

Research Overview

Through a variety of research approaches, the Messiah College PR Campaign Team sought to better understand the effectiveness of Radiant Hope's communication and public relations materials and platforms as well as Radiant Hope's publics and their engagement with the organization. The team conducted a three-part communication audit that analyzed print, website and social media platforms through content analysis and a focus group; interviews with two of Radiant Hope's critical volunteers (Ambassador and Pack Party Host); and survey and interview research with past, current and potential donors and volunteers. Each report section organizes its findings around the following:

- **Introduction**
- **Research & Best Practices**
- **(Interview reports include "Questions" section)**
- **Analysis**
- **Proposed Recommendations**

Communication Audit: Print

Intro

Although nonprofits must pay particular attention to keeping costs down, having some materials that can be printed "on demand" for specific purposes will help Radiant Hope better convey its story with various audiences. In addition, many printed materials appear in the boxes sent by the organization. With this in mind, the communication audit for print materials involved content and visual analysis of materials provided to the team by Radiant Hope. This section of the report is organized by subheads of each type of print material.

Research & Best Practices

- Find unique design and layout to make the brochure appealing
- Be specific to your audience and objective
- Limit to two fonts
- Use appropriate images
- Include "how tos"
- Do not cram texts or fill the entire space
- Include a call to action/specific purpose
- Use the best quality you can (photos, paper type, etc.)
- Focus on the organization's benefits

Analysis

Given our research into best practices for print materials, we found that consistency is key. A few of the Radiant Hope pieces used mix-match fonts and pictures that do not appear anywhere else in the branding. By keeping fonts and images consistent, publics can easily recognize the printed items as being from Radiant Hope. In addition, good design practices tell us that the use of whitespace and colors are key to readability for any document. Radiant Hope could also

include social media handles and website links to have publics continue to learn more about the organization. Finally, it is important to proofread text and follow grammatical and AP Style principles.

Proposed Recommendations

- Create an infographic about cancer/ infographic about RH
- Update pamphlet and recipient letter
 - New design and layout for the pamphlet
 - Grammar and AP style fixes on the pamphlet and letter
- Devise a Pack Party box checklist
- Develop ambassador materials
 - Ambassador packet (how to be an ambassador)
 - General info packet (can be shared with churches, orgs, etc.)
 - Fact sheet
 - Infographic
 - Synopsis of Joanna's story
- Enhance general Newsletter
 - Have a consistent, regularly scheduled time for the Newsletters to be sent
 - Develop multiple topics to create a fuller letter
 - Write creative, impactful stories
 - Compliment stories with pictures
 - Keep a consistent format
 - Differentiate between newsletter and email "blasts"

Communication Audit: Website

Intro

Having an easy to navigate, attractive website is essential for nonprofits to reach their target audiences. While Radiant Hope recently revamped its website, the organization could benefit from several website revisions and additions. We conducted secondary research about best practices in developing a successful website for a non-profit organization. We also analyzed the current website personally within our research team and conducted a website focus group with eight participants. A complete summary of the focus group findings follows the proposed recommendations in this section.

Research & Best Practices

- Optimize website for mobile devices
- Easy to donate
- Visually appealing
- Consistent color scheme and branding
- Simplicity (no unnecessary text, photos or ads)
- Promote social media

Analysis

Our focus group showed that Radiant Hope's new website functions well on mobile devices, such as iPhones, but not on iPads. The website makes it clear and easy for publics to donate. The site is fairly visually appealing, but could use additional revamping, such as professional photography; infographics and improved uniformity and consistency in the website design and photos to increase audience engagement. Radiant Hope's website is consistent in color scheme (yellow) and branding (font) within the site itself but not across all of its different communication platforms, such as social media and print. Eliminating blocks of text and allowing for more white space, as well as revising wordy phrases, could improve the simplicity of the site. Radiant Hope does an excellent job of promoting its social media platforms by having the icons easy to find on every page.

Proposed Recommendations

Based on research findings and analysis, the team proposes to implement the following in conjunction with the web master. Combined with findings from focus group.

- Page by page revisions and corrections
 - Get Involved → Community Engagement tab
 - Change "affect" to "affected"
 - "Who We Are" tab
 - Christian should be capitalized
 - Change "Our Stories" tab title to "Our Team"
 - Add personal stories
 - "Our stories" makes it seem like you're being led to package recipient stories
 - There are only photos of people
 - When you click on the picture, you get the computer name of the photo. (Example: IMG_5720.jpg)
 - Stories - who should they be about? Should this be about our team or our recipients?
 - "Faces of Radiant Hope"
 - Team members of box recipients?
 - Change "Our Stories" to "Testimonials?"
 - Edit Park Night post on homepage
 - Dates are bold, but the titles are not
 - Add hyperlink to current link
 - Users may not feel compelled to copy and paste long link
- Implement additional pages/information
 - Create Pack Party hosting instructions and include them under "Pack Teams"
 - Add a page that talks about the logo and how it connects to Joanna's story (link from logo on homepage)
 - Include company logo on the navigational tab in the web browser
 - Add News Archives tab to house fact sheet, past and future news releases, possible backgrounder

- Include a tab that talks about the different types of cancers and some statistics about each; could even link to outside resource for this.
- Consider adding a Merchandise Tab
- Add FAQ tab
- Enhance current pages
 - Make website more visually appealing by ensuring all sections and pages include professional and consistent visuals/photos (i.e., “Get Involved” tab)
 - Add infographics: how to pack a box and trace the path of a box from request to conception and packing to delivery
 - Improve copy in Donate tab
 - Comma after the word donation
 - Inconsistent periods--either include or delete throughout
 - Enhance the current Media tab
 - Differentiate videos and instagram posts into sections
 - Include photo albums for events
 - Highlight video of testimonials from recipients of boxes
- Improve brand consistency
 - Url is “hisradianthope.org” instead of “radianthope.org”--this could cause confusion and reduce engagement
 - Less presence of the sunflower is recommended, because it’s so present throughout the website, there could be confusion about the logo.
 - Incorporate font consistency

Website Focus Group Report

Intro

In order to improve Radiant Hope's communication channels the team conducted a focus group to understand external public's' attitudes toward the organization's website. The following proposal contains the group's research findings and future recommendations. The purpose of this focus group was to understand various perspectives of people who knew about Radiant Hope, and people who knew nothing about Radiant Hope. The focus group provided us with knowledge of how RH can enhance their website after revealing the new look. Our team asked a series of questions while participants analyzed the RH website and highlighted website shortcomings.

- **Location:** Boyer 222
- **Time:** 7:00 pm-8:00 pm
- **Participants:** Five college students, 4 women and 1 man. Two college professors both man and woman, as well as one female college employee.
- **Food:** Juice, chips & dip, and cookies
- **Coordinator Roles:** Deanna Preziosi as Emcee, Bella Bonvissuto and Arkel Brown as Observers, Maci Thornton as Scribe

Analysis

Recommendations are italicized currently. The following text is based on direct quotes or paraphrases of participants' responses. The participants are not listed in order to respect the terms of the consent form they signed (namely to protect anonymity).

