



# Disruptive Communication

Measurement, evaluation and  
insights in the Age of Change

Prepared by Ketchum Global Research & Analytics

**amec** Global Summit on Measurement

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# Who We Are

The **AMEC Non-Profit Group** was formed in November 2013 to create a unique networking forum for communications leaders working in Non-Profit organizations.

## Leaders

- Arturo Romboli, Strategic Planning and M&E Specialist, UNICEF
- Eileen Sheil, Executive Director of Corporate Communications, Cleveland Clinic

## Mission

- Champion the importance of strategic communications in Non-Profit organizations
- Encourage higher standards of accountability through using effective measurement, research and insights programs

## 2017 Goals

- Redefine value proposition to recruit new members
- Conduct 2<sup>nd</sup> annual survey on the state of NGO Communications Measurement

# Small But Growing Globally



# Last Year...

...we surveyed NGOs to benchmark the perceived importance of communications measurement and understand barriers. We found that...

**91%** recognized the importance of measurement in driving their organization's mission

**BUT**

*“We are at **full stretch** dealing with our mission and programs – we **do not have time to do measurement.**”*

*“My organization **does not have a culture** of using research or measurement in its work.”*

*“I'm a communications & public relations (PR) person, **not a measurement & numbers person.**”*



# This Year...

- ... the focus of the research was to assess the relevance of communications research/measurement to a Non-Profit organization, as well as explore how Not-For-Profit communications professionals are managing disruptive changes in the industry.
- Specifically, the research aimed to explore:
  - Whether communications measurement is “on leadership’s radar” in changing times
  - What new and innovative methods Not-For-Profits are using in communications research/measurement to address industry disruptions
  - If measurement within Non-Profits is now considered a necessity in changing times to deliver the most effective & impactful communications

# Methodology

We surveyed **323** NGO communications/PR professionals around the world who work in a Non-profit organisation and who are responsible for communications, measurement, media/public relations or reputation/public image management.

Geography	Sample size (n)	%
Asia-Pacific	102	32%
Europe	90	28%
North America	68	21%
Latin America and the Caribbean	57	18%
Middle East-Africa	6	2%

The 10-15 minute online survey was distributed from 14 March 2017, through 26 April 2017, by Braun Research, Inc. and has a margin of error of +/- 5.5 percentage points at the 95% confidence interval.



# Executive Summary of Key Findings

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# Summary of Key Findings

## *State of conducting research and measurement*

- **NGO communications professionals believe measurement/evaluation of communications is non-negotiable today, and crucial to making the most of their limited funds.**
  - Around three-quarters (71%) of NGO communications professionals believe measurement/evaluation of communications is non-negotiable today.
  - About half (45%) of NGOs agree that securing new funding and donations is the number one operational challenge they are facing today.
  - And they understand the importance of measurement in driving this fundraising and allocating funds properly, as eight-in-ten agree that it is important in driving fundraising efforts (81%) and are vital for making sure their organization is making the most of their limited funds (83%).
- **Not-For-Profit communications professionals find their organization effective at measuring performance in a wide range of areas, ranging from societal impact to volunteer or fundraising efforts.**
  - About eight-in-ten (82%) not-for-profit communications professionals find their organization effective in measuring their performance in driving its mission overall.
  - Interestingly, slightly more NGOs rate their measurement of communications efforts (82%) and societal impact (80%) more effective than their measurement of volunteer efforts (75%), fundraising efforts (76%).

# Summary of Key Findings (cont.)

## *State of conducting research and measurement (cont.)*

- **Measuring and evaluating communications appears to be gaining support, as most Not-For-Profit communications professionals find it more important than in the past.**
  - Three quarters (75%) of Not-For-Profit communications professionals say measurement and evaluation of communications is more important today than it was five year ago.
  - Around the same number (80%) agree that measurement, research and data analytics are essential to navigating the new trends in communications best practices.
  - Social media (12%), people being more connected (8%), and more competition (7%) were named the top reasons why communications measurement is more important today than in the past.

## *Top leadership support for communications measurement*

- **Top leadership appears to be not only highly supportive of communications measurement but also expecting it from their employees.**
  - Eight-in-ten (80%) of Not-For-Profit communications professionals state their organization's CEO/Chairman is a believer that measurement is important, while seven-in-ten (73%) say top leadership (c-suite) regularly reviews communications measurement data.
  - What is more, top leadership relies on communications research and measurement when deciding how to allocate funds in about seven-in-ten (70%) organizations.

