training. Staff usually spends about two hours a week on Facebook posting articles and videos about finding and keeping jobs, and about the accounting community in general, to provide students with extra help. They've encountered some difficulty using Facebook to share information with constituents because many students lack Internet access, or even computers, and as a result most discussion remains offline.

However, the Bookkeeping Center has seen great results using Facebook to connect with other individuals at both locally and nationally. Its Facebook presence drives traffic to the organization's website, and Google Analytics

(continued on page 8)

---

**“I’ve managed Facebook pages for many individuals and organizations, and it consistently drives traffic to any website.”**

---

Organizations reported less success using Facebook to attract donations. Just 29 percent saw an increase. Several interviewees mentioned the difficulty of fundraising on Facebook, reporting either that they’ve found it to be not useful at all, or that it takes a long time to develop donors on the site. Respondents that indicated some success reported using apps or other online donation tools that interact with Facebook, like those by Causes.com or FirstGiving.

Again, the margin of success seems dependent on the level of commitment required for each goal, where visiting a website or signing an online petition takes less of a commitment than making a donation.

Surprisingly, just 42 percent of respondents reported an increase in their email lists that they could attribute to Facebook. Maybe people aren’t including links or widgets to allow fans to sign up, or, as one respondent mentioned, it may be that fans prefer to be contacted through Facebook messages and updates rather than email.

(continued from page 7)

shows it to be one of the top sources for new website visitors.

In addition, staff has begun to use Facebook to talk to organizations doing similar work at the national level. The Bookkeeping Center has found great success making contacts by “Liking” other organizations, and then following up with short messages or wall posts. They also use the “@” symbol to mention pages by name (i.e. @Idealware), thus linking posts and statuses directly to those other pages and appearing in those organizations’ news feeds. These connections don’t just help on Facebook—often, the discussion will turn into reliable connections with other organizations.

## CASE STUDY

### Workers Interfaith Network

Workers Interfaith Network is a religion-based labor advocacy organization with a focus on improving wages and conditions for workers. The organization originally came to Facebook through Causes.com in an effort to reach a new audience. Instead, staff found that Facebook was more useful for engaging current constituents and keeping them updated and involved.

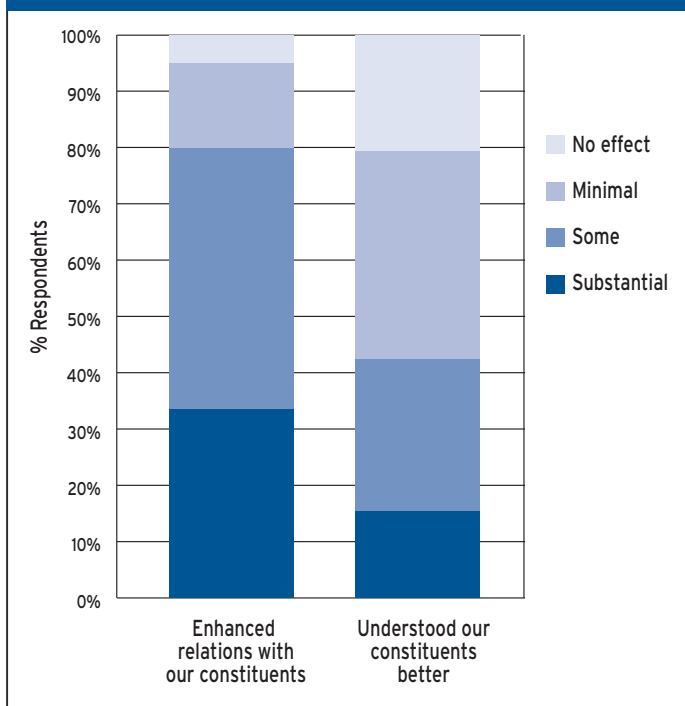
Staff spend about three hours a week on Facebook. Because it’s primarily an advocacy organization, much of that time is spent posting petitions and events. The site has become an important part of Workers Interfaith Network’s communication mix. While it still sends out weekly email blasts, Facebook complements those communications, delivering important updates of breaking news in between emails so supporters aren’t overwhelmed by email.

This practice proved important recently during the deliberation of an unpopular bill at the local statehouse. Workers Interfaith Network relied heavily on Facebook to keep protestors at the statehouse updated when the deliberations and votes on the bill were postponed or rescheduled. Along with other media channels like Twitter, blogs, email and the organization’s website, Facebook helps provide the up-to-minute information that supporters want.

# ENGAGING EXISTING CONSTITUENTS

We also asked respondents a bit about their success in using Facebook to reach out to existing constituents. 80% of the respondents felt that Facebook helped them enhance their relationship to existing constituents. As this is such a subjective metric, it's difficult to know what this means. However, almost every person we interviewed mentioned using Facebook as a way to keep in touch or build community around their cause. It appears that many consider Facebook to be as much or more a straight-forward "touch point" with their supporters rather than a way to reach new audiences or to drive their existing constituents to action.

