



helping non-profits thrive

Virtual Promise 2008

Organisations with a turnover of more than £10m

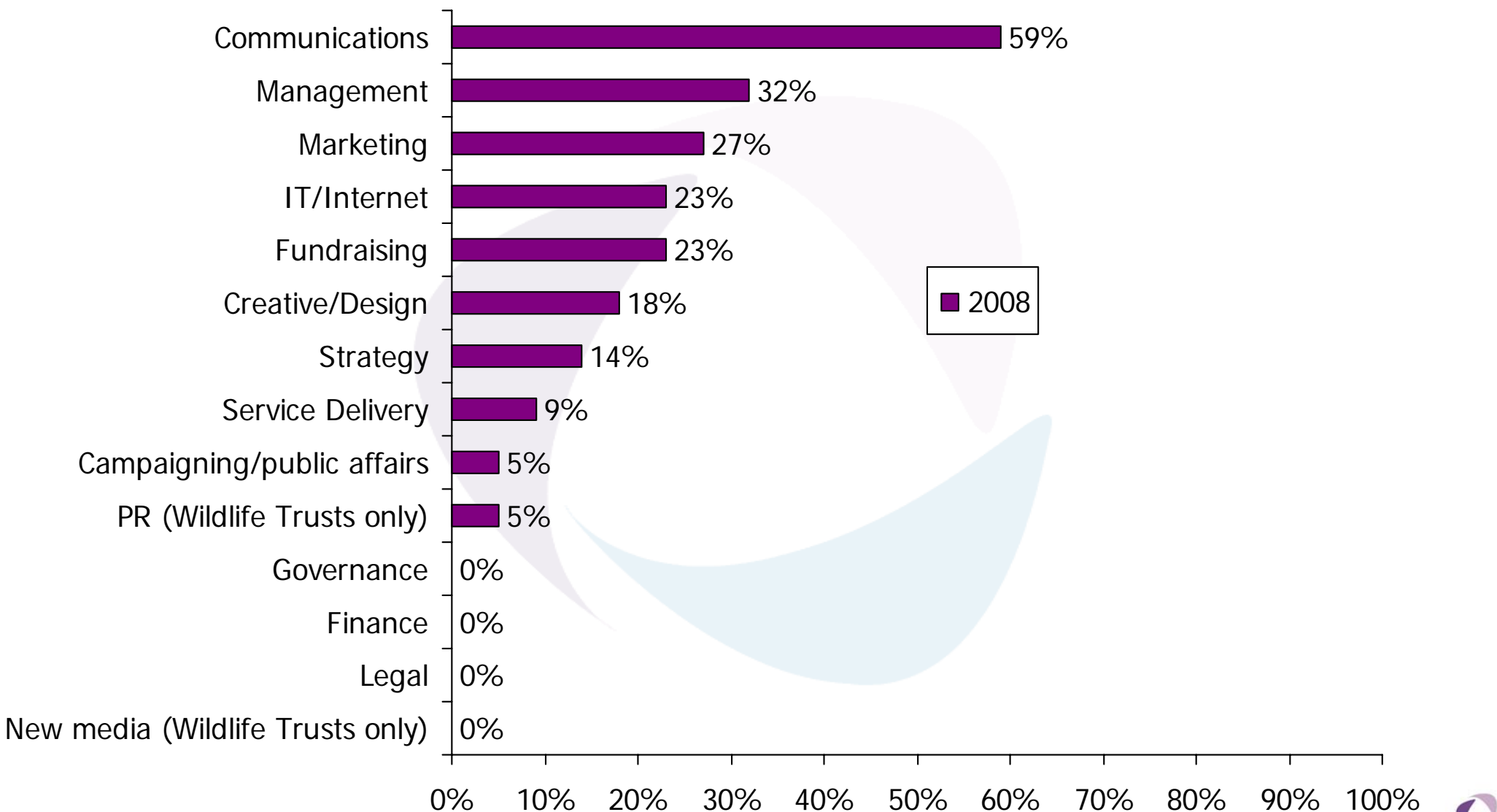
**2-6 Tenter Ground, Spitalfields, London, E1 7NH**

**Telephone: 0207 426 8888**

# Basic demographics for organisations with a turnover of more than £10m - 2008

- **Average number of employees: 520**
- **Average annual turnover: c. £32,700,000**
- **Percentage of organisations' HQ based in UK: 91%**

# What is your particular expertise or role?



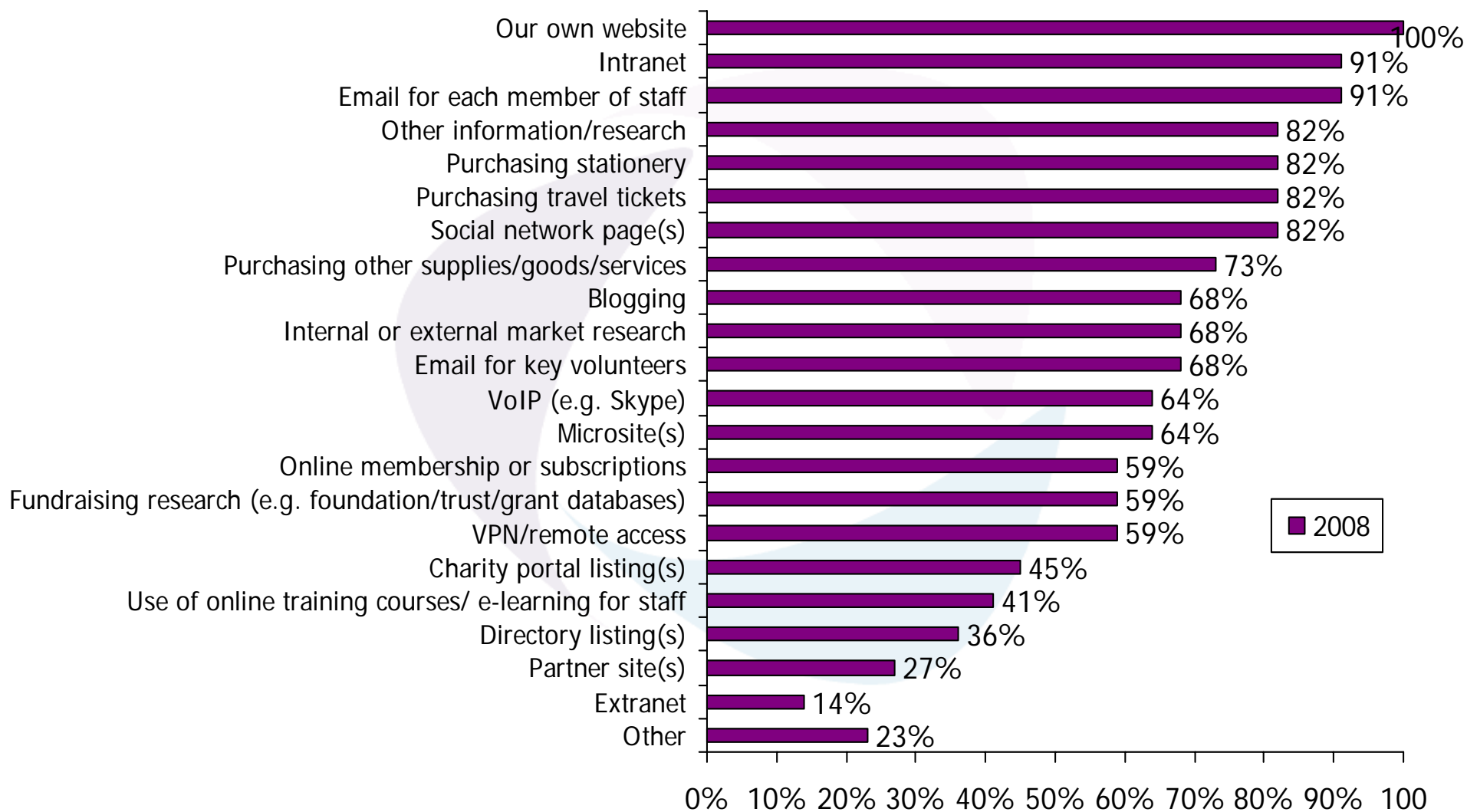
Base: 22 organisations with a turnover of £10m+, 2008