# Summary of Key Findings (cont.)

## *What NGOs are Measuring and How*

- **Despite the importance of measurement being recognized across NGOs and a perception of doing it effectively, there is still room for improvement in what NGOs are measuring and how, and further education and learning are needed.**
  - When asked specifically about the metrics they track, only about half or fewer NGOs say they track key specific metrics:
    - Outputs: social media mentions (43%), website activity (47%), volume traditional media placements (32%)
    - Outcomes: target audience awareness (49%), key message penetration of social media mentions (28%), perceptions among target audiences (38%)
    - Business results: amount of money donated (51%), number of people and/or animals saved/helped (50%),
  - Even fewer select tracking metrics important to measuring the societal impact of their organizations, such as improvement of health outcomes (41%), economic returns (28%), crises resolved (25%), which are essential to proving the impact communications has on NGOs' overall mission.
- **NGOs show some initiative in new and innovative research and measurement, but more is needed.**
  - About half (45%) of NGO communications professionals state that their organization is conducting or experimenting with innovative research and measurement.
    - The most frequent innovations in measuring and evaluating communications are using social media and conducting surveys or interviews.
  - The same amount though are unsure (30%) or do not conduct or experiment (25%) with any new ways for measuring and evaluating communications in their organization.



# Detailed Results:

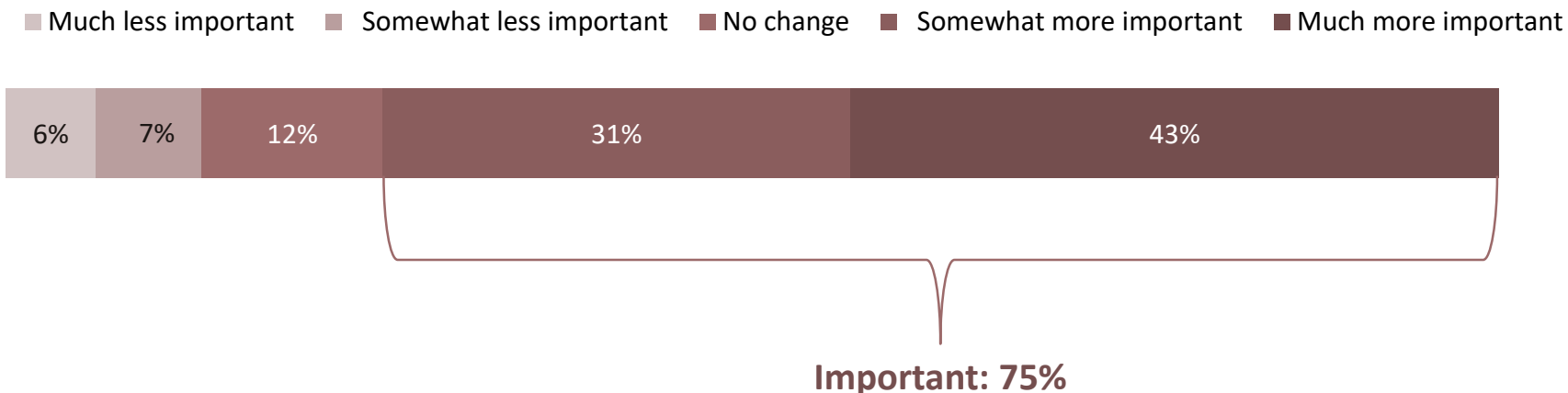
## Importance & Usage of Communications Measurement

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## Measuring and evaluating communications appears to be gaining support, as most Not-For-Profit communications professionals find it more important now than in the past.

- Three-quarters believe measurement/evaluation of communications is **non-negotiable** today (71%), and it is **more important today than five years ago** (75%).

Compared to five years ago, how much more or less important do you think measurement/evaluation of communications is?