## DOES FACEBOOK HELP BUILD EXISTING RELATIONSHIPS?



For instance, the Workers Interfaith Network said it came to Facebook expecting to add a lot of new constituents, but instead found it more as a communications adjunct to its website and email. Pathways to Education said it communicates with its teenage clients primarily through Facebook messages. EMERGENCY USA chooses largely not to try to attract new volunteers, but rather works to create a community for those it already has.

## CASE STUDY

### EMERGENCY USA

EMERGENCY USA is a grassroots network of more than 100 volunteers throughout the United States that was inspired by a similar Italian organization called NGO EMERGENCY. The American nonprofit raises awareness and funds to provide high-quality, free-of-charge, permanent infrastructure for medical care, rehabilitation and relief efforts for victims of wars, poverty and natural disasters.

EMERGENCY USA has been using Facebook since 2008 to help build mailing lists for their e-newsletters, but staff hasn't focused on building the number of fans—that happens organically, they believe. Instead, the strategy is to build a community for volunteers and supporters spread across the country so they can interact with each other locally, and through regional networks.

Staff spends from two to four hours on Facebook each week sending out updates and follow-ups for fundraising and events, and keeping volunteers up-to-date. Facebook allows the org's volunteers to stay in touch with one another and to feel connected to the larger organization. Recently, a national volunteer turned her baby shower into an online event by posting pictures during the party, allowing the community to join in the celebration. This and other very human experiences draw EMERGENCY USA's volunteers together through Facebook.

Interestingly, however, only about 40% felt that Facebook has helped them understand their constituents better—implying that their organizations may be doing most of the talking on their Facebook pages.

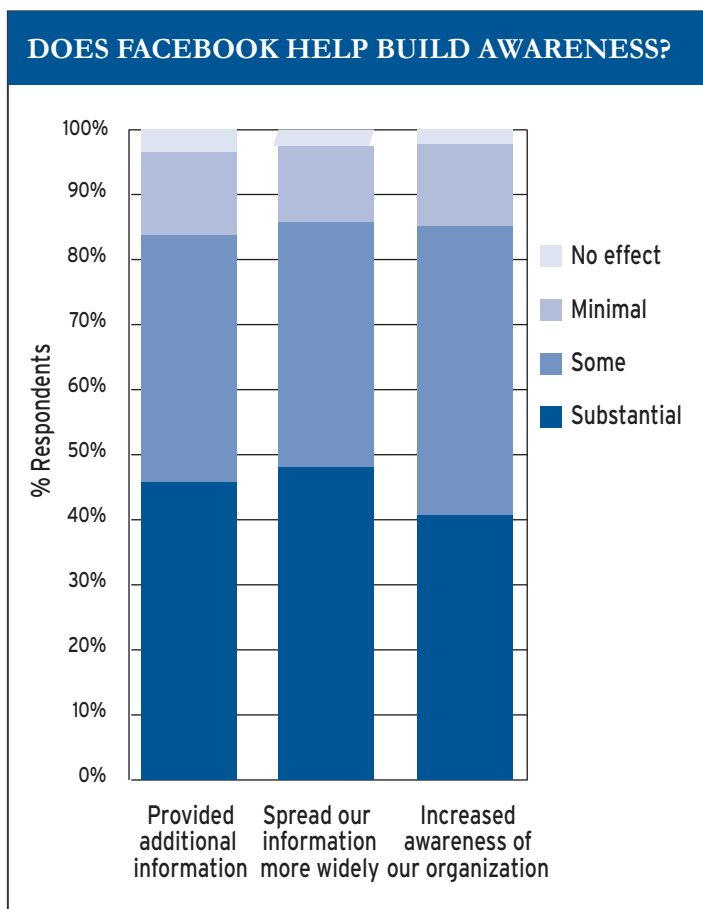
This is an area that's worth further study. What specifically do organizations mean when they say they've enhanced relations? Are there measurable outcomes outside of Facebook itself to determine if in fact a deeper relationship has developed?

# INCREASING AWARENESS AND INFORMATION

We also asked respondents about the results they achieved for several goals that are frequently mentioned by nonprofits using Facebook but are that are difficult to quantify or measure. These include providing information, increasing awareness and spreading resources more widely. Because they can be difficult to quantify, many are a measure of an organization's perception rather than its success. This sort of data can't be standardized, and it's difficult to generalize, but it does provide insight into how organizations think about Facebook.