- **What is the first thing about the site that caught your attention?**

Homepage matches the organization's mantra and bold lettering grabs attention. Website seems easy to navigate and well-structured based on buttons and tabs on the homepage. Website is not optimal for iPads but works on other mobile devices such as iPhones.

- **Please describe how clearly the website's homepage gives you a vision of what the organization is/represents?**

"The homepage is a bit vague, how do they impact lives through cancer? What exactly do they do and how do they accomplish it?" Requires users to scroll down for more information. Although, the brevity keeps you curious. Some users liked the brevity, while others wanted more information off the bat.

- **Suppose you were looking to volunteer with the organization (for example, participate in a Pack Party). Where would you find this on the website?**

Easy to find under "Get Involved" tab. Provides different ways to get involved and the pictures compliment the ways that volunteers can get involved.

- **Can you find the page on the website where you can connect with Radiant Hope's social networking sites?**

Great icon locations in the top right corner and the bottom of the page, both easy to find.

- **If you wanted to donate to Radiant Hope using the website, would you know how?**

Yes, it's very easy and amounts are provided.

- **Could you find the page on the website that provides information on Radiant Hope's founder and leadership team?**

Yes, users quickly found this under "Who We Are" tab.

- **Please describe one positive feature of the website.**

Website is simple and there's a strong use of photos without overkill. Good use of color, evokes joy.

- **What is one feature of the website that you found to be confusing/unclear?**

Although the sunflowers are appealing and "hopeful," too many flowers on site for flowers to not have significance in the brand.

Content behind the photos: should not be able to click on them because there's no content; if content is added, make it stories and more interactive.

- **What is your overall impression of the Radiant Hope website?**

- **Feelings evoked?**

- Bright
- Cheery
- Hopeful
- Joyful

- **Content?**

- Make the blog more than three posts a year

- **Design or look?**

- Less sunflowers

- **What changes to the website would you recommend, if any?**

More specification with who receives the boxes and if where they're sent to (all over the country?) Include stats such as: how many people have received boxes.

- **After viewing the website, please describe how compelled you feel compelled to get involved and/or donate to Radiant Hope?**

Yes, but users want to receive notification that recipients have received package without asking the recipients. They want confirmation somehow, possibly through email or text. Perhaps a webpage showing off photos of received packages so donors can see direct results.

- **What, if anything, would make you feel more compelled to get involved or donate to this organization?**

Stories and pictures of those who've received Radiant Hope packages (e.g., reactions, thank you's)

- **Please consider the following statement: Radiant Hope’s Website is easy to navigate. Do you agree or disagree with that statement? Why or why not?**

Agree, appreciate tabs at the top of the page and the social media logos in upper right corner and bottom of webpage.

- **How about this statement: Radiant Hope’s Website is appealing and attractive. Do you agree or disagree with that statement? Why or why not?**

Agree

- Our stories - why the yellow is incorporated (happiness)

Disagree

- “Who We Are” page
 - Need to create contrast with text, color, photos, etc.
 - Make more visually engaging

- **And finally, what about this statement: The information on Radiant Hope’s Website provides answers to my questions. Do you agree or disagree with that statement? Why or why not?**

Agree

- Answers most questions, but certain items could be clearer, such as: exact process from ordering of package to delivery

Disagree

- Give a clearer explanation of what they do on the initial page (emotional, physical help?)
 - Who can you request a package for?
 - Infographic of what happens when you request a package for someone.
 - Clearer on what exact process entails from ordering package to delivery.
 - What are the pause and play buttons (on photos)?

Communication Audit: Social Media

For the social media portion of Radiant Hope's Communication Audit, the Senior PR Campaign Team analyzed social media best practices found in articles and textbooks, analyzed the social media practices of two organizations with similar missions (American Cancer Society and Caitlin's Smiles), and used our findings to analyze Radiant Hope's current social media strategies and practices. In doing so, we aimed to find ways in which Radiant Hope can improve their current online communication strategies, and also understand what is working for the organization.

Facebook

Intro

Facebook is a useful platform because it reaches a multitude of demographics. Radiant Hope must utilize this platform and strengthen its presence to further its mission. Facebook contains the organization's strongest presence out of all its social media platforms, but Radiant Hope can go further. The organization uses Facebook to communicate about upcoming events and initiatives, but also to uplift and inspire publics. The PR Campaign Team conducted an analysis and assessment of Radiant Hope's Facebook account.

Research & Best Practices

American Cancer Society

The American Cancer Society is a nationwide health organization that funds and conducts cancer research, supports patients shares expert information on cancer prevention. As a large-scale organization, the American Cancer Society Facebook page has 1,118,290 followers, 1,165,423 page likes, and typically posts every 2-4 days. After analyzing the organization's practices, Radiant Hope could benefit from emulating ACS's strategies of posting videos featuring patients, families of patients currently battling cancer, cancer statistics as to educate followers, and maintain a genuine, personable tone that is also educational and professional.

- *Content:*
 - Videos
 - Interviewing families with a member battling cancer
 - How to reduce cancer risk/exposure to factors that could cause cancer
 - Promoting HPV vaccination
 - Highlighting current organizational efforts
 - Promoting profile picture frames to raise awareness featuring individuals currently battling cancer
 - Advertising partnerships with organizations or celebrities
 - Promotional products to raise funds
 - Registration for upcoming fundraising events
 - Asking for donations to American Cancer Society
- *Tone:*

- Genuine
- Personable
- Informational/educational
- Promotional
- *Images:*
 - Families with member battling cancer
 - Individual battling cancer
 - Cancer statistics/infographics
 - Partner logos
 - Photos of doctors/nurses

Caitlin's Smiles

Caitlin's Smiles is a non-profit organization based in Harrisburg, PA that packages and distributes arts and crafts to children facing chronic or life-threatening illnesses. Currently, the Caitlin's Smiles Facebook page has 2,895 followers, 3,018 page likes, and typically posts every day, sometimes even multiple times per day. After analyzing the organization's practices, Radiant Hope could benefit from emulating their strategies of posting more content featuring package recipients, maintaining a positive and uplifting company voice, and promoting fundraising initiatives through social media.

- *Content*
 - Videos regarding upcoming initiatives
 - Thanking groups who've donated time
 - Promotions/fundraising
 - Recipient highlights
 - Involvement opportunities
 - Craft Kit Assembly nights
 - A Night of Smiles event
 - Art auction & dinner
- *Tone*
 - Positive
 - Uplifting
 - Thankful
- *Images*
 - Package recipients
 - Packing events
 - Baskets
 - Event promotions

Analysis

Radiant Hope's Facebook Page

- *Content*
 - Quotes from package recipients

- News on upcoming events
 - Pack Parties
- Inspirational posts - scripture/quotes
- Referrals to the organization's website
 - How to donate
- Meet the Team posts with link to website
- Reminders to follow RH social media accounts
- Reminders to sign up to receive RH newsletter
- Tone
 - Hopeful
 - Uplifting
 - Informative
- Images
 - Logo as profile and cover photos
 - Package recipients
 - Packing events
 - Meet the Team photos
 - Package contents
 - Quotes and scripture

Proposed Recommendations

Based on research findings and analysis, the team proposes to complete the following:

- Create and draft organized monthly content calendars of Facebook posts
 - Include captions, photos/graphics/videos
 - Organize photos/graphics/videos into albums
- Decide upon consistent posting frequency and implement frequency with content calendar using social media scheduling tool
- Include more posts featuring recipients receiving Radiant Hope packages and their reactions
- Include more posts directed at potential donors and volunteers
 - Asking for donations of time and money, including links back to website
 - Clearly describe/show how to get involved, including links back to website
 - Appreciation posts
- Consider putting a face to the organization for the profile picture/cover photo?
 - Both should not be the logo
- Include appreciation posts for sponsors, donors, and volunteers
- Organize photos by creating more photo albums, perhaps for specific events (Pack Party, Party in the Park)

Instagram

Intro

As Instagram continues to grow in popularity, it is important that Radiant Hope utilizes this platform to reach greater multitudes of publics, display the company's positive impact, further

the company mission and familiarize users with the organization. Radiant Hope currently uses Instagram to primarily introduce team members, promote events and display thank-you notes from recipients. The PR Campaign Team conducted an analysis and assessment of Radiant Hope's Instagram account.

Research & Best Practices

American Cancer Society

The American Cancer Society Instagram account has 91,900 followers and posts sporadically, sometimes posting more than once per week, but other times going for months without posting. After analyzing the organization's practices, Radiant Hope could benefit from emulating ACS's strategies of featuring those battling cancer, highlighting fundraisers, thanking supporters, and appealing to the emotional side of publics.

- *Content*
 - Sharing photos/stories of individuals currently battling cancer
 - Treatment milestones/updates
 - Highlighting cancer fundraisers
 - Thanking supporters
 - National observances related to cancer
 - Most likes:
 - Posts from patients inside the hospital
 - Last rounds of treatment
 - Success stories
 - Families together
- *Tone*
 - Positive
 - Uplifting
 - Supportive
 - Sentimental
 - Thankful
- *Images*
 - Cancer survivors/patients with loved ones
 - Often affectionate
 - Fundraising events
 - Patients receiving treatment
 - Patient highlights
 - Food/health tips
 - Quotes

Caitlin's Smiles

The Caitlin's Smiles Instagram account has 131 followers and typically posts 3-4 times per month, while sometimes pausing for months at a time without posting. After analyzing the organization's practices, Radiant Hope could benefit from emulating Caitlin's Smiles' strategies of featuring more package recipients and maintaining a cheerful and positive company voice when posting.

- *Content*
 - Recipients using package contents
 - Packing/volunteer events
 - Company employees coming together to pack baskets
 - Thank you messages from recipients
 - Event promotions/asking for help with events
- *Tone*
 - Grateful
 - Emphasizing importance of volunteer work
 - Positive
- *Images*
 - Teams/employees volunteering together
 - Crafts made by recipients
 - Recipients receiving packages
 - 'Thank you' notes

Analysis

Radiant Hope's Instagram

- *Content*
 - Thank you messages from recipients
 - 'Meet the Team' highlights
 - Upcoming events
 - Packages going out
 - Pack parties
 - Children's fundraisers for Radiant Hope
- *Tone*
 - Thankful
 - Optimistic
 - Excited
- *Images*
 - Community members participating in fundraising, events and packing parties
 - Radiant Hope team members
 - Quotes from recipients
 - Event information

Proposed Recommendations

Based on research findings and analysis, the team proposes to complete the following:

- Create and draft organized monthly content calendars of Instagram posts
 - Include captions, photos/graphics/videos
- Decide upon consistent posting frequency and implement frequency within content calendar
- Include more posts featuring recipients receiving Radiant Hope packages and their reactions
- Include more posts directed at potential donors and volunteers
 - Asking for donations of time and money
 - Clearly describe/show how to get involved
- Use Canva or another tool to create intriguing and dynamic graphics

Twitter

Intro

Radiant Hope's presence on Twitter stands as the weakest of all platforms. Radiant Hope currently uses Twitter to promote upcoming events, highlight appearances in the local news, mention sponsor appreciation, and uplift followers. This presence can improve through consistently scheduling tweets, altering current content, and including new content. The organization may then further its mission and positively impact lives affected by cancer. The PR Campaign Team conducted an analysis and assessment of Radiant Hope's Twitter account, which can be found below along with recommendations.

Research & Best Practices

American Cancer Society

The American Cancer Society is quite active on Twitter. Currently, 1.1M people/accounts follow the American Cancer Society, and its Twitter account follows 182.9K others. The organization's tweeting frequency is almost daily, and the account often tweets multiple times a day. As a smaller non-profit organization, Radiant Hope could benefit from using similar Twitter methods to the American Cancer Society.

- *Content*
 - Videos regarding upcoming initiatives and events
 - Photos regarding upcoming initiatives and events
 - #TuesdayTip - how to give and receive donations
 - Consistent retweeting
 - Cancer reports
 - Stories in the media (TODAY show)
 - Initiatives
 - Partnerships (Chevrolet)
- *Tone*
 - Uplifting
 - Optimistic
 - Informative

- *Hashtags*
 - #AmericanCancerSociety
 - #BreastCancerAwarenessMonth
 - #IDriveFor
 - #RealMenWearPinkDay
 - #breastcancer
 - #TuesdayTip

Caitlin's Smiles

Caitlin's Smiles does not possess as strong presence on Twitter. Only 192 people/accounts follow Caitlin's Smiles, and the organization follows a mere 30 people/accounts. Its account tweets weekly and sometimes daily, but it could benefit from more consistency. Radiant Hope holds stronger presence on Twitter and its tweets contain more content.

- *Content*
 - Barely any photos or videos
 - Mostly text - too much
 - Highlighting events and initiatives
 - Links to Facebook page, website, and amazon
- *Tone*
 - Positive
 - More informative than uplifting
- *Hashtags*
 - #ExtraGive

Analysis

Radiant Hope's Twitter

- *Content*
 - Tweets on upcoming events
 - "Thank you to all sponsors" - always great to include (with tagged sponsors)
 - Highlighting appearances in local news
 - Announcing new website
 - Inspirational images and quotes/scripture
 - Reminders to donate with link to website
 - Images often aesthetically pleasing
 - New and upcoming products
 - Various amounts of hashtags
- *Tone*
 - Positive
 - Uplifting
 - Inspirational
 - Exciting

- Hashtags
 - #makeiteasy
 - #givehope
 - #cancersurvivor
 - #hope
 - #givingtuesday

Proposed Recommendations

Based on research findings and analysis, the team proposes to complete the following:

- Consider downloading/purchasing a Twitter plan
 - schedule posts
 - monitor impact
 - curate content
 - gain data
- Increase activity on Twitter - schedule/analyze posts
 - Hootsuite (hootsuite.com) provides you with an opportunity to schedule posts, monitor impact, curate content, and gain data from its analytics feature in addition to providing an opportunity to work as a team on social media efforts.
 - 5 different plans with varying prices
 - Also, TweetDeck (free), and Postfity (similar to Hootsuite)
- Other Tips:
 - Include link to website in tweets
 - Say “Please retweet” in tweets
 - Include organization hashtag (#radianthope)
 - Limit use of other hashtags to select few with specific purposes
 - Promote Twitter account on website/printed materials/other social media
 - Tweet images and inspirational quotes
 - Stick to the schedule, but make sure you’re tweeting regularly on weekends
 - Pin an eye-catching tweet at the top of profile
 - Consider putting a face to the brand and use founder’s picture for profile pic

Note: The team strongly urges Radiant Hope to secure interns regularly during each semester and over the summer to manage social media presence. A social media intern could meet regularly (monthly, maybe bi-weekly) with Radiant Hope leadership to secure topics and visuals, establish upcoming content calendar, and report back with metrics analysis on prior month’s social media engagement.