# Top leadership is not only highly supportive of communications measurement but also expecting it from employees today.

## How much do you agree or disagree with each of the following statements?

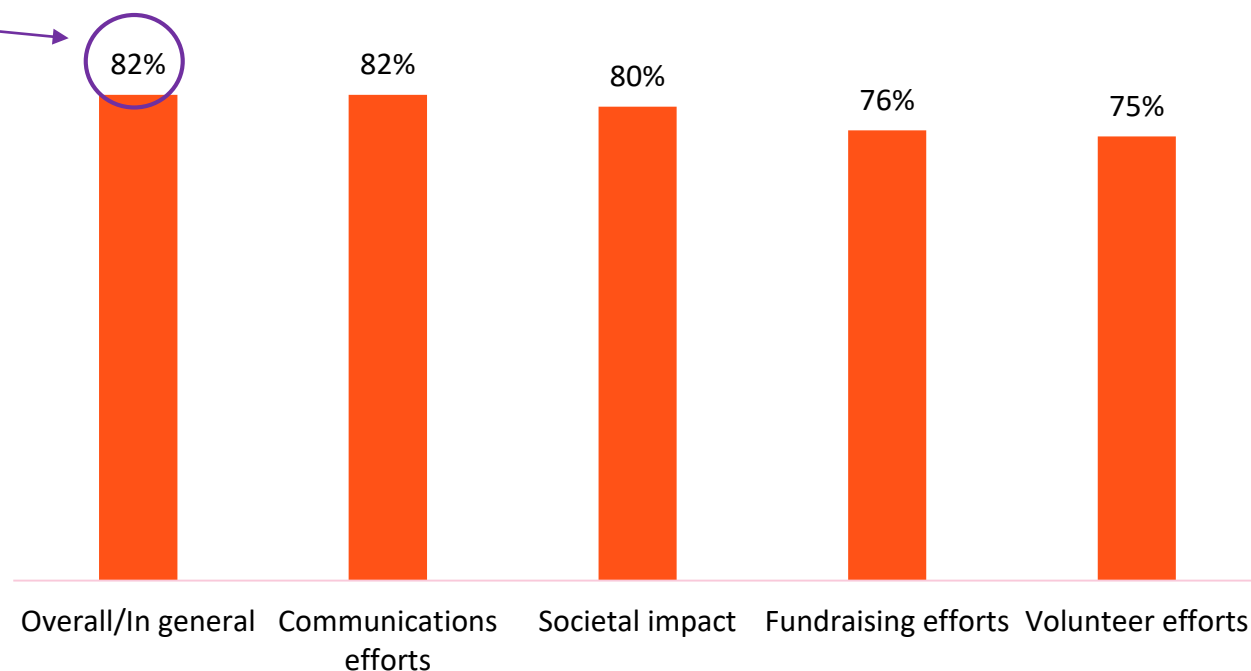
Top two box (4-5 on a 1-5 scale)



# Not-For-Profit communications professionals find their organization effective at measuring performance in a wide range of areas.

- **82%** of not-for-profit communications professionals find their organization effective in measuring their performance in driving its mission overall.
- Interestingly, slightly more NGOs rate their measurement of communications efforts (**82%**) and societal impact (**80%**) more effective than their measurement of fundraising (**76%**) and volunteer efforts (**75%**).

How effective is your organization at measuring performance in driving its mission as it relates to each of the following areas?  
Top two box (4-5 on a 1-5 scale)





# Detailed Results:

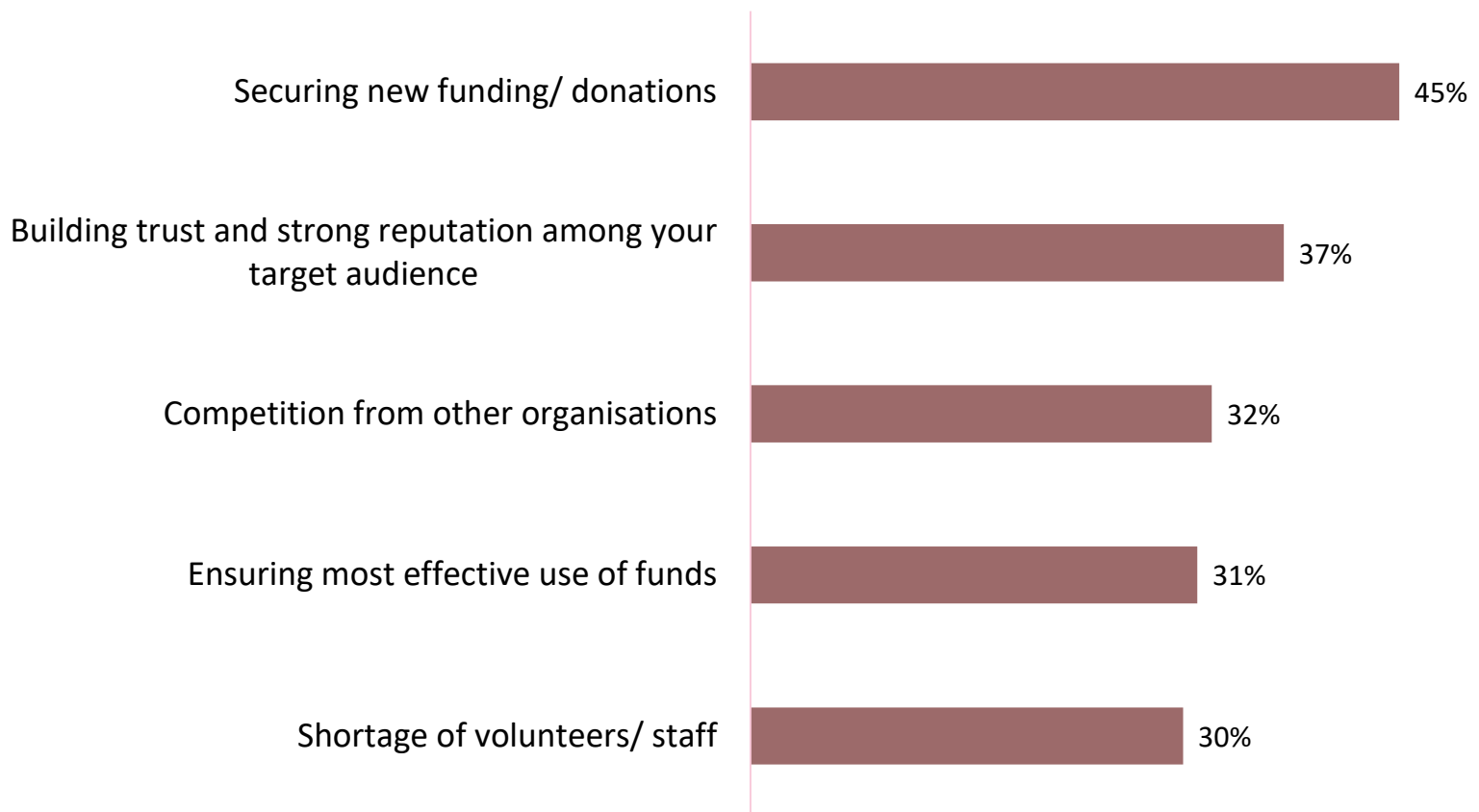
## Barriers and Improvement to More Frequent Measurement