Almost across the board, survey respondents said they'd had success—at least 80 percent reported moderate to substantial positive results in all three of these goals. Half of all respondents reported that using Facebook had increased awareness of their organization, but said they did not see a notable increase in any kind of constituent. What does awareness mean to an organization if it doesn't result in attracting new people, and why would one increase not accompany the other? Don't make any of these objectives a goal until you have solidly defined what it means to increase awareness or spread information and can work to achieve what you set out to achieve.

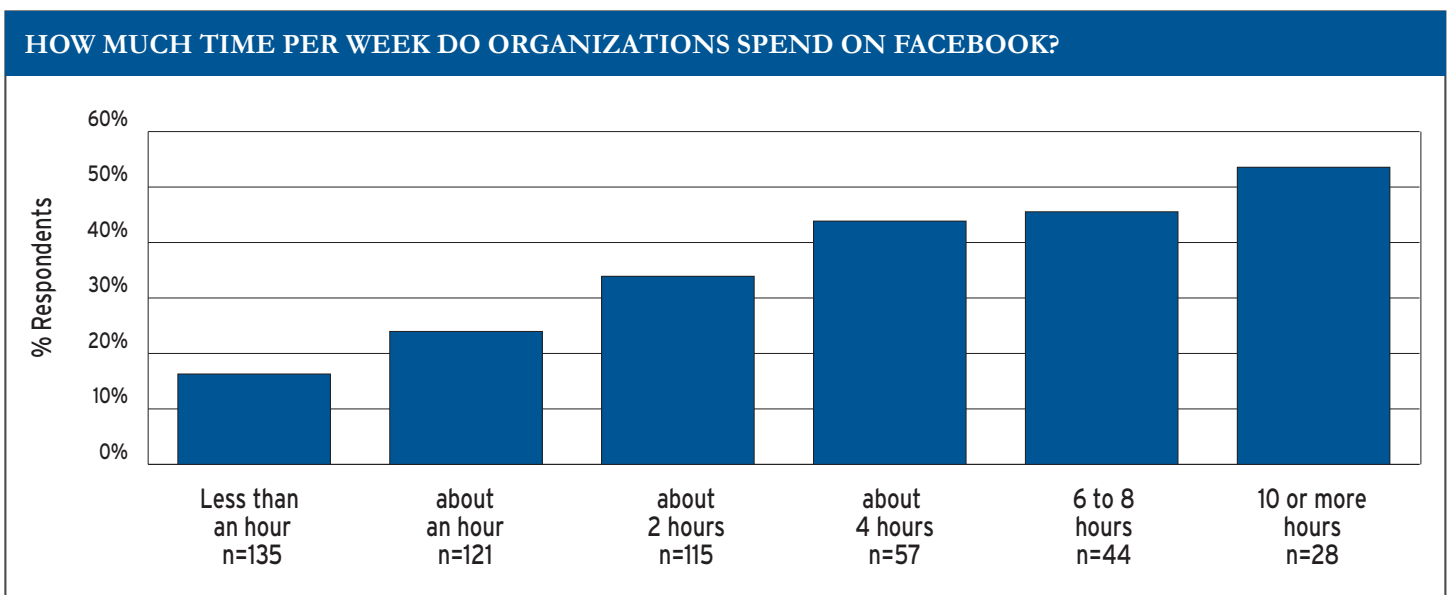
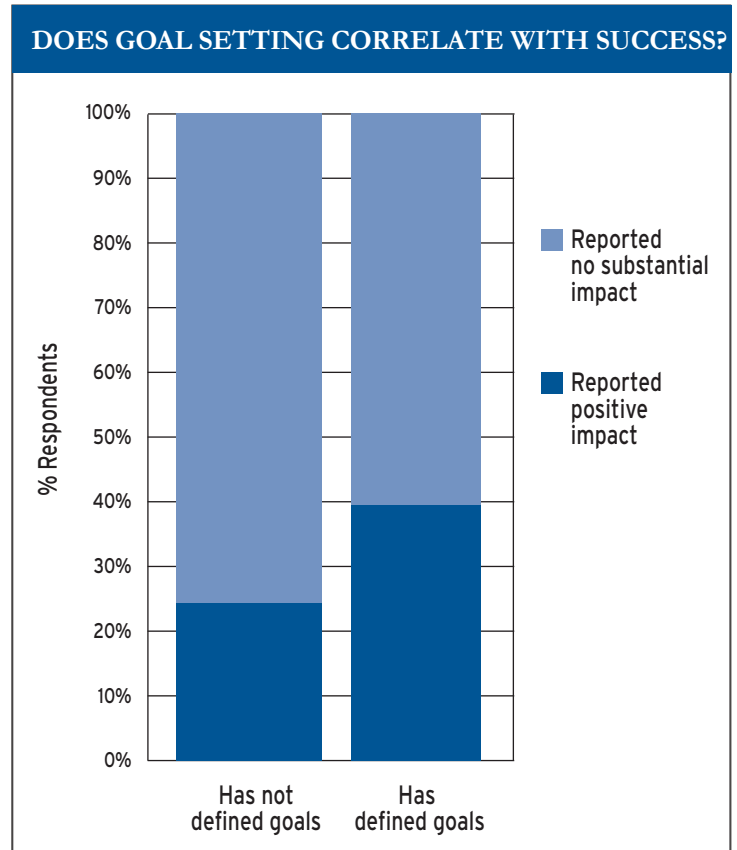
Each of these perceived goals means something different to each organization. What would they mean to yours?