Source: Virtual Promise, nfpSynergy



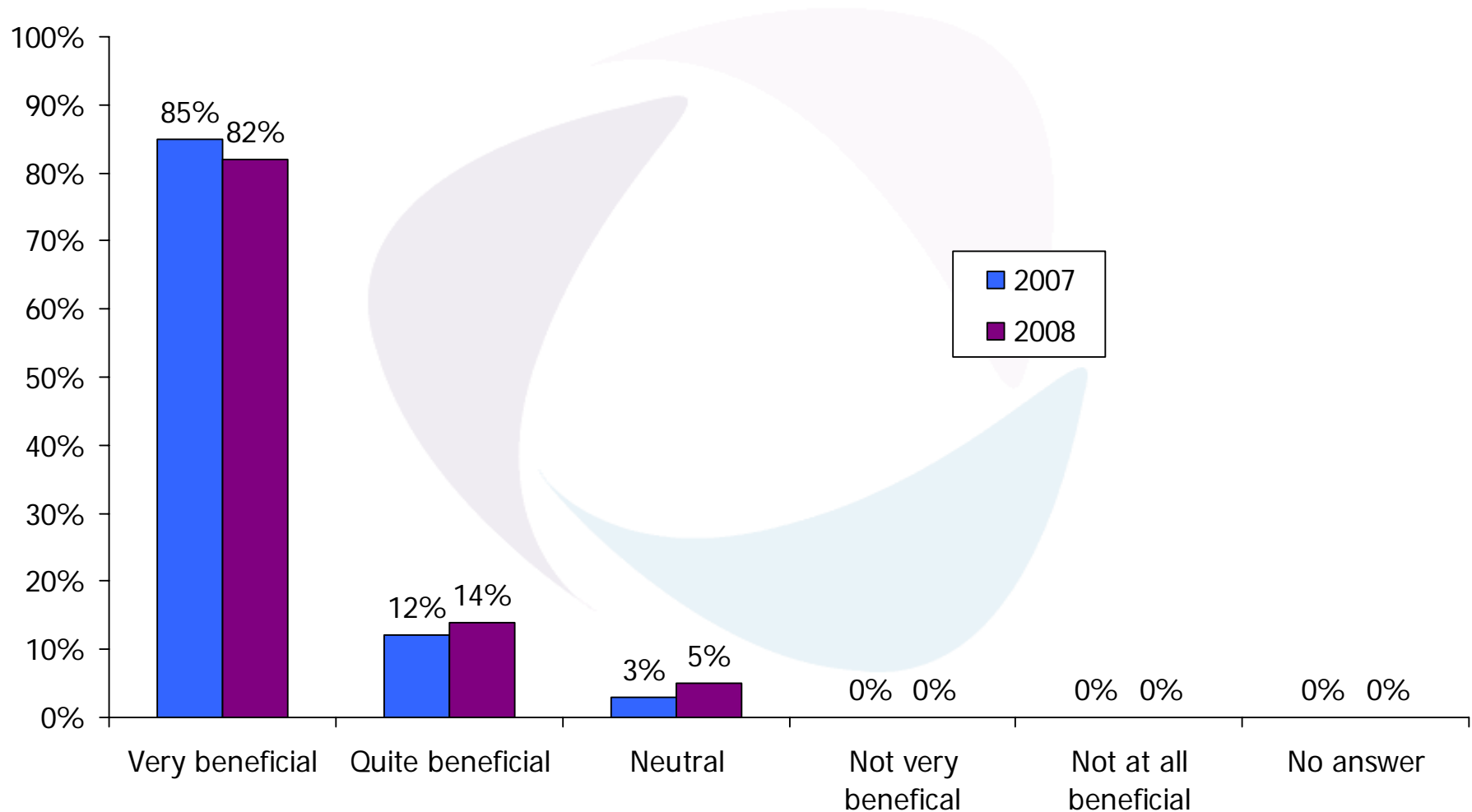
# Site functionality and use of the web

# What does your organisation use the internet for?



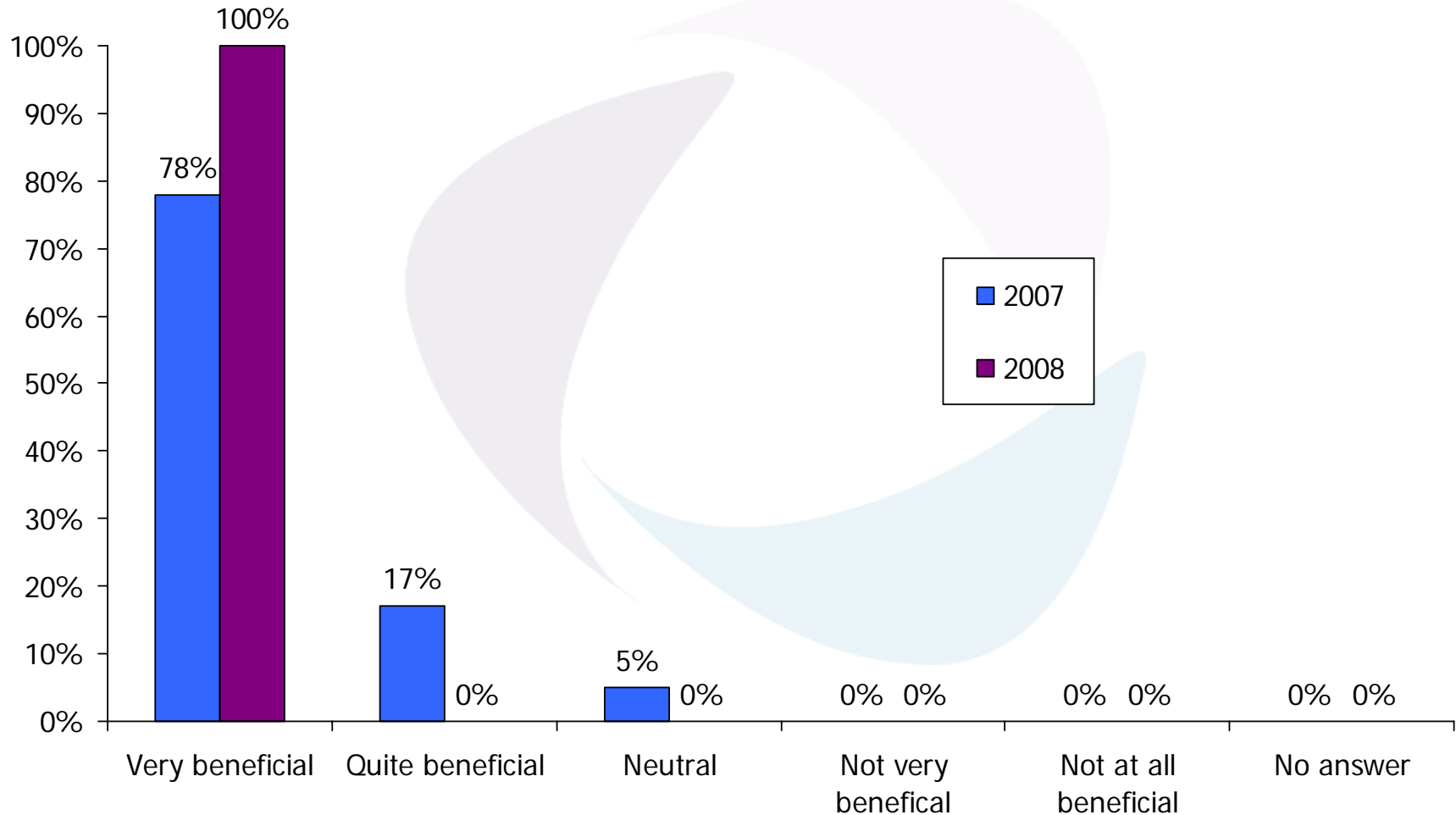
Base: 22 organisations with a turnover of £10m+, 2008  
 Source: Virtual Promise, nfpSynergy

# How beneficial is having a website / web presence for: Branding and marketing?



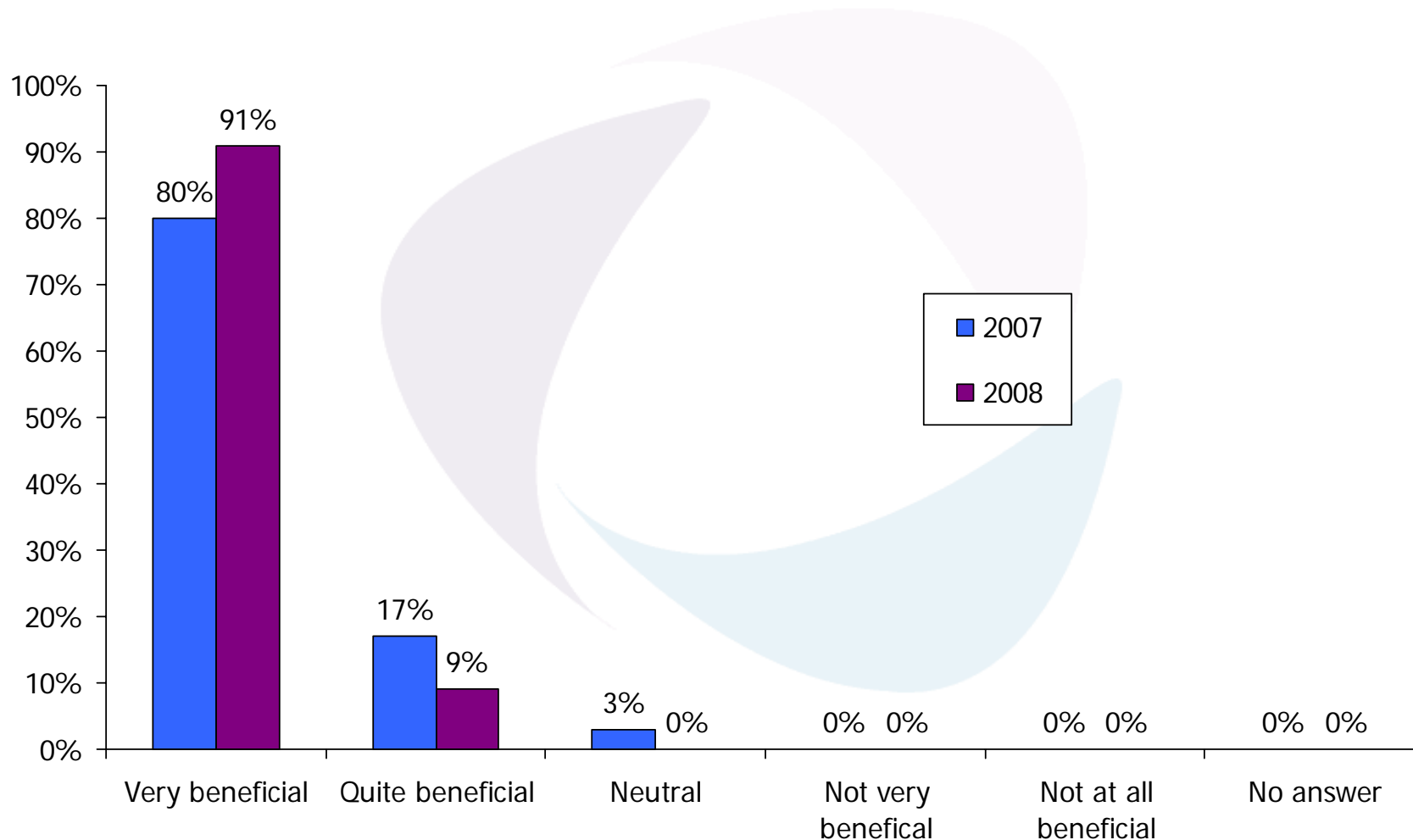
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# How beneficial is having a website / web presence for: Information / education?



