

Key Constituent Interviews: Beyond Face Value

As part of an overall Campaign Planning effort, interviews with key stakeholders are crucial to setting and achieving campaign goals. During these one-on-one conversations, our consultants capture the attitudes and inclinations of clients' top prospective donors, and these interviews also act as a cultivation tool as interviewees provide important insights and know their feedback is highly valued.

However, to accurately understand the perspectives of these top prospects and donors, a larger context is crucial.

Why? Through decades of experience, we know that stakeholders seldom communicate negative or even neutral feelings about the organization. This intuitively makes sense: people selected by the organization to interview already have a connection, know organizational leadership, and most already give. Furthermore, by agreeing to be interviewed, the individual is signaling they feel some attachment to the organization, most likely a positive one. So if the interviewees are positively biased toward the organization, how can an organization accurately interpret the findings?

At Marts & Lundy we have a database that comprises more than 5,600 feasibility interviews—with new data constantly added. The ever-expanding database provides unparalleled context to our client's study.

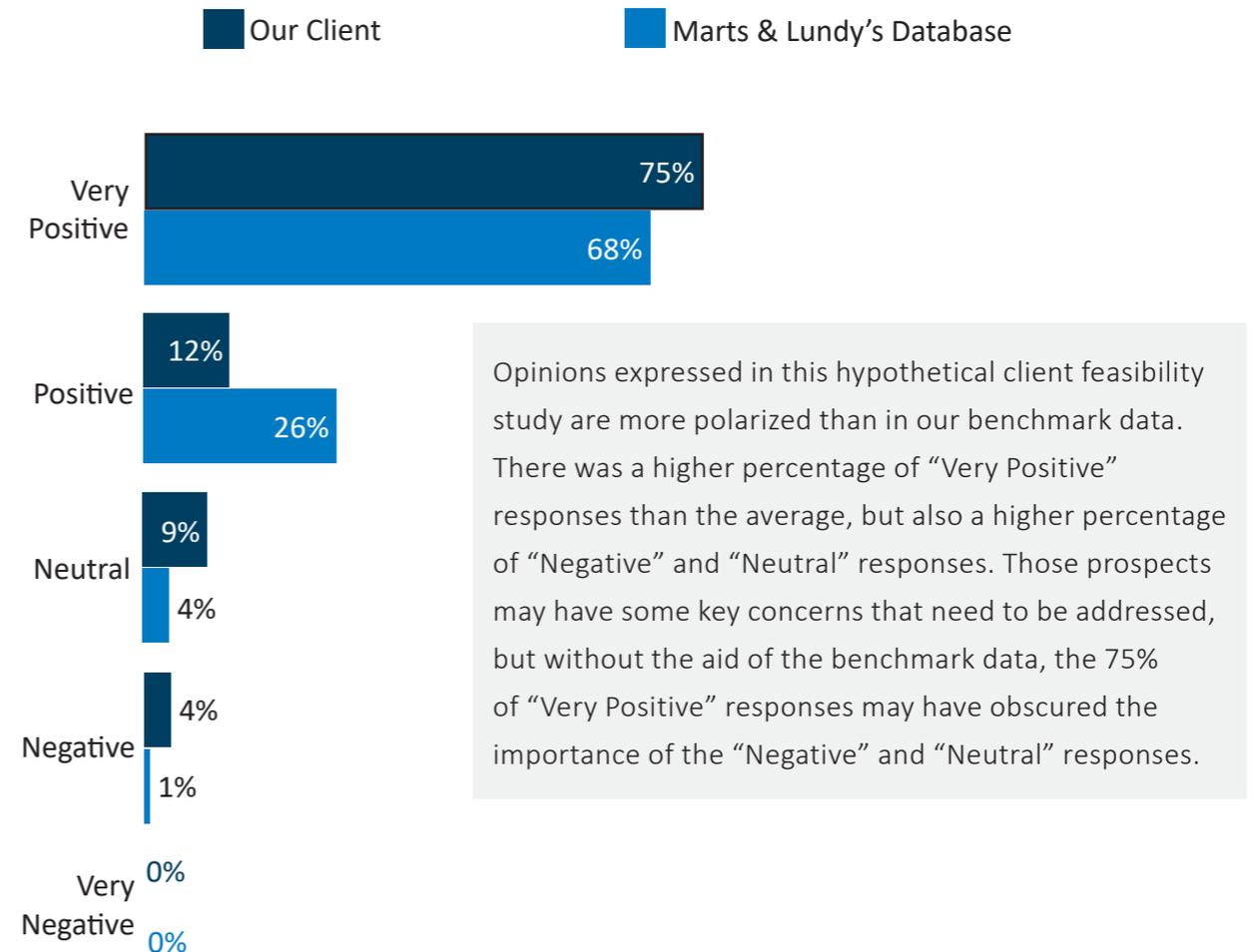
For example, we can analyze responses to this common question: What is the "current attitude" of your interviewees toward your organization?

We provide this level of data-driven context across a variety of feasibility interview questions.

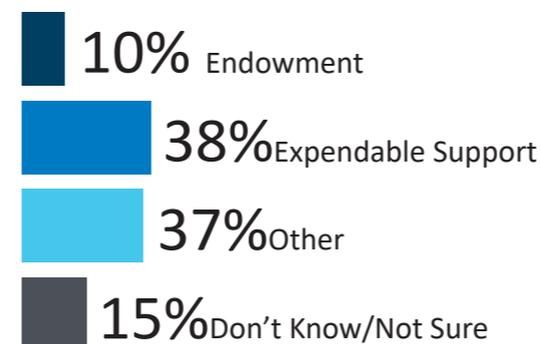
One topic of concern for nonprofits is the decline of unrestricted current use dollars. We recently began including a question in feasibility studies about donor preferences for giving to expendable and endowed funds to see what the data tells us.

Relationships will always drive giving, and a clear view of the attitudes and inclinations of your key constituents sharpens your focus and strengthens your strategies. The assimilation of professional experience and data analytics provides a significant advantage in an increasingly competitive and campaign-driven philanthropic marketplace. As our global database continues to grow, so will the breadth and depth of context we will provide to campaign planning.

How would you describe your current attitude toward the organization?



When you consider making charitable gifts, are you more likely to make a gift to endowment or expendable support?



To date, we are finding expendable support was preferred, though "other" was often chosen to indicate a preference for both.