# HOURS AND GOALS

Only 36 percent of our respondents reported having defined organizational goals for Facebook. Almost 40 percent of those reported a generally positive impact from the site, compared to less than 25 percent of those that did not set goals. This data does not indicate whether defined goals contribute directly to success, but it does suggest that organizations experiencing success are more likely to have set goals.

Several interviewees reported that their organizations set clearly defined, short-term goals—usually related to increasing the number of people who are fans of their pages—with much success. Setting achievable, immediate goals can be a good way to gauge success over a period of time by acting as a barometer for your overall Facebook presence. Consider how these goals will contribute to your long-term plan. Why do you need more fans? What will they bring your organization? How do these goals relate to your mission? Make sure your plan clarifies the connection between your mission and Facebook.



We also asked respondents how much time on average their organizations spend on Facebook, ranging from none to more than 20 hours per week. The average time spent per week reported by organizations who saw positive impact from Facebook was 2.6 hours, which seems to support the range of two to four hours per week suggested by the chart.

Viewing the hours compared to the organizations success with measurable success, there seems to be a positive correlation—organizations experiencing a positive impact from Facebook seem to spend more time on Facebook, but over about four hours per week, the results seem to level-off. This suggests that the benefits may not necessarily justify the additional time. Note that not many organizations (just 28) who participated in our survey actually spent more than 10 hours per week, potentially skewing that data. It's also difficult to draw conclusions about whether their success is due to the amount of time, or whether time is necessitated by success.

## CASE STUDY

### Pathways to Education/ Mosaic Counseling and Family Services

Pathways to Education is a Canadian organization that works to keep at-risk high school students in school and help them find education opportunities, as well as assisting new immigrants. The organization has 11 sites across Canada, each serving some 500 students.

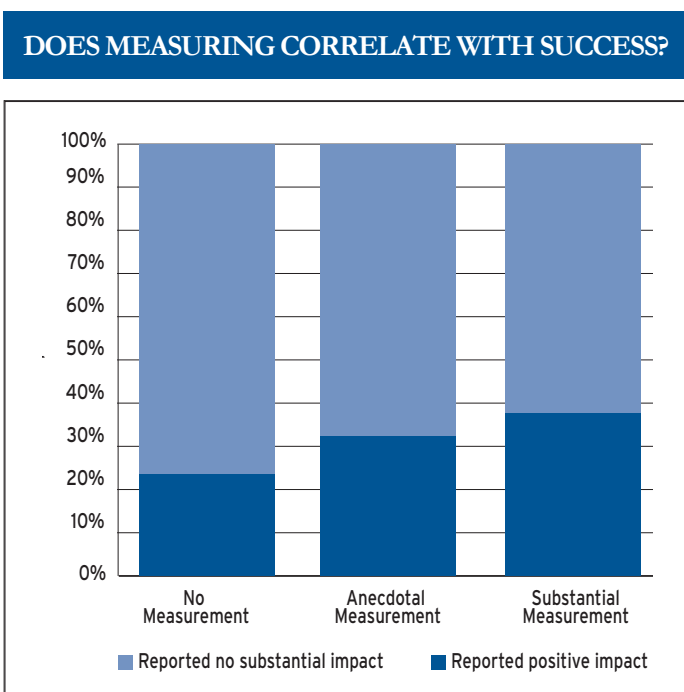
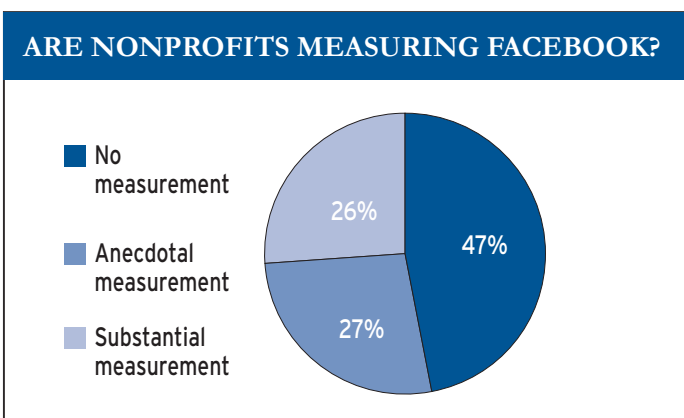
At the Pathways Kitchener office in Ontario, support workers' efforts to call or email students six times a month were requiring close to 40 hours a week, often with little or no response. After some research, the office decided to bring their messages to the students where they already were—on Facebook. Almost 90 percent were already using the social networking site regularly. There, they could receive messages and updates from the org's support workers without having to answer their phones or go to their email inboxes. The effort led to an enormous time savings—now, staff spends only about an hour per day managing their Facebook group.