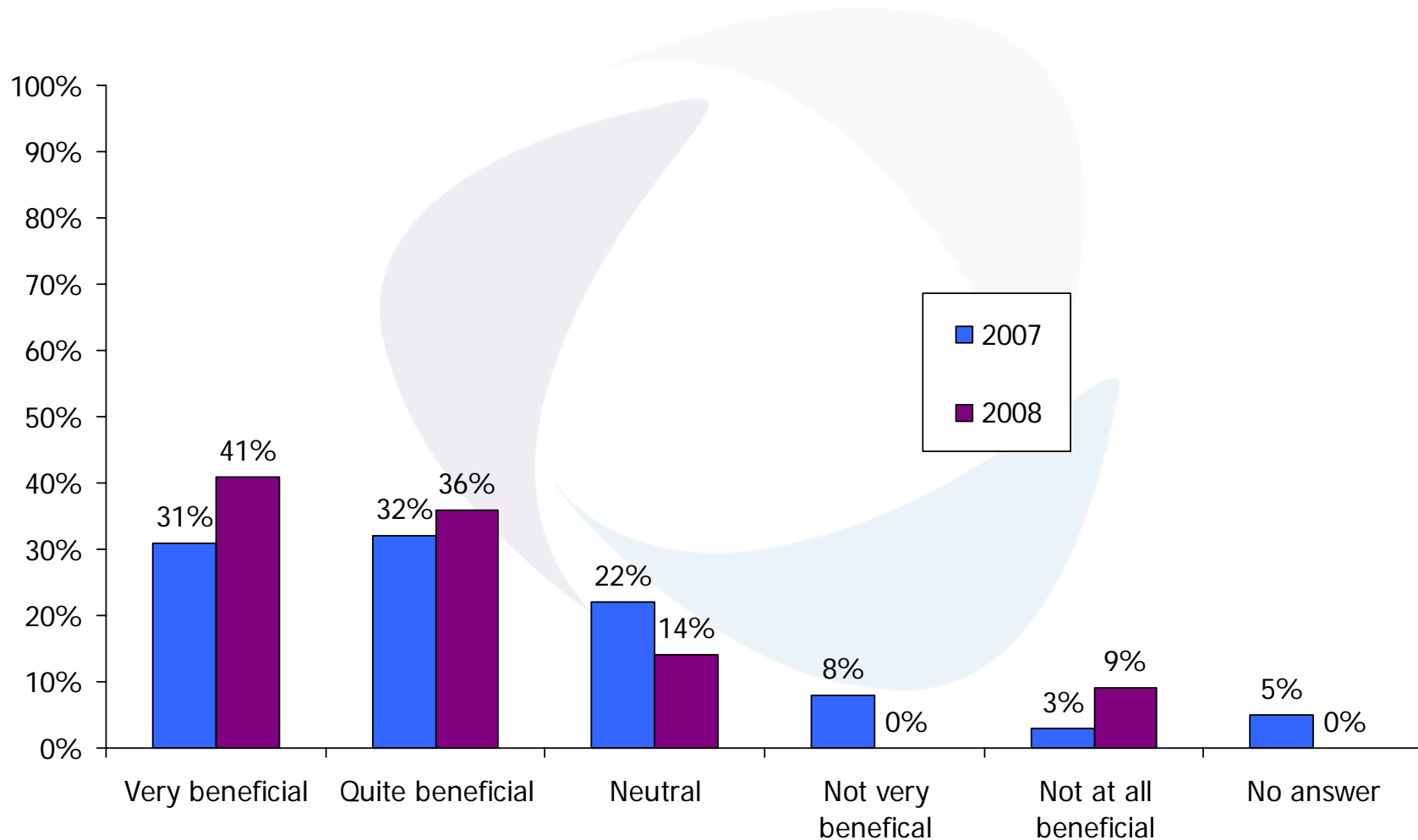
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# How beneficial is having a website / web presence for: Communication?



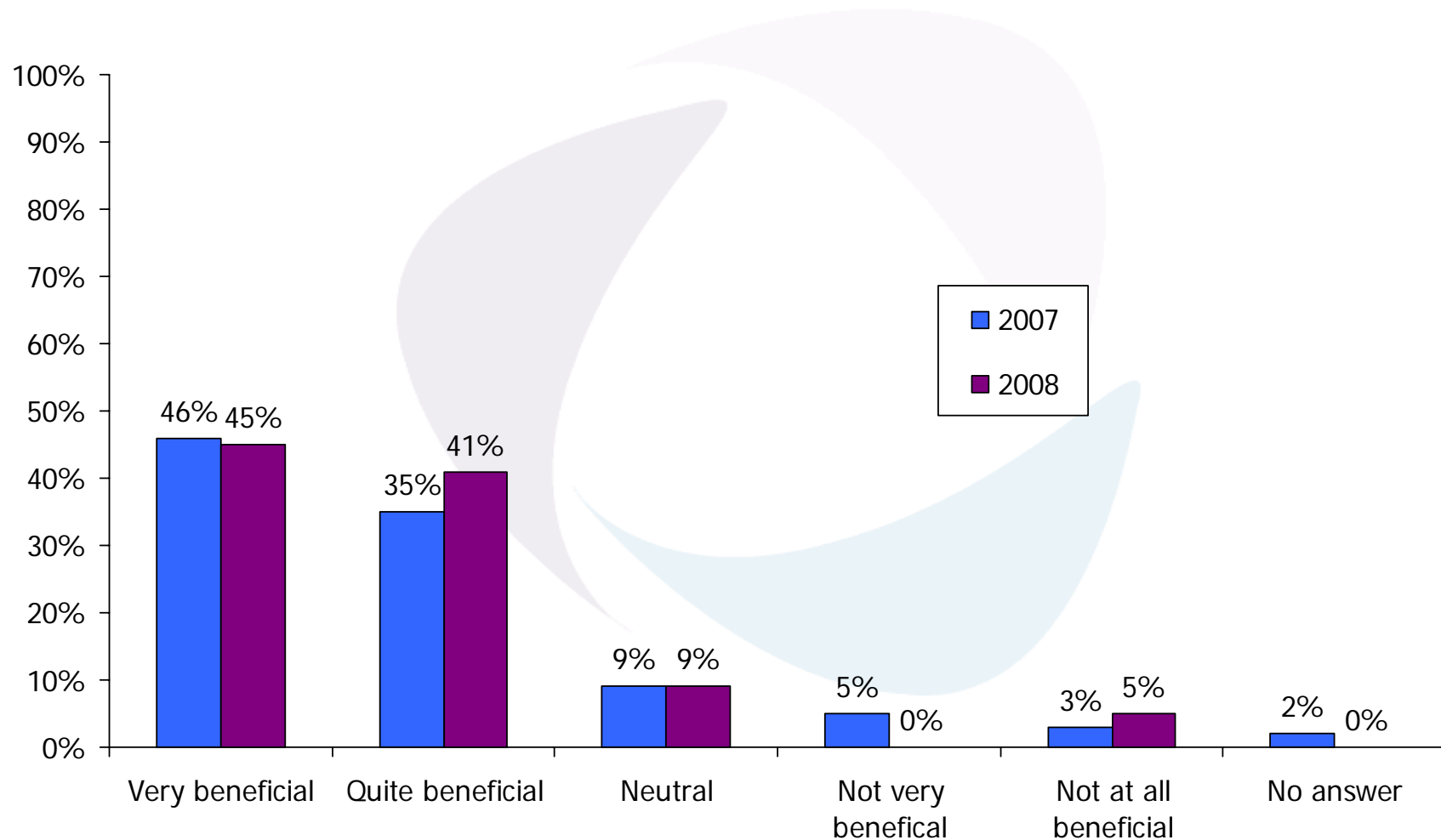
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# How beneficial is having a website / web presence for: Trading?



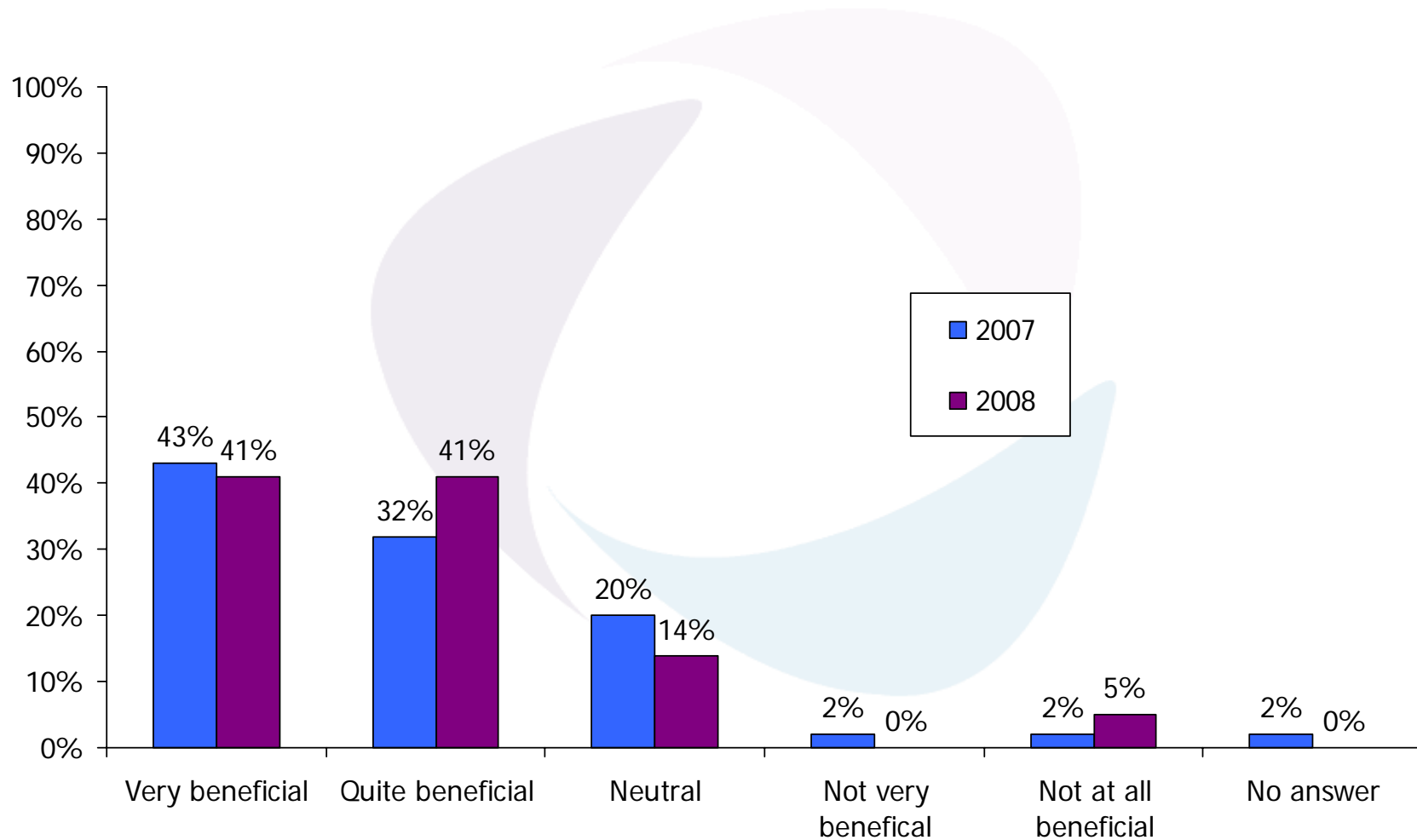
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# How beneficial is having a website / web presence for: Fundraising?



