

Brand Research for a Local Non-Profit

Background

"I Have a Dream"® - Houston (IHAD) is the only long-term mentoring and dropout prevention program of its kind in Houston that promotes higher education for inner-city youth. IHAD adopts children beginning in the third grade. It provides them scholarship assistance for college or vocational school if they fulfill their pledge to finish high school.

In 2006, IHAD-Houston established a Marketing Committee to lead the development of a brand identity for the organization and to help drive donor and volunteer support. RTS Marketing Research was brought in at the request of an IHAD Board member to help the organization conduct the research to support its communication campaign. The research objectives established for this project were:

- Measure knowledge and familiarity with IHAD-Houston
- Determine key motivations for supporting IHAD-Houston
- Evaluate familiarity with IHAD-Houston's mission
- Measure IHAD-Houston's identity in the community

Methodology

An online survey was conducted with community and business leaders in the Houston area. The contact list was provided by a distribution list maintained by a current IHAD-Houston Board Member. As an incentive for participating, all respondents were given the opportunity to enter themselves into a drawing for a free weekend hotel stay in San Antonio, Texas, a donation secured by the organization's Development Director.

Results

Key differences were identified between those who are likely to donate to IHAD-Houston and those who are not likely to donate. These results, in particular, were used to drive decisions for the Marketing Committee relative to the messaging and tactics used in communicating with the community about the organization. Based on the research, the organization reevaluated its communications strategy and is focusing its efforts on the issues identified in the research.

"The survey conducted by RTS Marketing Research helped lay a solid foundation for the development, execution and launch of our I Have a Dream marketing plan. We could have gone on hunches, but our estimations would have been wrong and our marketing plan ineffective. What a luxury it was to have the research to build the marketing campaign on."

Margo Williams Handy
MWH Public Relations
IHAD Board Member

"RTS did such an amazing job with this survey. The survey was extremely in depth."

Lise Cameron
IHAD Executive Director