Blog

Intro

An underutilized part of Radiant Hope’s campaign strategy, blogs are an important way for organizations to highlight exciting news, develop creative and engaging content for users, and give readers a deeper look into an organization. After analyzing Radiant Hope’s blog and best practices, the PR Campaign team’s recommendations can be found below.

Research & Best Practices

After conducting secondary research regarding best practices for running organizational blogs, we believe the Radiant Hope blog could benefit from implementing these practices:

- Develop an organized content calendar
- Develop analytics to measure engagement and views per post
- Decide what each post is aiming to accomplish
- Write naturally using organizational voice and tone
- Develop a consistent posting frequency that works for you

Analysis

- Content
 - Highlights Park Night, introduction of first Ambassador, and an introductory post
 - Displays events and gives updates on changes in the organization
 - Only 3 posts so far
- Tone
 - Optimistic
 - Cheerful
 - Excited
- Images/Visuals to support text
 - Photos of events/announcements

Proposed Recommendations

Based on research findings and analysis, the team proposes to complete the following:

- Create content calendar of regularly themed posts
 - Ideally once or twice per week
 - Current content is meaningful but not frequent enough
 - Find posting frequency that posts for RH and stick with it
 - Choose consistent categories and themes to write/update readers about
 - Cater posts around events that matter to specific readers
 - Updates about Joanna (if she feels comfortable)
 - Highlight some recipients with their permission
 - Updates on changes in organization, new item additions to promotional packages
- Themes for blog:
 - Community events and volunteers
 - Volunteer testimonials
 - Volunteer favorite events
 - Community member who benefited from organization
 - Knowledge and resources
 - Joanna's story
 - Joanna life updates
 - Share relevant news stories

- Developments in various cancer treatments
 - Non-profit impact:
 - Share stories/pictures/videos from events
 - Pack party event (include photos)
 - Showcase projects and accomplishments
 - Donors & fundraising
 - Announce your fundraising/advocacy goals
 - Showcase donor impact from past month/ year
 - Show how the donations are being put to use
- Use Canva or other design tools to create intriguing graphics so viewers will want to click on posts
- Promote/link to blog through Facebook, Instagram & Twitter posts
 - Mainly Facebook & Twitter for easy link insertion
- Add view count/analytics to blog pages in order to see how many people are viewing/sharing each blog post

Event Focus Group

Intro

Events are large areas of fundraising for most non profit organizations. Bringing in committed members, people from the surrounding community and people newly interested in the organization, planning annual events are a way most nonprofits continue to grow and prepare for upcoming years. Radiant Hope organizes an annual Party in the Park event. Through research and feedback from previous event volunteers, we are able to create ideas and make suggestions on ways to improve and further expand the event.

Research & Best Practices

- Create an experience for participants
- Make the event reflect the meaning of the organization
- Have a specific schedule of events
- Build a website focused on just the event with details
- Find sponsors
- Get full groups involved (ex: (church bodies))
- Provide materials to help others fundraise for the event

Analysis & Recommendations

- Due to postponement of the meeting of the group, summary, analysis and recommendations will be presented at a later time.
- Propose a separation of the party in the park event and a fundraising event
- Move the day of the party in the park to a weekend

Donor Research

Intro

In order to gather research from various donors who financially support Radiant Hope, the PR Campaign Team surveyed approximately 150 donors, typically between the ages of 25-45, using Qualtrics. The survey included questions regarding length of donor support, satisfaction with Radiant Hope's communication practices, satisfaction with donation experience, amounts donated, and more. Through this research, the team aims to help the Radiant Hope leadership team more effectively communicate with donors and facilitate future giving.

Research & Best Practices (Communication with donors)

- Nonprofits not required to send out annual reports
 - However, it is good to do so to show donors that they are valued and to demonstrate outcomes of their gifts.
- Communicate updates through newsletter
 - Use infographics to display data in easy-to-understand manner
 - Provide data regarding giving trends, organizational updates, and statistics regarding how donations have improved the lives of/impacted recipients
- Maintain willingness to adjust and modify the "product" to adjust to the needs to stakeholders
 - Adjusting donation methods to make donating easy and accessible
 - Listening to donor ideas regarding improvements to organizational practices
 - Making updates to practices and products known to donors through newsletter and other communication
- Create favorable giving climate in church congregations as to gain more donors and communicate with current donors in the church
 - Research displays correlation between church attendance, volunteerism, and higher levels of contributions
 - Collaborate with non-religious charities to encourage general population to give
 - Encourage generous/giving community
- Direct mail communication effectively reaches an older crowd, and social media appeals more to the younger generation
 - Although the younger generation invests both time and finances in organizations, it is prudent to direct more communication toward older donors because of their ability to give significantly more
- Seasons of giving: $\frac{1}{3}$ of all giving takes place in December
 - 12% of all giving happens within the last 3 days of the year
 - See Appendix 3 at the end of the report for more details on year-end giving

Survey Results/Analysis

- 38 responses
 - See Appendix 1 at the end of report for specific results
- 44% of donors have supported RH in the past year, categorizing them as new donors

- Donors have committed because they like RH's mission or they know someone with cancer/are a cancer survivor themselves
- 91% of the donors give financially
 - 43% of those donors give one-time gifts
- Almost a quarter of donors give between \$100-\$250
- RH's donation process is easy
- Those who donate in-kind gifts (44%) give several times a year
 - 87% purchase or make their items individually
 - Half of the 87% just buy yellow-themed items, 37% use the website list
- In-kind donation items are easily attainable
- Donors feel that their contributions are acknowledged in a prompt, personal, and accurate way
- Donors are aware of how their contributions are being used to encourage cancer patients/caregivers
- 38% of RH donors give only to RH
 - The other 62% donate to RH as well as organizations similar to RH
- 93% of RH donors plan to continue to make contributions
- Donors are pleased when making contributions
- Donors are satisfied with the way Radiant Hope is achieving its mission

Proposed Recommendations

Based on research findings and analysis, the team proposes to complete the following:

- Emphasis on the actual item list as opposed to just yellow items for the box
- Consistent frequency of communication of the impact of donors' gifts
 - Provide regular and frequent ways for donors to continue in-kind & financial donations
- Quarterly Donor newsletter: (Donors need to feel special!)
 - Thank them for investing, emphasize their importance to the organization in going above and beyond
 - Allow them to see the impact of their gifts in a systemized manner
 - Brief thank you from president
 - Impact of donations
 - Upcoming needs
 - Emphasize the importance of asking; don't be afraid, they want to help
 - Infographics
 - Recipient testimonial
- Donor packet for higher-end donors
 - Joanna's story
 - General materials (brochure?)
 - Fact Sheet
 - Infographic
 - "How to donate" sheet

- See Communication Audit materials for ideas regarding more frequent communication with donors in between quarterly newsletter
- Year-end appeal letter early in December - mailed
- Event-related communications will be touched upon by PR Campaign Volunteer group

Volunteer Research

Intro

Because Radiant Hope is completely operated by volunteers, the team wanted to learn more about the current state of the volunteer experience at Radiant Hope. Through Qualtrics we created and distributed a survey to nine volunteers, receiving two responses. Both survey participants were women in the age range of 30-45 years old. We designed the survey questions to understand more about the organization's volunteer and to uncover possible areas for growth and improvement. We also conducted secondary research to discover best practices for nonprofits communicating with volunteers.