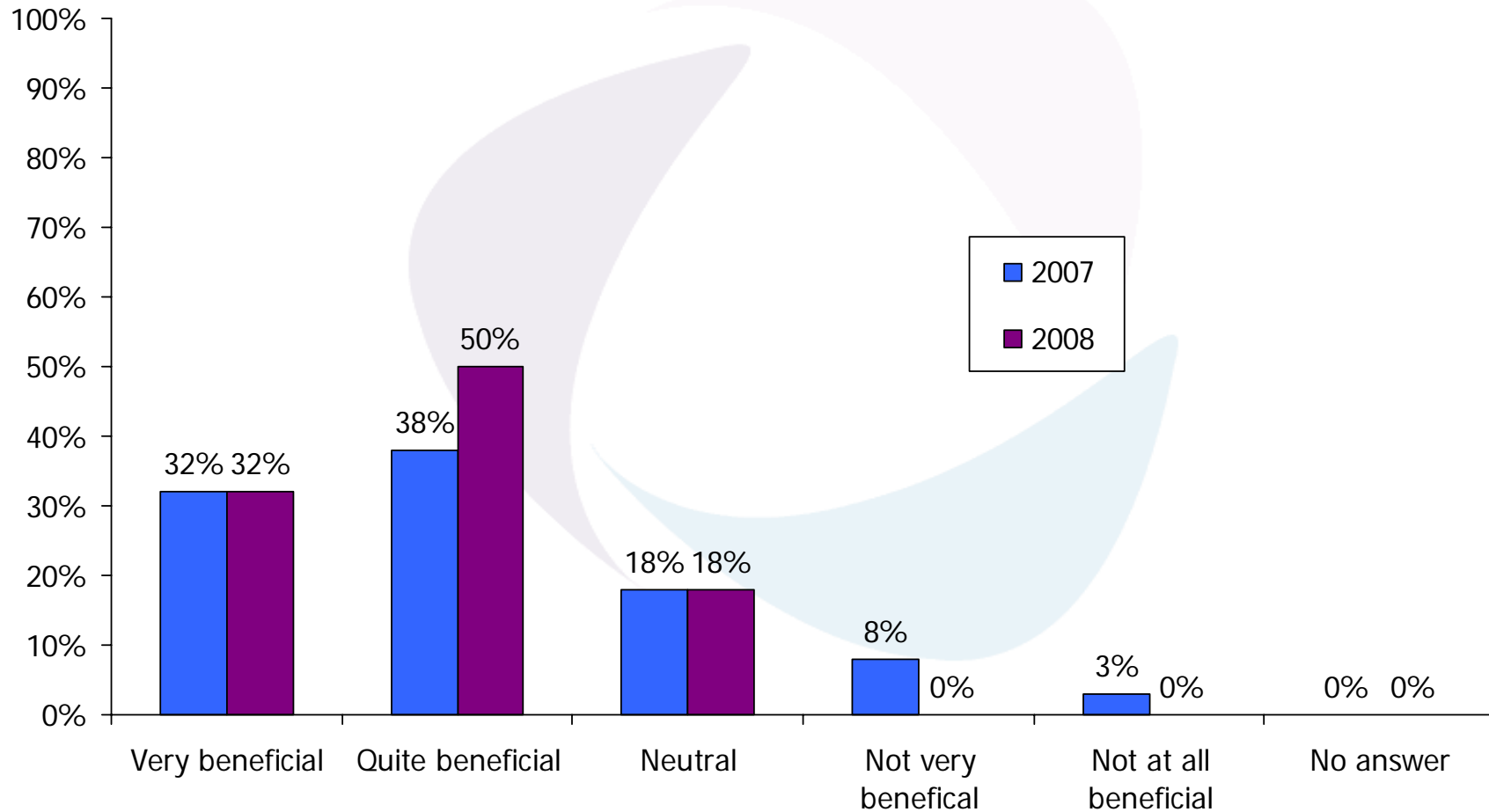
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# How beneficial is having a website / web presence for: Campaigning?



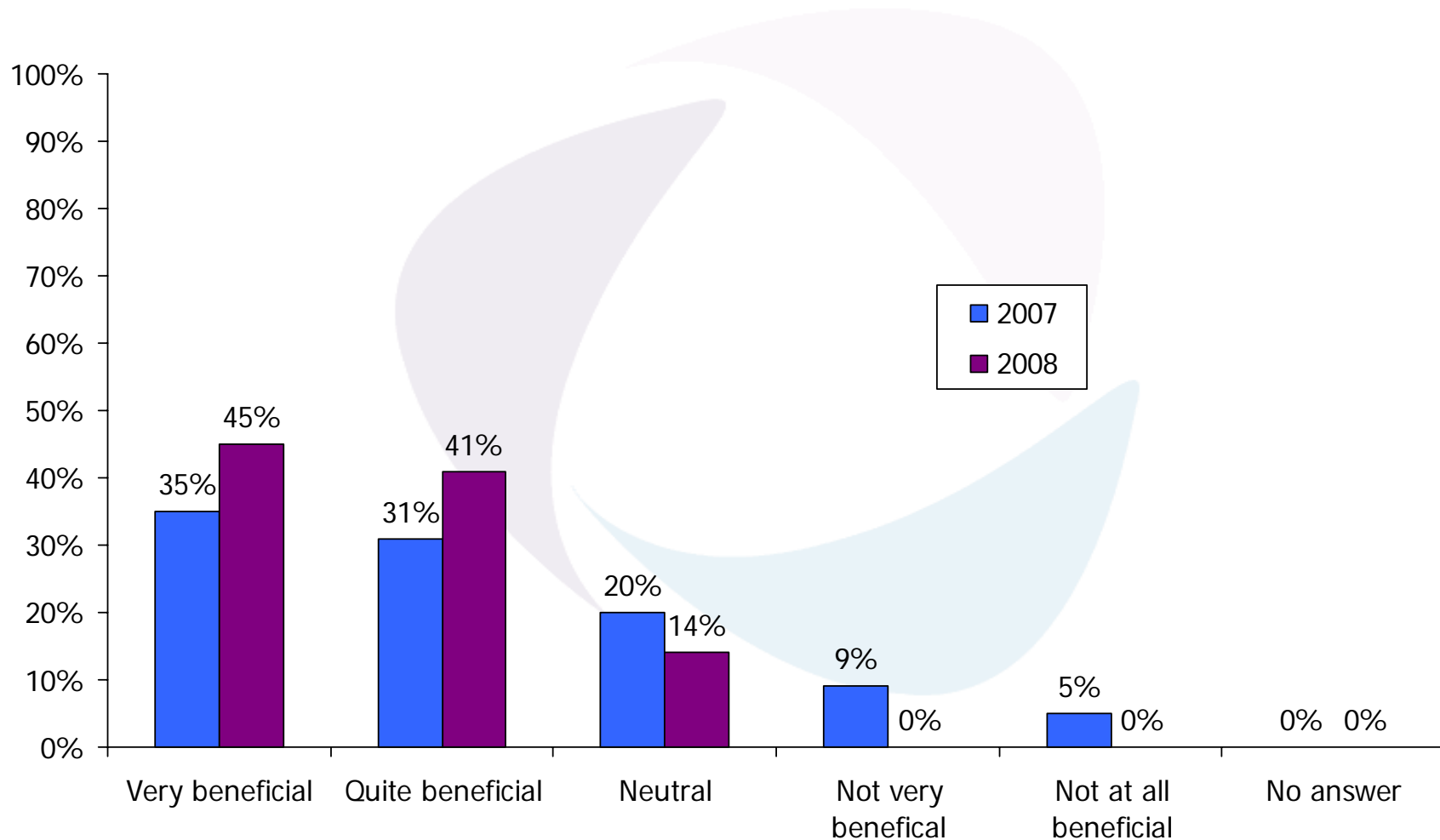
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# How beneficial is having a website / web presence for: Customer support?