However, staff recognized a need to take students' privacy into account when using Facebook in this manner. Pathways to Education uses a private Facebook group for communications so students can't be identified as clients of the organization on their public Facebook profiles, and only uses it to provide simple logistical updates, such as event reminders, for group counseling sessions.

While this system works for Pathways in most cases, there are exceptions. Publicizing students' affiliation with the organization to anyone, even other clients, would violate their privacy—and in some cases, the law—if the organization specialized in a particular health issue. For that reason, several Pathways offices cannot use Facebook groups.

# MEASUREMENT

At the end of the survey, we asked participants how they measure results they achieve from Facebook. Those who indicated a clear method, or who specifically mentioned using a tool like Facebook Insights or Google Analytics, were coded as having substantial measurement. Those who gave a less-specific answer or indicated a less-precise method (like from comments by constituents, or by checking fans each day) were coded as having anecdotal measurement. More than half (53 percent) of survey respondents indicated measurement of some kind, while just 26 percent reported a substantial measurement plan.



Of those respondents who reported a substantial measurement plan, almost 40 percent also reported some kind of tangible positive outcome of using Facebook (either an increase in constituent, or an increase in one or multiple of the tangible metrics), compared to less than 25 percent of those who were not measuring at all. We expected the opposite to be true—that those who were not measuring would report more success, as it's often easier to imagine success than actually to measure it in action. This correlation adds some reliability to the numbers reported for other results. It also implies that organizations not measuring might actually be having more success than they suspect; or, conversely, that organizations who are successful are more likely to put a plan into place to measure that success.

Still, as over 60 percent of respondents who reported substantial measurement were still not seeing a positive impact from Facebook, measurement alone is not an indicator of success. But again, how do you know you've been successful if you don't measure your results?

## CASE STUDY

### The San Francisco Public Press

The San Francisco Public Press provides non-profit, noncommercial public interest journalism to the people of San Francisco five days a week through the organization's website and a quarterly printed newspaper. A social media team made up of several volunteers spends about four hours a week cross-posting new articles and stories from the website to Facebook and Twitter.

Facebook is the entry level of the Press's strategy to drive new readers to the website and eventually convert them into donors, a strategy borrowed from the fundraising model used by public broadcasting. The target is for 10 percent of the Press's Facebook fans to click through to the website and subscribe to their monthly—soon to be weekly—email newsletter. Donor conversion efforts will follow.

---

# METHODOLOGY

---

In February 2011, Idealware conducted a survey of staff members at nonprofits already using Facebook as part of their communications mix about their experiences with the site. In addition to demographic data, we asked their reasons for using Facebook, how often they used the tool, the goals they were trying to reach with Facebook, and the perceived effectiveness of Facebook for specific purposes. See Appendix B for the full text of the survey.

We distributed the survey invitation to Idealware's subscriber list of 16,500 recipients, through the Idealware Facebook and Twitter accounts, and through various nonprofit listservs. We received 505 responses. It's difficult to judge how many people saw the survey or reposted the invitation to friends or on other networks, but we can estimate around 25,000 people.

The invitation specifically requested that the survey be taken by staff members from nonprofits already using Facebook. Not everyone who saw the invitation fell

within this target audience, so it's difficult to judge a response rate. However, it's clear that only a small percentage of those who saw an invitation responded.

At the end of the survey, we asked respondents to opt-in to one-on-one telephone interviews. Of the 130 people who did so, we selected 13 respondents who had reported at least some tangible success with Facebook. Ultimately, we interviewed eight people for this report, based on their availability to schedule an interview in our interview timeframe.

This survey was not intended to be representative of the nonprofit sector at large, but to gather information from an informal sample of nonprofits already using Facebook. While there's no way to assess the degree to which our sample is representative of the entire realm of nonprofits using Facebook, we have no reason to believe it is substantially biased in any particular direction.

---

# WRITERS AND CONTRIBUTORS

---

## Kyle Andrei

Kyle is a very recent graduate of Indiana State University, where he studied Communication. He decided to travel to Maine to spend his last semester of college in a research internship helping Idealware with social media and other research, which paid off in the form of a full time job with Idealware as a Research Analyst! Prior to joining Idealware, Kyle split his time between managing the student radio station, researching video game communication and working on local elections.