Research & Best Practices

After conducting secondary research regarding best practices for nonprofit volunteer experiences, we believe that Radiant Hope could benefit from implementing these practices:

- Maintain crucial communication policies
 - Keep volunteers informed of organizational goals, objectives, and plans
 - Provide volunteers with the expectations of the organization
 - Keep in contact to encourage and reinforce volunteer commitment
 - Inform volunteers of organizational activities, challenges, and accomplishments (or any subject they consider important)
 - Through social media, emails, and website
- Invest in current volunteers
 - Make volunteers feel comfortable, valued and needed
 - Give them responsibility where possible
- Appeal to potential volunteers by helping them match giftedness with organizational needs
 - 75% of millennials indicate that they will volunteer more if they can use their individual talents or expertise to benefit a cause.
 - Volunteer giftedness matched with specific tasks that use those gifts will likely increase volunteer satisfaction levels and potentially help them stay engaged in the future
- Use polls and focus groups to improve communication between the company and volunteers
 - Company can use resulting data to improve communication with volunteers

Survey Results and Analysis

- 2 responses

- See Appendix 2 at the bottom of report for specific results
- RH Volunteers donate their time and resources regularly over the course of 3-4 years
- Volunteer for a variety of events
- Volunteers feel RH team leaders communicate well overall (Note: the overall sample size may not be indicative of the broader volunteer base.)

Proposed Recommendations

- Create and implement specific organizational communication policies geared toward volunteers
- Systematize the communication from leadership team to volunteers (frequency of volunteer communication, typical content, distribution method)
- Implement regular communication keeping volunteers updated
 - Monthly e-blast update with what's going on with Radiant Hope and upcoming volunteer opportunities
- Ensure website volunteer page includes clear instructions and options for volunteers

Ambassador Research: Interview

Intro

In order to gain information regarding Radiant Hope's Ambassador program and current/future materials, one team member conducted a personal phone interview with Kayte Restaino, Radiant Hope's only current Ambassador, based in the Philadelphia area. Through this interview, the team gained ideas on how to enhance and expand the program. The overall findings of the interview included:

- Desire that the Ambassador position will grow and expand into other locations as Radiant Hope reaches more regions
- Goal of Ambassador is to expand Radiant Hope's mission in order to impact those battling cancer in various regions and support the cancer community
- Role will only become more significant if community gets involved in Radiant Hope
- Only current Ambassador material is brochure
 - More materials would be beneficial
- Currently not much interaction between Ambassador and potential donors and volunteers
- Improved communication between Ambassador and Radiant Hope headquarters would be beneficial

Questions

- 1. How long have you been an ambassador for Radiant Hope?**
 - a. Officially started in beginning of 2018 as an ambassador.
 - b. "I'm the very first one, so this like our trial, you know, trying to figure it out with me and then our hope is to eventually replicate what we do with me in other parts of the country."
- 2. What attracted you to the organization/made you want to get involved?**
 - a. Good friends with Joanna and played lacrosse with her at Messiah

- b. When she was diagnosed with Melanoma, I just felt drawn to encourage her because I come from a family dynamic that has been heavily affected by cancer. It's so personal and she was a teammate of mine and a friend."
 - c. Came into contact with more people that I wanted to connect Joanna with and get care packages sent to them
 - d. Wasn't working full time anymore and this ministry was close to her heart
 - e. Wanted to get involved somehow but I didn't live in Mechanicsburg anymore, so that's how the whole Ambassador program started
- 3. As an ambassador, what are your primary responsibilities?**
- a. The goal is to reach more people in different areas and regions
 - b. Trying to get Radiant Hope's name out in the Philadelphia area so that they can send care packages to women who are battling cancer and caregivers in that area
 - c. Ultimately the goal is to support the cancer community
 - d. "It's been a slow process getting off the ground, so that's kind of where I am right now. We've done 85 pack and prays for between 3 and 10 women at a time, and I have a few women who come to my house and we'll pack packages, pray for them and then send them out."
 - e. Kayte has been trying to reach out and get connected through her local church
 - f. Another woman, Kristin, has been helping Kayte
 - "She was a recipient of a box and she's been a huge supporter of me as an Ambassador for Radiant Hope. She lives locally. She has gotten our name out at her church as well."
- 4. What does a day in your role as an ambassador typically look like?**
- a. Not putting a ton of hours into it right now
 - Connects with Joanna or participates in a Pack and Pray once or twice per month
 - b. "The organization is going through a bunch of growing pains right now and so we've been connecting just kind of about what that means for RH, what that means for me, just talking through different things that we're working on."
 - c. Right now just warming up and getting started, but hopes it will become a more significant role when the community gets more involved
- 5. What materials does Radiant Hope currently use that help you complete these responsibilities?**
- a. Joanna brings Kayte care package materials and she has the materials at her house
 - b. "We have some brochures that she gave me that they created maybe a year or two ago. But other than that, as far as hard copy materials go, everything that I have is stuff that goes in the box. She also has some stationary she's given me."
 - c. Only thing she has is brochure and she thinks there'd be room for more advertising materials
- 6. If you could have any other materials that would make your position more effective/easier, what would you suggest?**

- a. Kayte's sister-in-law is a photographer and is currently working on a promo video for RH. Joanna is planning on going to Philadelphia to plan a 2-3 minute video.
 - "I think that would be really helpful because it captures our mission in a short condensed thing that someone can watch as opposed to read.
 - Have it on the website but also be able to have something that's short, concise and personal that people can connect to and see at pack parties and not spend a ton of time reading. It will capture their attention quickly.
 - Regarding other materials, anything Kayte can drop off at churches/organizations would be helpful.
- b. Testimonials from recipients to add to the website
- c. Pictures and videos of recipients

7. What materials do you use to connect with Volunteers and Donors? Is that the brochure as well?

- a. "Right now the only volunteers that have helped me are people that I know, so we're just not well-known here unless people are reaching out to me and asking if they can volunteer."
- b. Kayte and her husband donate to RH, but haven't connected much with other donors
- c. Wants to organize a Park Night next summer for the Philadelphia area in hopes that it will launch and be continued annually
 - May attract more donors and volunteers.