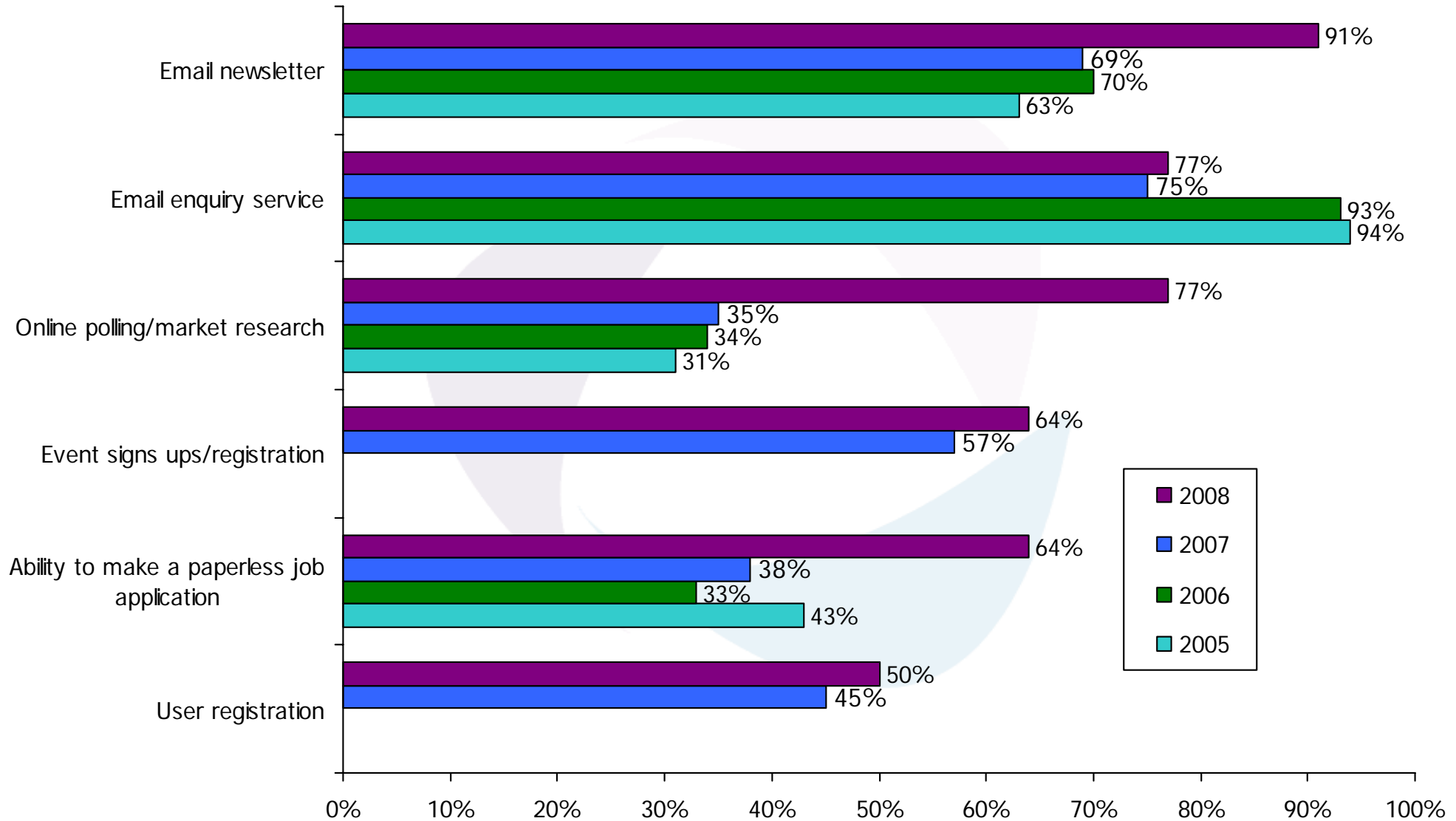
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# How beneficial is having a website / web presence for: Service provision?



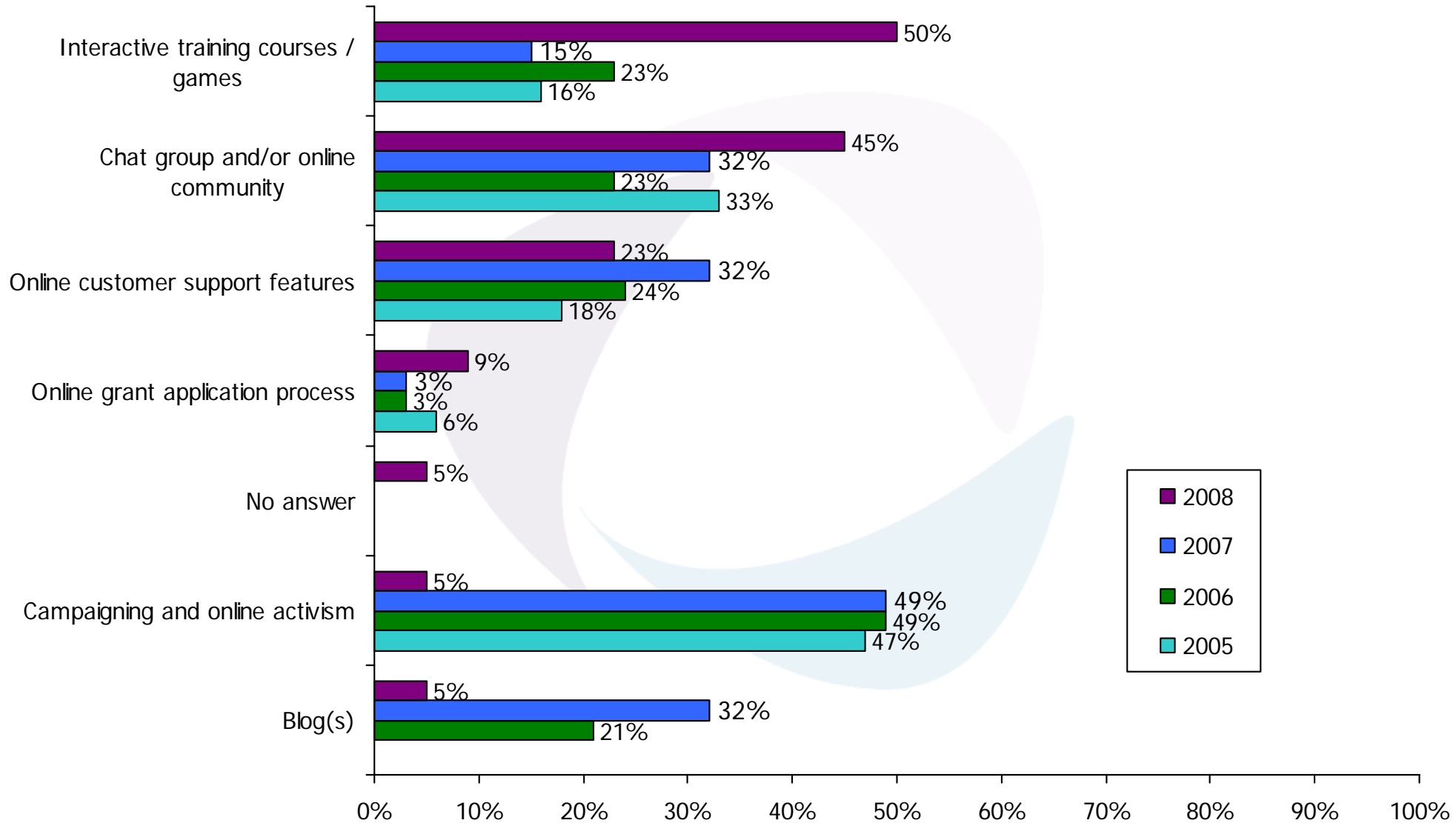
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# What facilities/functions do you currently have on your website? Interaction and Communications (i)



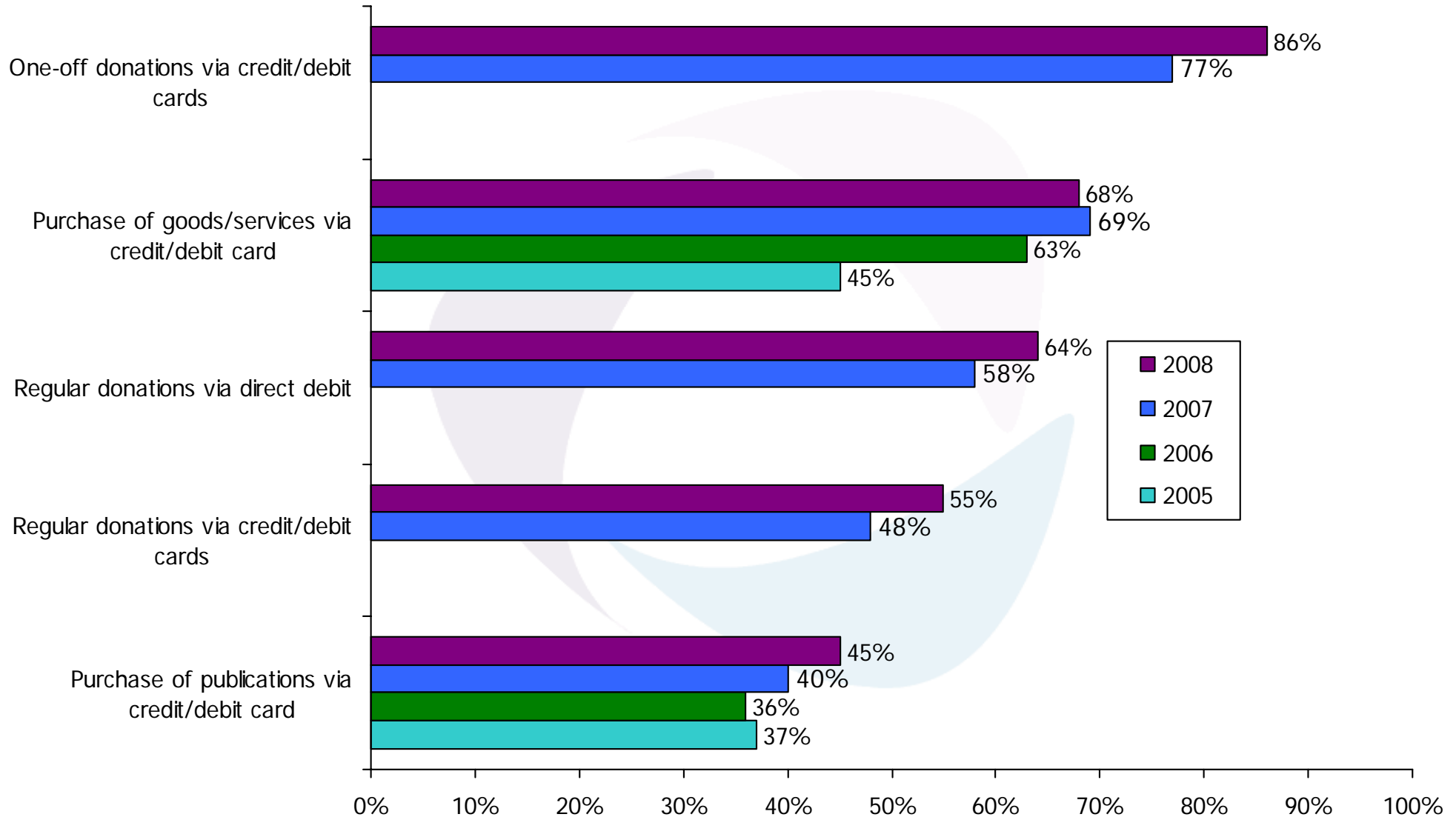
Base: 22 organisations with a turnover of £10m+, 2008  
 Source: Virtual Promise, nfpSynergy