## Laura Quinn

Laura has been working in the software sector for more than 15 years. As Idealware's Executive Director, she directs Idealware's research and writing to provide candid reports and articles about nonprofit software. Prior to Idealware, Laura founded Alder Consulting, where she helped nonprofits create Internet strategies, select appropriate software, and then build sophisticated websites on a limited budget. She has also selected software, designed interfaces and conducted user research for multi-million dollar software and website implementations with such companies as Accenture and iXL. Laura is a frequent speaker and writer on nonprofit technology topics.

## Chris Bernard

Chris is a longtime writer and journalist. As Idealware's Senior Editor, he manages the creation and tone of all written materials. Prior to joining Idealware, he worked as a newspaper, magazine and public radio journalist and managing editor, as senior copywriter at an advertising agency, as a corporate marketing and communications specialist, and as a technical writer. He also wrote a travel book about biking in New England.

---

# ABOUT IDEALWARE

---

Idealware, a 501(c)(3) nonprofit, provides thoroughly researched, impartial and accessible resources about software to help nonprofits make smart software decisions.

Nonprofits maintain a complicated relationship with technology. Most know that software can streamline their processes and help fulfill their missions more efficiently and effectively, yet lean staffing and tight budgets mean they're unable to devote the time necessary keep up with new technologies and find the right tools.

From the most basic questions (like how to use software to help manage emailing hundreds of people at once), to the more complex (like understanding the role of social networking and mobile phone text-messaging in fundraising strategy), organizations need a trusted source for answers.

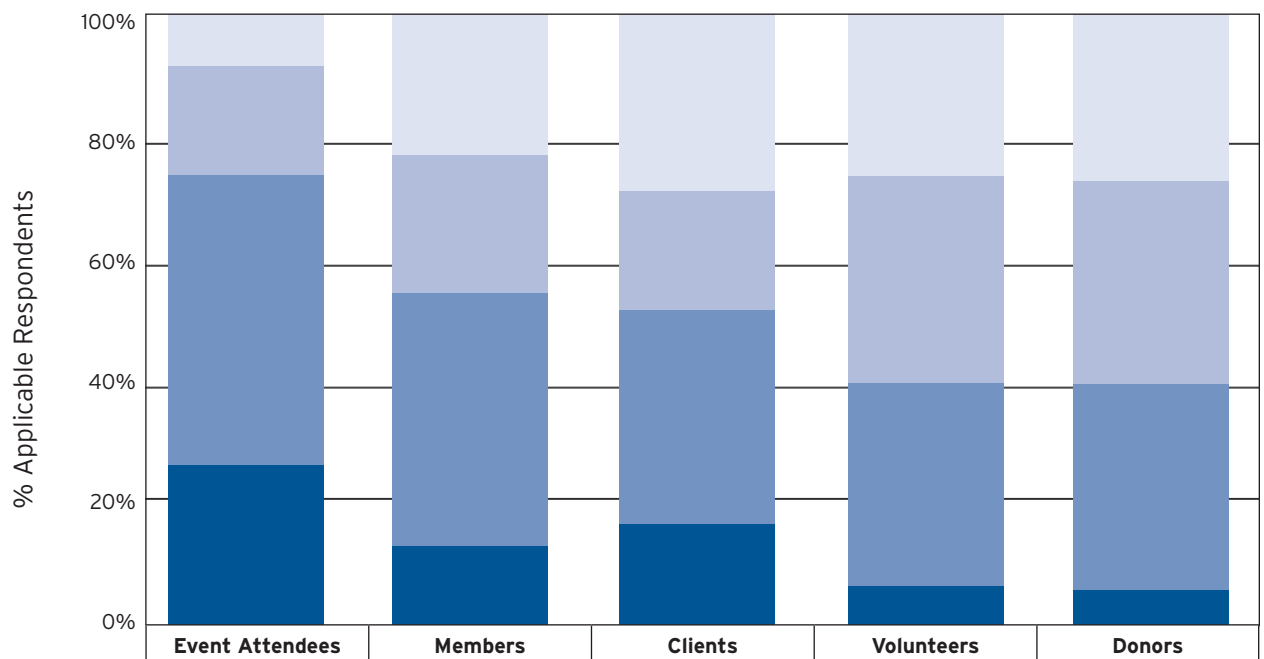
Idealware provides an authoritative online guide to the software that allows U.S. nonprofits—especially small ones—to be more effective. By synthesizing vast amounts of original research into credible and approachable information, Idealware helps nonprofits make the most of their time and financial resources.

# APPENDIX A: A Deeper Look At The Data

Organizations reported the highest results for event attendees—over 25 percent reported a substantial number of new event attendees attributable to Facebook. Of those organizations, a total of 68 were concerned with organizing public events. This was the only category

where more people reported “a substantial number” than reported “none.” Clients, the largest category in terms of sample size, with 301 responses, also had the highest percentage of people reporting no results, at almost 30 percent, or a total of 88 out of the sample.