8. What would make your position as a Radiant Hope ambassador easier/more effective?

- a. "I think it's important for me to stay connected to our headquarters, to Jo and the others. It's important because I'm kind of isolated over here."
- b. Communication is important because right now Kayte could easily go a while without thinking about RH
- c. "We're just trying to kind of figure out what that looks like in the hope that, once we grow, I can figure out what worked and didn't work."

9. That's all the formal questions I have, but is there anything I haven't asked about that you think would be important for us as we continue our research?

- a. Wondering if she should be taking on more social media as an ambassador, or should it just stay on the main account
 - Kayte advertises for RH on her personal Instagram and Facebook, and Jo will repost it to RH account. Is it worthwhile to start another one for Kayte's local chapter?
 - Thinks it would be a great way for people to be more knowledgeable of RH and she could show some short clips of recipients, things like that
 - Would require Joanna to trust Kayte with content creation and discretion

Proposed Recommendations

Based on research findings and analysis, the team proposes to complete the following:

- Methods for improving communication between Ambassador and Headquarters

- Regularly scheduled phone/Skype call once per month between Kayte and Joanna
 - Review new initiatives, progress, updates
- Make sure Ambassador is in the loop of any/all board decisions (establish specific communication method for this, whether part of monthly phone call, email, or other)
- Make sure monthly e-blast is sent to Ambassador as well as all volunteers
 - Plans for future events
 - Reminders of how to get further involved
- Create Ambassador packet (explains step-by-step how to be an ambassador, including responsibilities, volunteer recruitment, events management, etc.)
- Create General Info packet (shared with churches, orgs, etc.)
 - Fact sheet
 - General Brochure
 - Infographic
 - Synopsis of Joanna's story

Pack Party Research

Intro

One team member conducted an in-person interview with Holly Snyder to learn more about her experience as a Pack Party host. Question topics included the hosting process, the overall experience as a Pack Party host as well as potential recommendations for the implementation of improved Pack Party models. In addition to the interview, two team members conducted participant observation by attending Pack Party hosted by Holly Snyder on September 29, 2018.

Pack Party demographics:

- 17 attendees
- Middle-aged women/mothers
- Children ages 9-15

Analysis (Pack Party)

- Radiant Hope provides: boxes, tissue paper, water bottle, journal, verse cards and the letter
- Kids can help
- Right now putting together 30 boxes per party (took less than 30 minutes)
- Parties have lots of opportunities for growth-church and community interest
- All boxes are double checked
- RH is completely run out of Joanna's house right now
- Target audience: women
 - 4/100 boxes a month are for men
 - 3/100 boxes a month are for children

Analysis (Host Interview)

- Majority of Radiant Hope's audience (Moms) uses Facebook very frequently to share and discover news/information
 - Initial additional interest in Radiant Hope's Pack Parties came from engagement with Holly on her Facebook post about the event
- Desire to streamline the Pack Party process
 - Have an application form on the website for people interested in hosting Pack Parties
 - When the form is filled out an automatic reply email goes to the applicant with more information about what hosting a Pack Party entails and applicants choose to confirm that they still want to do it or not
 - "an email that says how to do the Pack Party, a list of things that they should ask people to provide, and to include monetary donations for shipping" (Holly)
 - If they want to move forward with the event, future hosts then have the option to choose which month they would want to host a Pack Party. This will help Holly with scheduling by prioritizing individual parties based on the timeline.
 - If applicants respond that they don't want to host a party right now, they get an email in 6 months saying "we know you said you were interested in having a Pack Party, we were wondering if you're still interested. Would you like more information?" If they still say no, they receive a message saying "thank you for considering, you've decided not to host a Pack Party. If you'd still like to contribute here's how you can contribute..."
 - Once someone reaches this point in the automated process, Holly will personally contact them and set up a date with the host. Holly will then take the host the items provided by Radiant Hope, as well as the list of recipients, and schedule a time that the host should bring the boxes and extra items back to Radiant Hope.
 - Then the boxes will be double checked and shipped
- Somehow have Pack Parties also cover the shipping costs of the boxes
 - \$10 a box
 - "We'd rather have 24 boxes that include shipping than have 50 boxes that don't" (Holly)
 - Possibility of having various options for hosts when it comes to shipping
 - Ask each person contributing to donate \$20 and items for each of the boxes because that would pay for two boxes' shipping
 - Ask people to buy all the items for your boxes. So you would just pack your own box, you just bring your bag and you dump it in your box instead of an assembly line. Doing it that way, the shipping gets covered because hosts can say, 'you're coming to my party, do you want to do one, two or three boxes? When you come you're going to bring the items for one box and \$10 or stuff for 2 boxes and 20 dollars
- Pack Party event is still very new (only 3 events have been held) and needs an improved process and more communication

- There is an interest in hosting Pack Parties out of state, but this is not currently possible so they want to provide alternative ways for people to get involved
 - Holly suggested that if they really would like to contribute in a way other than monetarily, they could have a collection party and invite their friends to bring things and then they would have to incur the cost of sending it to Radiant Hope where they would use that for months when they can't get enough boxes or if someone was doing a party Radiant Hope could get some of those items to them.

Questions

- How did you first learn about Radiant Hope?
 - Stumbled upon Joanna's Blog on Facebook
 - "Her blog just popped up, probably because I friend requested her, and I was like oh my new neighbor has a Blog, I'll read it and oh my gosh it floored me. I had no idea what Radiant Hope was, I had no idea about her story. Immediately when people hear they want to help" (Holly).
- What attracted you to the organization/made you want to get involved?
 - Personal connection with the battle against cancer-her son's soccer team packed boxes in honor of one of the kid's dads who died of cancer
 - Kids can be involved, ie: Park Night
- How long have you been involved as a volunteer with Radiant Hope?
 - Since August 2018/2 months
- If you could ask for anything regarding updated materials, what would you ask for?
 - Video of how to host a pack party
 - Video of Joanna's talk

Proposed Recommendations

- Streamline the hosting process by creating additional forms and automated emails
- Create a calendar of monthly pack party goals (number of parties, number of boxes packed at each party)
 - Share on website so visitors can see goals and sense the urgent need
- Infographic of path a box takes from request to delivery
- Videos
 - Joanna's story, testimonial and explanation of Pack Party goal
 - How to correctly pack the boxes
- Handout/Infographic of how to pack the box

Potential Projects

Intro

Through analyzing Radiant Hope's communication strategies across various platforms, the PR Campaign Team developed a comprehensive list of all proposed projects that, if put to use, would benefit Radiant Hope's future communications and campaigns. For the ease of Radiant

Hope team members, the information below, which is already stated in previous sections, has been compiled into an easily-accessible list.