# What facilities/functions do you currently have on your website? Interaction and Communications (ii)



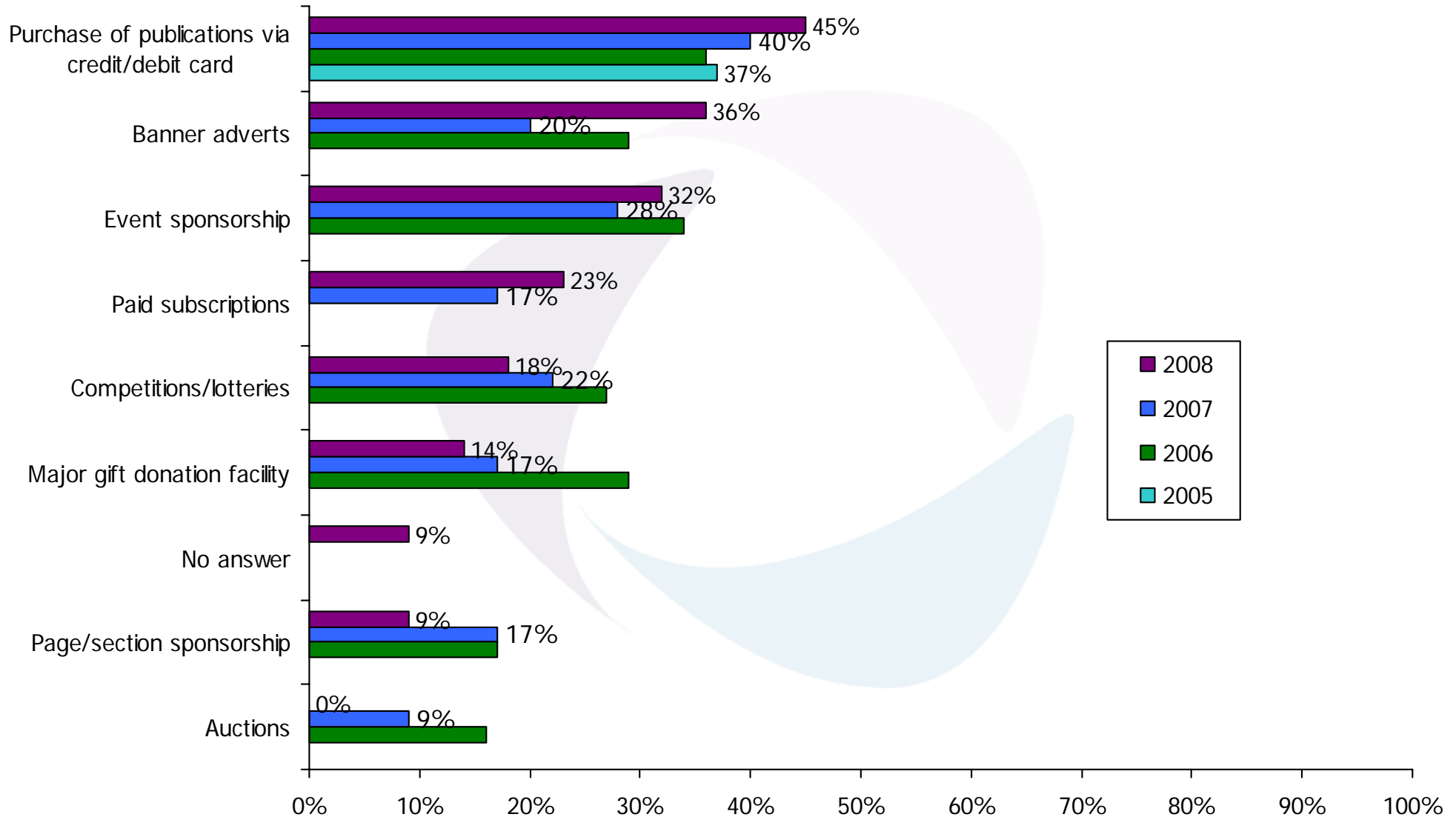
Base: 22 organisations with a turnover of £10m+, 2008  
 Source: Virtual Promise, nfpSynergy

# What facilities/functions do you currently have on your website? **Income generation (i)**



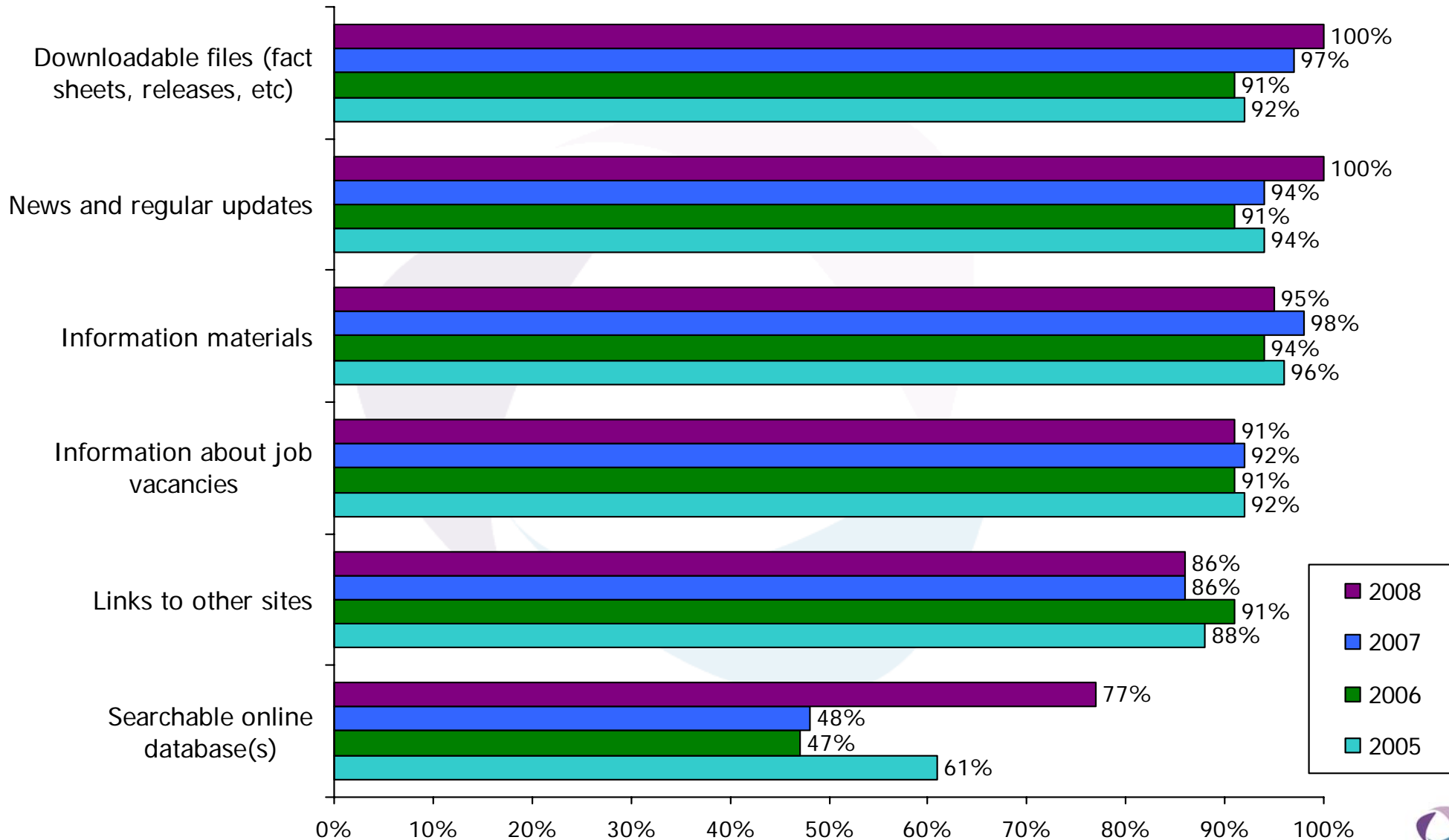
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# What facilities/functions do you currently have on your website? **Income generation (ii)**