## DOES FACEBOOK HELP ORGANIZATIONS ATTRACT PARTICULAR KINDS OF CONSTITUENTS?

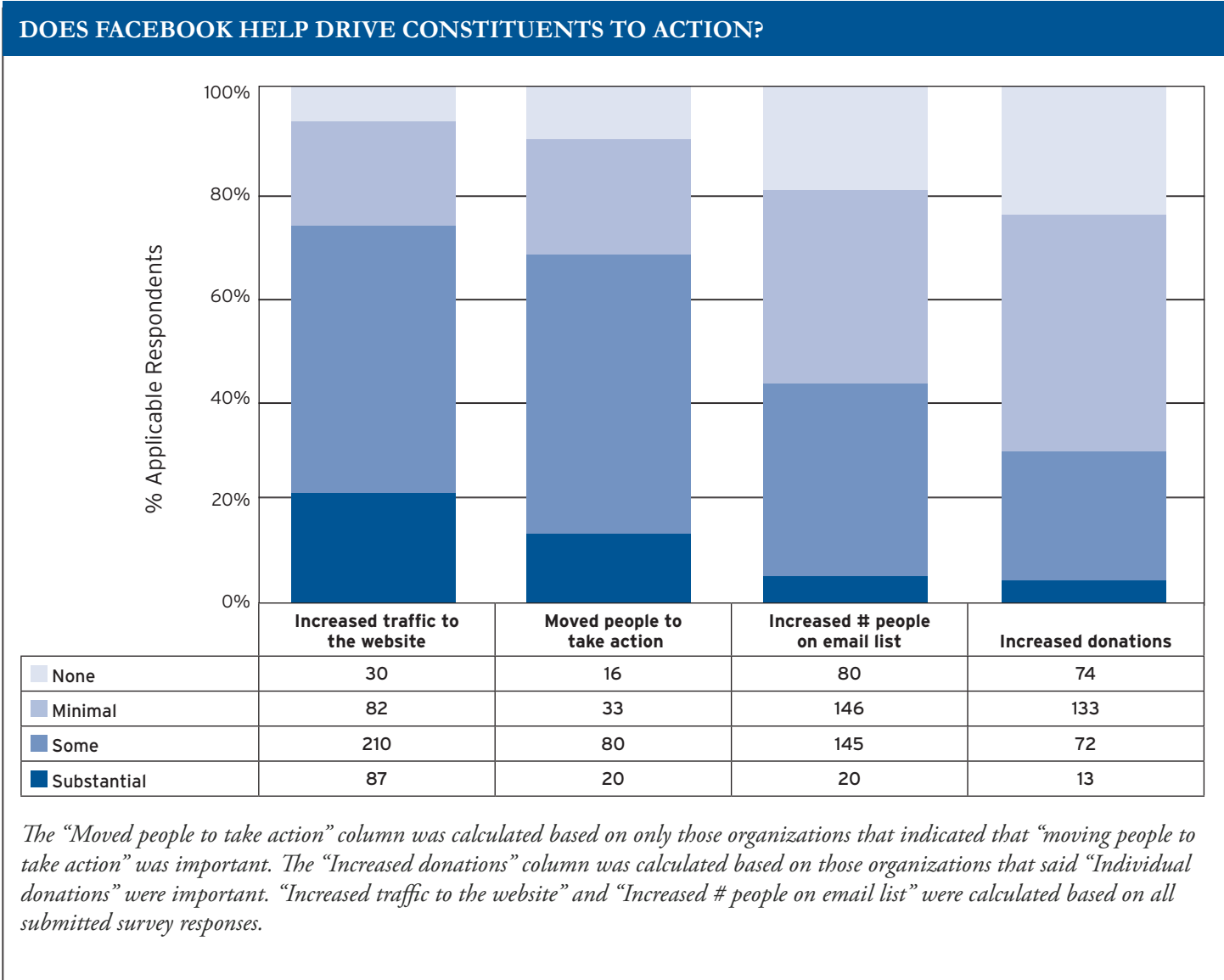


	Event Attendees	Members	Clients	Volunteers	Donors
None	23	25	88	53	79
One or Two	46	24	58	66	95
A few	122	44	105	65	96
A substantial number	68	14	50	13	17

Each column was calculated based only on those organizations that indicated these results were a priority. “Members” numbers were calculated based on organizations that work with other nonprofits, “Volunteers” from those that deal with volunteers, etc. The “Clients” category was calculated based on all submitted survey responses.