Print

- Create an infographic about cancer/ infographic about RH
- Update pamphlet and recipient letter
 - New design and layout for the pamphlet
 - Grammar and AP style fixes on the pamphlet and letter
- Devise a Pack Party box checklist
- Develop ambassador materials
 - Ambassador packet (how to be an ambassador)
 - General info packet (can be shared with churches, orgs, etc.)
 - Fact sheet
 - Infographic
 - Synopsis of Joanna's story
- **Enhance general Newsletter**
 - Have a consistent, regularly scheduled time for the Newsletters to be sent
 - Develop multiple topics to create a fuller letter
 - Write creative, impactful stories
 - Compliment stories with pictures
 - Keep a consistent format
 - Differentiate between newsletter and email "blasts"

Website (see Proposed Recommendations for more specifics): [Maci & Bella](#)

- Page by page revisions and corrections
- Implement additional pages
- Enhance current pages
- Improve brand consistency

Social Media (see Proposed Recommendations for more specifics): [Maci, Jamie, Bella & Deanna](#)

Facebook & Instagram

- Create and draft organized monthly content calendars of Facebook posts
- Decide upon consistent posting frequency and implement frequency with content calendar using social media scheduling tool
- Include more posts featuring recipients receiving Radiant Hope packages and their reactions
- Include more posts directed at potential donors and volunteers
- Use Canva or another tool to create intriguing and dynamic graphics
- Consider putting a face to the organization for the profile picture/cover photo across all platforms
- Include appreciation posts for sponsors, donors, and volunteers

- Organize photos by creating more photo albums, perhaps for specific events (Pack Party, Party in the Park)

Twitter

- Consider downloading/purchasing a Twitter plan
- Increase activity on Twitter - schedule/analyze posts
- Promote Twitter account on website/printed materials/other social media

Blog: [Jamie & Deanna](#)

- Create content calendar of regularly themed posts
- Use Canva or other design tools to create intriguing graphics so viewers will want to click on posts
- Promote/link to blog through Facebook, Instagram & Twitter posts
 - Mainly Facebook & Twitter for easy link insertion
- Add view count/analytics to blog pages in order to see how many people are viewing/sharing each blog post
- Sample posts

Event: [Megan, Jamie & Rachel](#)

- Due to postponement of the meeting of the group, summary, analysis and recommendations will be presented at a later time.

Donors: [Megan, Kel & Rachel](#)

- Official acknowledgements from organization thanking donors for their donations
 - Letter/email
- Quarterly donor-specific publication
 - Thank you/update from president, report on impact of gifts in that quarter, upcoming needs, infographics/charts displaying intake vs. output, recipient story/testimonial to personalize impact
 - Link back to ongoing donations, highlight easy ways to donate
- Printed packet for high-end donors
- Year-end letter promoting giving due to heightened giving amounts during holiday season

Volunteers: [Maci & Kel](#)

- Create and implement specific organizational communication policies
- Systematize the communication from leadership team to volunteers (frequency of volunteer communication, typical content, distribution method)
- Implement regular communication keeping volunteers updated
 - Monthly e-blast update with what's going on with Radiant Hope and upcoming volunteer opportunities
- Ensure website volunteer page includes clear instructions and options for volunteers

Ambassador: [Deanna & Rachel](#)

- Ambassador packet (how to be an ambassador)
- General info packet (can be shared with churches, orgs, etc.)
 - Fact sheet
 - General Brochure
 - Infographic
 - Synopsis of Joanna's story

Pack Parties: [Megan, Bella & Kel](#)

- Streamline the hosting process by creating additional forms and automated emails
- Create a calendar of monthly pack party goals (number of parties, number of boxes packed at each party)
 - Share on website so visitors can see goals and sense the urgent need
- Infographic of path a box takes from request to delivery
- Videos
 - Joanna's story, testimonial and explanation of Pack Party goal
 - How to correctly pack the boxes
- Handout/Infographic of how to pack the box

Appendix 1: Donor Survey Data

Default Report

Radiant Hope Donor Survey

November 6th 2018, 6:59 am MST

Q2 - How long have you supported Radiant Hope, either financially or with in-kind donations?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How long have you supported Radiant Hope, either financially or with in-kind donations?	1.00	5.00	2.06	1.16	1.35	34

#	Answer	%	Count
1	1 year	44.12%	15
2	2 years	20.59%	7
3	3 years	26.47%	9
4	4 years	2.94%	1
5	5 years	5.88%	2
	Total	100%	34

Q3 - Why do you choose to support Radiant Hope? (please check all that apply)

#	Answer	%	Count
1	I like the organization's mission	43.55%	27
2	I know someone with cancer (or I myself am a cancer survivor)	45.16%	28
3	I have personally benefited from receiving a Radiant Hope Box in the past	8.06%	5
4	Other	3.23%	2
	Total	100%	62

Q4 - Do you support Radiant Hope through financial donations?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you support Radiant Hope through financial donations?	1.00	2.00	1.09	0.28	0.08	34

#	Answer	%	Count
1	Yes	91.18%	31
2	No	8.82%	3
	Total	100%	34

Q5 - How frequently do you make financial donations to Radiant Hope?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How frequently do you make financial donations to Radiant Hope?	1.00	4.00	3.07	1.00	1.00	30

#	Answer	%	Count
1	Monthly	10.00%	3
2	Several times a year	16.67%	5
3	Annually	30.00%	9
4	One-time gift	43.33%	13
	Total	100%	30

Q6 - Please indicate the range your annual financial donation falls into (Radiant Hope appreciates EVERY donation!)

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Please indicate the range your annual financial donation falls into (Radiant	1.00	6.00	2.23	1.56	2.45	30

	Hope appreciates EVERY donation!)						
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#	Answer	%	Count
1	Under \$100	46.67%	14
2	\$100-\$250	23.33%	7
3	\$251-\$500	10.00%	3
4	\$501-\$1,000	6.67%	2
5	\$1,000-\$2,500	6.67%	2
6	>\$2,500	6.67%	2
	Total	100%	30

Q7 - How easy do you find the financial donation process for Radiant Hope?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How easy do you find the financial donation process for Radiant Hope?	1.00	3.00	1.48	0.68	0.46	29

#	Answer	%	Count
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1	Very easy	62.07%	18
2	Easy	27.59%	8
3	Neither easy nor difficult	10.34%	3
4	Difficult	0.00%	0
5	Very difficult	0.00%	0
	Total	100%	29

Q8 - Do you donate in-kind gifts for Hope Boxes?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you donate in-kind gifts for Hope Boxes?	1.00	2.00	1.72	0.45	0.20	32

#	Answer	%	Count
1	Yes	28.13%	9
2	No	71.88%	23
	Total	100%	32

Q9 - How frequently do you make in-kind donations for the Hope Boxes?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How frequently do you make in-kind donations for the Hope Boxes?	2.00	4.00	2.89	0.87	0.77	9

#	Answer	%	Count
1	Monthly	0.00%	0
2	Several times a year	44.44%	4
3	Annually	22.22%	2
4	One-time gift	33.33%	3
	Total	100%	9

Q10 - Please complete this statement, checking all responses that apply: When making in-kind donations, I....