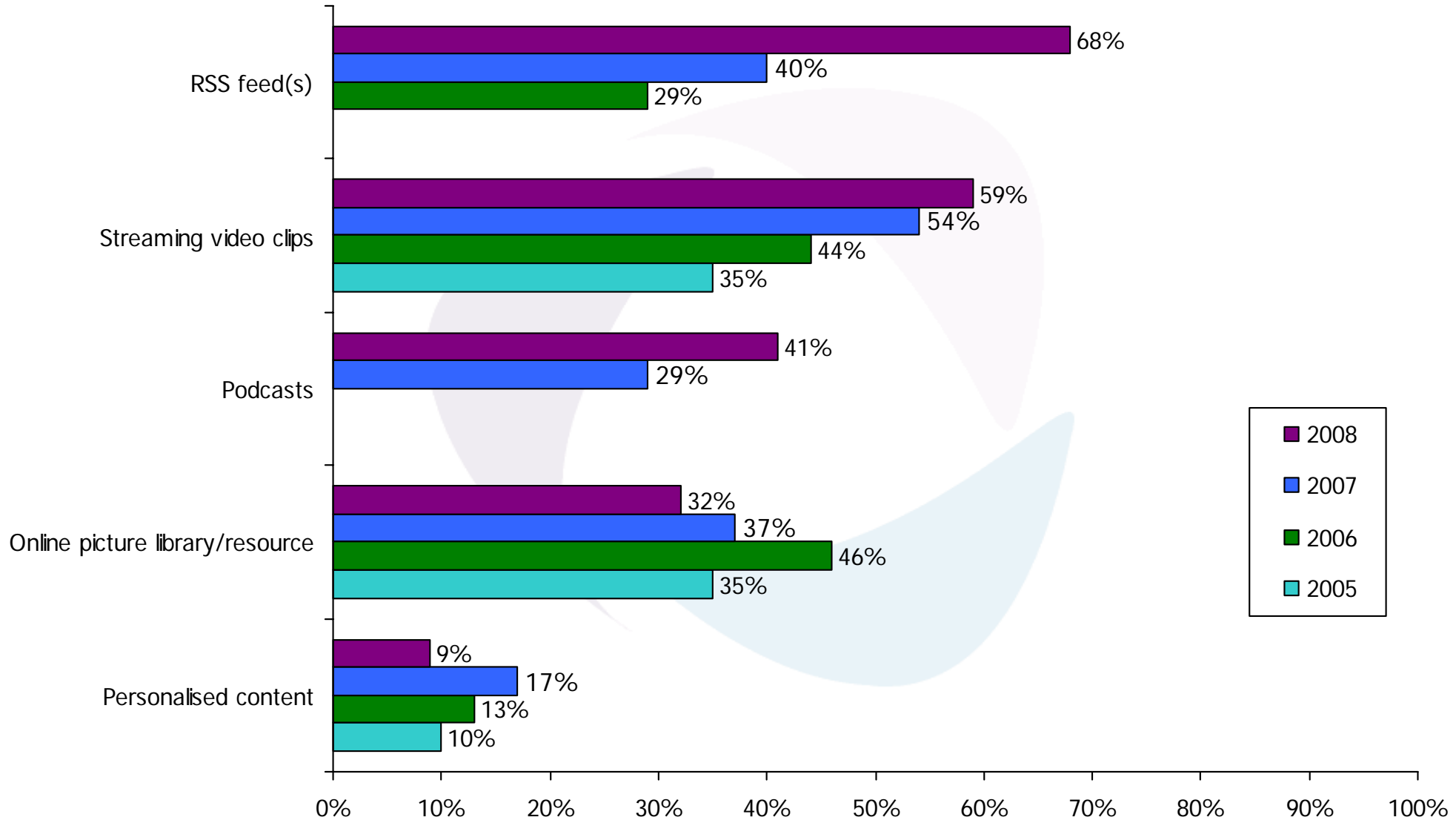
Base: 22 organisations with a turnover of £10m+, 2008  
 Source: Virtual Promise, nfpSynergy

# What facilities/functions do you currently have on your website? Information and education (i)



Base: 22 organisations with a turnover of £10m+, 2008  
 Source: Virtual Promise, nfpSynergy

# What facilities/functions do you currently have on your website? Information and education (ii)

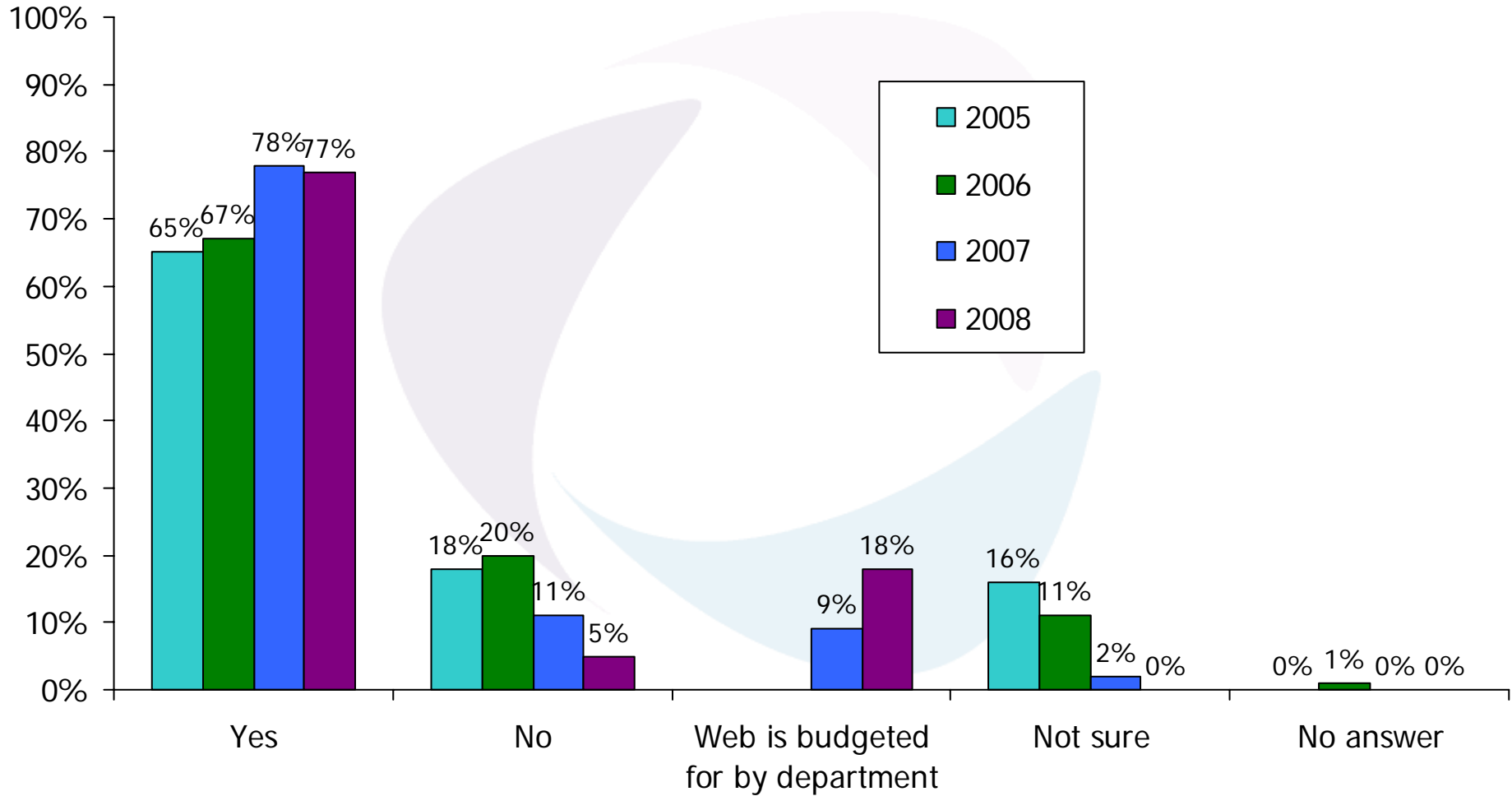


Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy



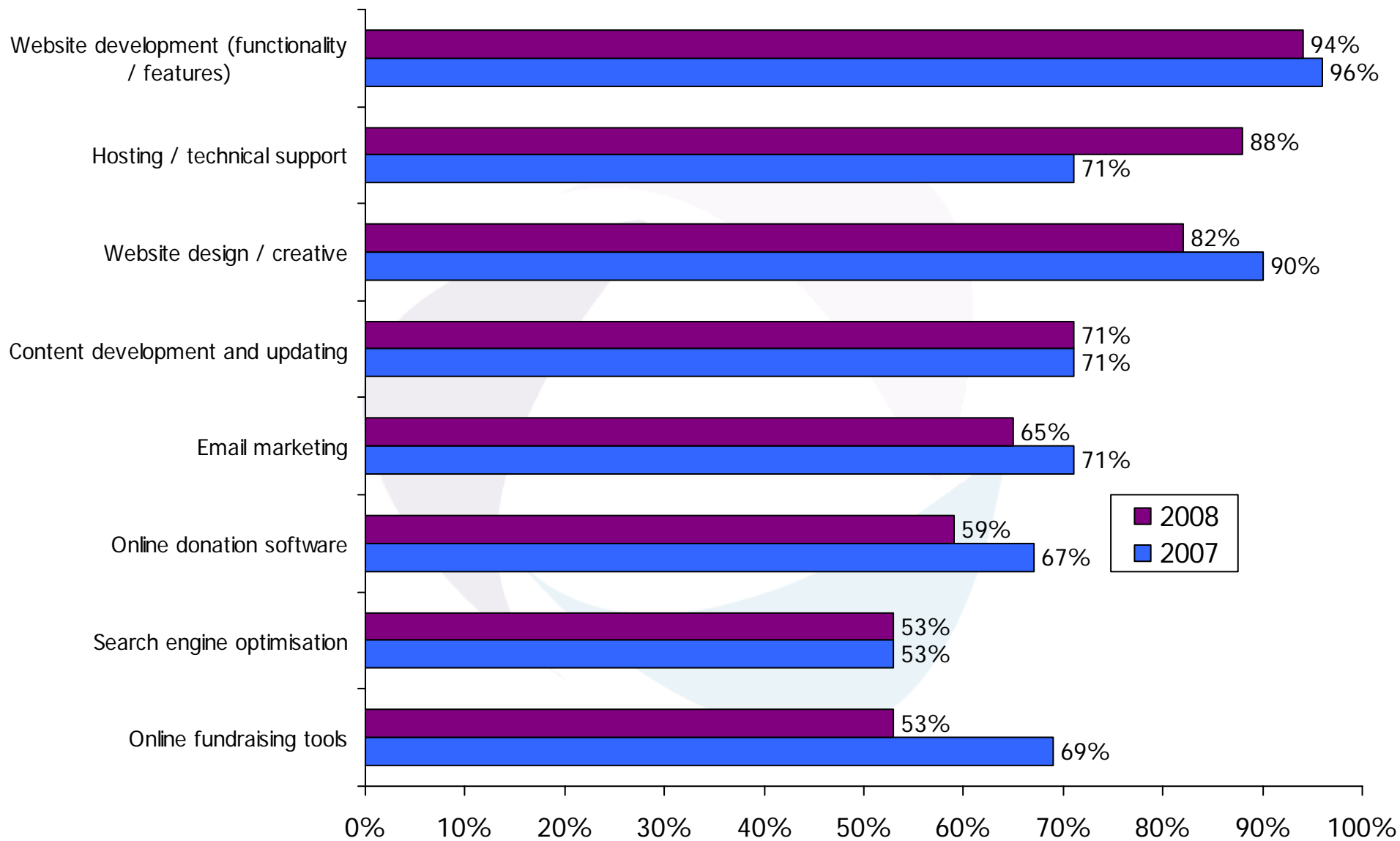
# Website and web team resource allocation and characteristics