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# Organisations face a myriad of challenges today, with securing funding and building trust on top.

**Top Five Operational Challenges Organisations Are Facing Today**



**45%**  
of NGOs agree that securing new funding and donations is the number one operational challenge they are facing today.

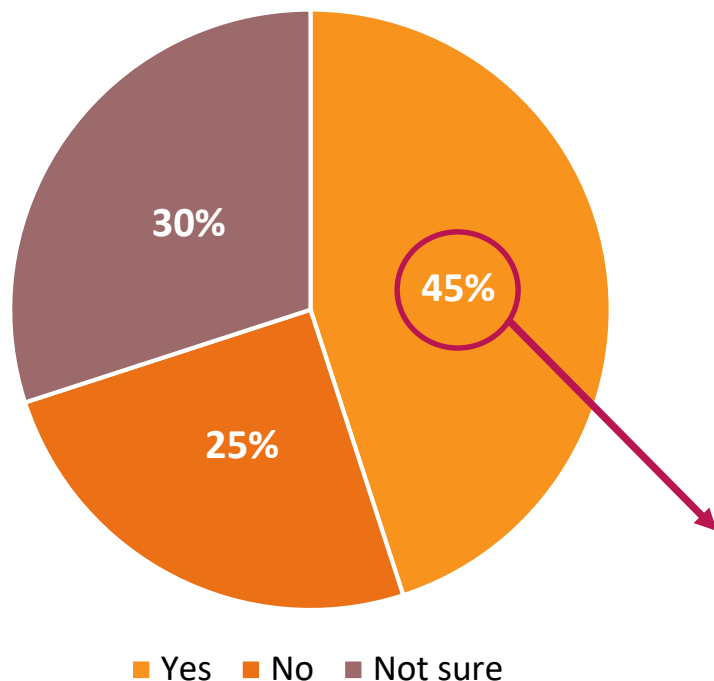
They understand the importance of measurement in driving this fundraising and allocating funds properly:

**81%** agree that it is important in driving fundraising efforts

**83%** agree that it is vital for making sure their organization is making the most of their limited funds

While many NGOs are already adapting, there is room for improvement in what they are measuring and how.

Is your organization conducting or experimenting with any new ways for measuring/evaluating communications?



Only about half or fewer NGOs say they track key specific metrics, such as:

- **Outputs:** social media mentions, website activity, volume media placements
- **Outcomes:** target audience awareness, key message penetration of social media mentions, perceptions among target audiences
- **Business results:** amount of money donated
- **Societal results:** improvement of health outcomes, economic returns, crises resolved

**45%** state that their organization is conducting or experimenting with innovative research and measurement.



# Thank You!

*Continuing to grow!*

For more information about joining the Non-Profit Group please contact:

Barry Leggetter, CEO, AMEC  
[barryleggetter@amecorg.com](mailto:barryleggetter@amecorg.com)