#	Answer	%	Count
1	Purchase or make items individually	87.50%	7
2	Purchase or make items as part of a group (neighborhood, church group, civic club, etc.)	12.50%	1
	Total	100%	8

Q11 - When making in-kind donations, how do you determine what items to donate?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	When making in-kind donations, how do you determine what items to donate?	1.00	3.00	2.13	0.93	0.86	8

#	Answer	%	Count
1	I use the website wish list	37.50%	3
2	I use the new link to Amazon provided on the website	12.50%	1
3	I buy various yellow-themed items	50.00%	4
	Total	100%	8

Q12 - How easy do you find the in-kind donation process for Radiant Hope (in other words, how easy is it for you to get items you wish to donate to Radiant Hope)?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
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1	How easy do you find the in-kind donation process for Radiant Hope (in other words, how easy is it for you to get items you wish to donate to Radiant Hope)?	1.00	4.00	2.00	1.00	1.00	8
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#	Answer	%	Count
1	Very easy	37.50%	3
2	Easy	37.50%	3
3	Neither easy nor difficult	12.50%	1
4	Difficult	12.50%	1
5	Very difficult	0.00%	0
	Total	100%	8

Q13 - Please indicate your agreement with the following statement:

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Radiant Hope acknowledges my contributions, financial or material, in a way that is prompt, personal, and accurate.	1.00	3.00	1.56	0.66	0.43	32

#	Answer	%	Count
1	Strongly agree	53.13%	17
2	Agree	37.50%	12
3	Neither agree nor disagree	9.38%	3
4	Disagree	0.00%	0
5	Strongly disagree	0.00%	0
	Total	100%	32

Q14 - Please indicate your agreement with the following statement: I feel knowledgeable about how my contributions, financial or material, are used.

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Please indicate your agreement with the following statement: I feel knowledgeable about how my contributions, financial or material, are used.	1.00	3.00	1.53	0.66	0.44	32

#	Answer	%	Count
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1	Strongly agree	56.25%	18
2	Agree	34.38%	11
3	Neither agree nor disagree	9.38%	3
4	Disagree	0.00%	0
5	Strongly disagree	0.00%	0
	Total	100%	32

Q15 - Do you make contributions, financial or material, to any other organizations similar to Radiant Hope

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you make contributions, financial or material, to any other organizations similar to Radiant Hope	1.00	2.00	1.39	0.49	0.24	31

#	Answer	%	Count
1	Yes	61.29%	19
2	No	38.71%	12
	Total	100%	31

Q16 - Do you plan to make future contributions, financial or material, to Radiant Hope?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you plan to make future contributions, financial or material, to Radiant Hope?	1.00	2.00	1.07	0.25	0.06	30

#	Answer	%	Count
1	Yes	93.33%	28
2	No	6.67%	2
	Total	100%	30

Q17 - How often do you donate to other organizations similar to Radiant Hope?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How often do you donate to other organizations similar to Radiant Hope?	1.00	4.00	2.72	1.01	1.03	29

#	Answer	%	Count
1	Monthly	13.79%	4
2	Several times a year	27.59%	8
3	Annually	31.03%	9
4	One-time gift	27.59%	8
	Total	100%	29

Q18 - Please rate your experience in making contributions, financial or material, to Radiant Hope.

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Please rate your experience in making contributions, financial or material, to Radiant Hope.	1.00	2.00	1.23	0.42	0.17	31

#	Answer	%	Count
1	Very pleasing	77.42%	24
2	Pleasing	22.58%	7
3	Neither pleasing nor frustrating	0.00%	0
4	Frustrating	0.00%	0

5	Very frustrating	0.00%	0
	Total	100%	31

Q19 - Overall, how satisfied are you with the way Radiant Hope is achieving its mission to support and encourage those whose lives have been impacted by cancer?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Overall, how satisfied are you with the way Radiant Hope is achieving its mission to support and encourage those whose lives have been impacted by cancer?	1.00	2.00	1.16	0.37	0.14	31

#	Answer	%	Count
1	Very satisfied	83.87%	26
2	Satisfied	16.13%	5
3	Neither satisfied nor dissatisfied	0.00%	0
4	Dissatisfied	0.00%	0
5	Very dissatisfied	0.00%	0
	Total	100%	31

Appendix 2: Volunteer Survey Data

Default Report

Radiant Hope Volunteer Survey

November 1st 2018, 6:31 am MDT

Q2 - How many years have you volunteered with Radiant Hope?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How many years have you volunteered with Radiant Hope?	3.00	4.00	3.50	0.50	0.25	2

#	Answer	%	Count
1	1	0.00%	0
2	2	0.00%	0
3	3	50.00%	1
4	4	50.00%	1
5	5	0.00%	0
	Total	100%	2

Q3 - What is your volunteer role? (please check all that apply)

#	Answer	%	Count
1	Product	16.67%	1
2	Party in the Park	16.67%	1
3	Painting Canvases	16.67%	1
4	Silent Auction	16.67%	1
5	Pack Party/Packing Boxes	16.67%	1
6	Time to Sign-Up	0.00%	0
7	Jewelry Sale	16.67%	1
8	Other	0.00%	0
	Total	100%	6

Q4 - How did you first hear about Radiant Hope? (please check all that apply)

#	Answer	%	Count
1	Through my church	0.00%	0
2	Word of mouth	50.00%	1
3	Through school/civic organization	0.00%	0
4	Social Media	0.00%	0
5	Radiant Hope website	0.00%	0
6	Other	50.00%	1

		Total	100%	2
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Q5 - Click to write the question text

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	I understand my responsibilities for my specific position	8.00	9.00	8.50	0.50	0.25	2

#	Answer	%	Count
8	Strongly agree	50.00%	1
9	Agree	50.00%	1
11	Neither agree nor disagree	0.00%	0
13	Disagree	0.00%	0
14	Strongly disagree	0.00%	0
	Total	100%	2

Q6 - Q6

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	I feel like I am effective in my role	12.00	14.00	13.00	1.00	1.00	2

#	Answer	%	Count
11	Strongly agree	0.00%	0
12	Agree	50.00%	1
14	Neither agree nor disagree	50.00%	1
16	Disagree	0.00%	0
17	Strongly disagree	0.00%	0
	Total	100%	2

Q7 - In what ways does Radiant Hope communicate with you as a volunteer? (please check all that apply)

#	Answer	%	Count
1	Email	18.18%	2
2	Social Media	18.18%	2
3	Phone/Text	18.18%	2
4	Face to Face	18.18%	2
5	Through an organizational leader	18.18%	2
6	Through printed materials	9.09%	1
7	Other	0.00%	0
	Total	100%	11

Q8 - Q8

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Radiant Hope communicates effectively with volunteers	11.00	14.00	12.50	1.50	2.25	2

#	Answer	%	Count
11	Strongly agree	50.00%	1
12	Agree	0.00%	0
14	Neither agree nor disagree	50.00%	1
16	Disagree	0.00%	0
17	Strongly disagree	0.00%	0
	Total	100%	2

Q9 - Q9

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	I plan to volunteer with Radiant Hope in the future	11.00	11.00	11.00	0.00	0.00	2

#	Answer	%	Count
11	Strongly agree	100.00%	2
12	Agree	0.00%	0
14	Neither agree nor disagree	0.00%	0
16	Disagree	0.00%	0
17	Strongly disagree	0.00%	0
	Total	100%	2

Q10 - Please offer any recommendations you have for Radiant Hope regarding your volunteer experience, communication, events, or fundraising efforts.

Please offer any recommendations you have for Radiant Hope regarding your volunteer experience, communication, events, or fundraising efforts.

Appendix 3: Year-End Giving Statistics

Source: <https://www.neoncrm.com/10-year-giving-statistics-every-fundraiser-should-know/>
(see attached)