Organizations reported the highest results for increasing traffic to their websites—87 out of the sample of 409 reported a substantial increase in website traffic attributable to Facebook, just over 20 percent. Roughly 50 percent of survey respondents reported some increase in website traffic, while fewer than 30 percent reported minimal-to-no effect attributable to Facebook. The second-highest reports of positive impact were

for advocacy organizations, or others to whom calls to action are important. Over 65 percent of these respondents reported either “some” or “substantial” results for moving people to take action that they could attribute to Facebook. This was the smallest sample size of any category, with only 149 respondents, but twice as many saw positive impact than those reporting minimal-to-no effect with the social networking site.



# APPENDIX B: The Text of the Survey

Hi, thanks for your time! We are researching nonprofits' use of Facebook, and by answering this survey today, you are helping us figure out exactly how organizations are (or are not) using Facebook.

The results of this survey will be published so that nonprofits can gain more insight into how their peers are using Facebook. We hope to shed light on how this tool can be used in reaching particular goals.

Your responses to this survey will be anonymous.

What is your primary role within your organization?

- |   |  |
|---|--|
| <input type="checkbox"/> Executive / Management     | <input type="checkbox"/> Development / Fundraising |
| <input type="checkbox"/> Programs                   | <input type="checkbox"/> Finance / Operations      |
| <input type="checkbox"/> Technology                 | <input type="checkbox"/> Jack / Jill of all trades |
| <input type="checkbox"/> Marketing / Communications | <input type="checkbox"/> Other                     |

What is the approximate annual budget of your organization?

- |  |   |
|--|---|
| <input type="checkbox"/> None – all volunteer    | <input type="checkbox"/> \$1 - \$2 Million      |
| <input type="checkbox"/> Below \$100,000         | <input type="checkbox"/> \$2 - \$5 Million      |
| <input type="checkbox"/> \$100,000 - \$250,000   | <input type="checkbox"/> \$5 - \$10 Million     |
| <input type="checkbox"/> \$250,001 - \$500,000   | <input type="checkbox"/> \$10 - \$25 Million    |
| <input type="checkbox"/> \$500,001 - \$1 million | <input type="checkbox"/> More than \$25 Million |

Are any of the following important to your organization? (choose all that apply)

	Yes	Somewhat	No	Don't know / unsure
Organizing and holding events (e.g., seminars, galas, etc.)				
Quickly moving people to action for a cause				
Donations from individuals				
Serving other nonprofits				
Attracting visitors to a location (e.g., museum, library, park, etc.)				
Attracting new volunteers				

Approximately how many fans/friends does your organization have on Facebook? (whole numbers please) \_\_\_\_\_

Approximately how many people are in your organization's email list? (whole numbers please) \_\_\_\_\_

Approximately how long has your organization been actively using Facebook?

- |   |  |
|---|--|
| <input type="checkbox"/> Less than one month        | <input type="checkbox"/> Between six months and one year |
| <input type="checkbox"/> One to two months          | <input type="checkbox"/> One to two years                |
| <input type="checkbox"/> Between two and six months | <input type="checkbox"/> More than two years             |

About how much time per week does your organization spend on Facebook? (updating, posting, etc.)

- None
- Less than an hour
- About one hour
- About two hours
- About four hours
- About six hours
- About eight hours
- About ten hours
- Between 10 and 20 hours
- More than 20 hours

Has your organization defined specific goals for using Facebook?

- yes       no

If yes, what were these goals? \_\_\_\_\_

What effects has your organization seen in its constituent base that you would attribute to Facebook? (a guess is fine)

	No new ones	Maybe one or two	A few	A substantial number	Don't know	Not applicable
Increase in new volunteers						
Increase in new donors						
Increase in new members						
Increase in new clients/program participants						
Increase in new event attendees						
Other (please specify)						

What effect have you seen on the following that you would attribute to Facebook?

	No effect / decrease	Minimal	Some	Substantial	Don't know	Not applicable
Increased traffic to our website						
Moved people to take action						
Increased number of people on email list						
Increased donations						
We provided additional information to constituents						
Spread our information more widely						
Enhanced relations with our existing constituents						
Understood our constituents better						
Found new partners						
Fostered discussion						
Built an active Facebook community						
Increased our number of fans on Facebook						
Increased awareness of our organization						
Other (please specify)						

How does your organization measure those results? \_\_\_\_\_

\_\_\_\_\_

How do you feel about your organization's use of Facebook?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
We should spend more time on Facebook than we do					
Other organizations similar to us should use it					
It has been difficult to use effectively					
It has been useful in achieving our mission					

Any questions or comments you would like to add? \_\_\_\_\_

As a part of this study, Idealware will conduct a series of telephone interviews. If you are willing to be interviewed further about your organization's use of Facebook, please leave us your contact information. This information will not be tied to your survey responses.

Idealware will not add you to any lists, or use this contact information for any other purpose.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Email

\_\_\_\_\_  
Organization