# Do you have a dedicated budget for your website?



Base: 22 organisations with a turnover of £10m+, 2008  
 Source: Virtual Promise, nfpSynergy

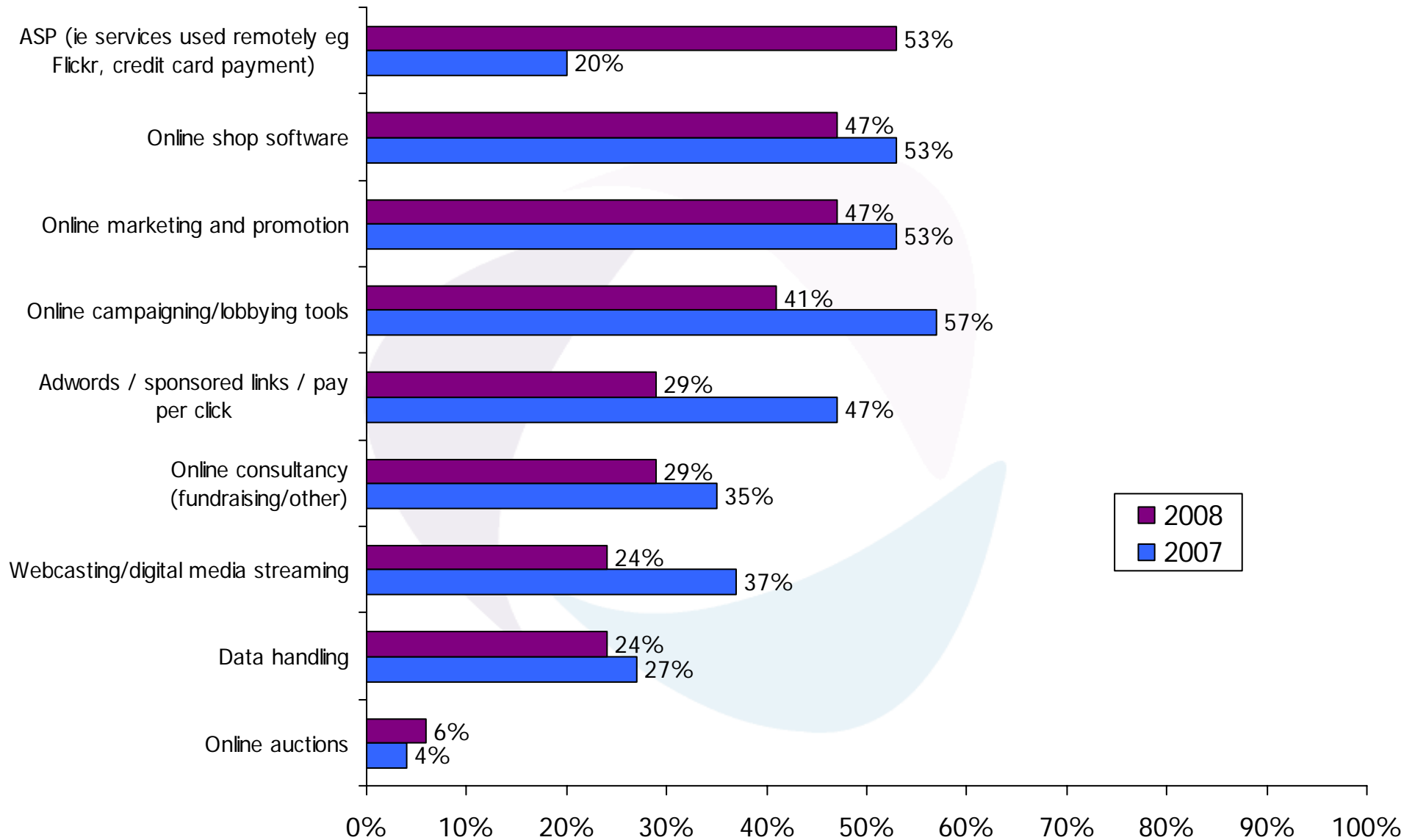
# For what purposes do you use your budget? (i)



Base: 17 organisations with a turnover of £10m+ with a dedicated website budget, 2008

Source: Virtual Promise, nfpSynergy

# For what purposes do you use your budget? (ii)



Base: 17 organisations with a turnover of £10m+ with a dedicated website budget, 2008

Source: Virtual Promise, nfpSynergy

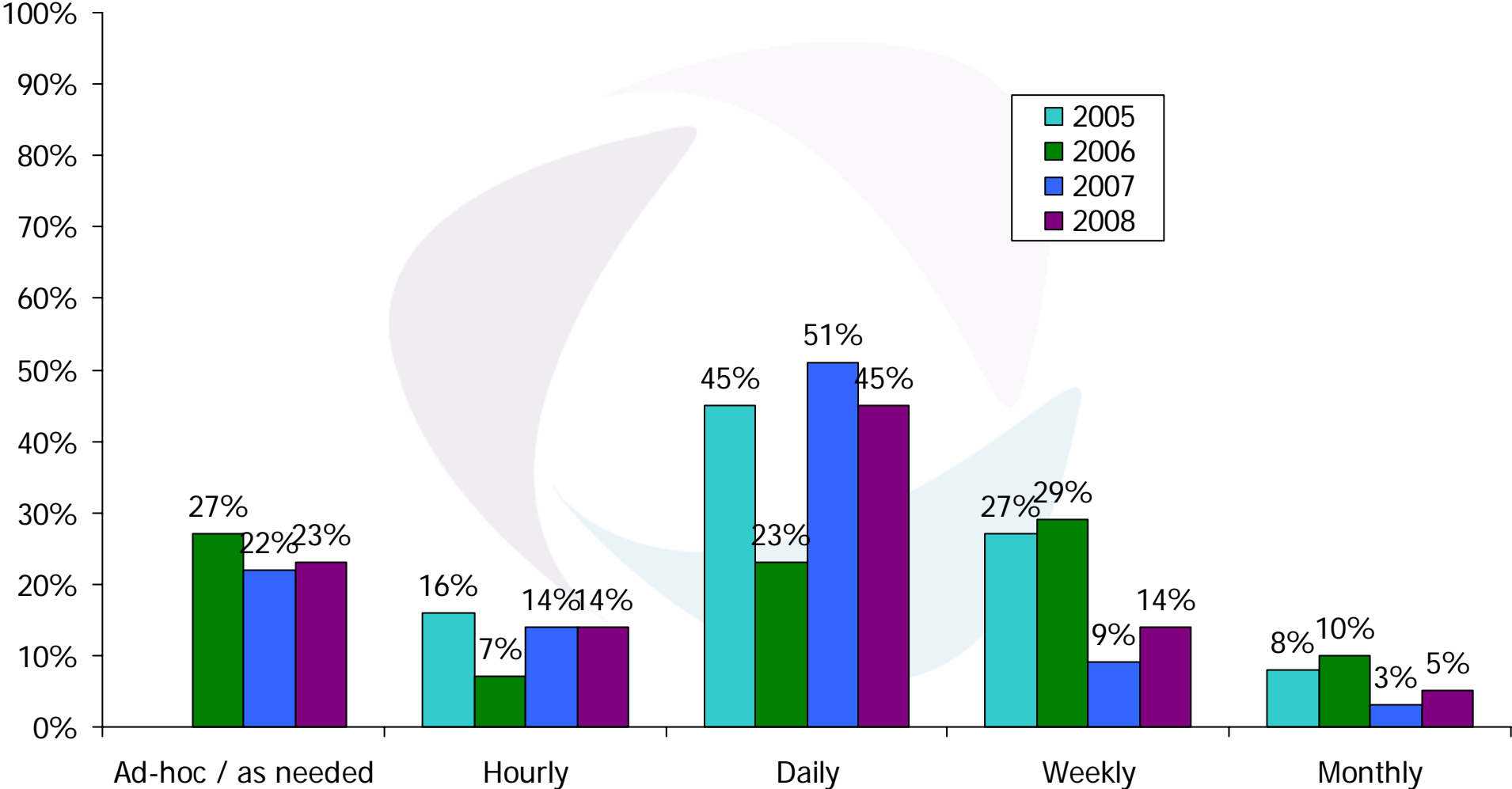
In total how many staff and volunteers (in full-time equivalents) work on your website currently?

- **Average number: 4.5**

How many people are allowed to enter content onto your website?

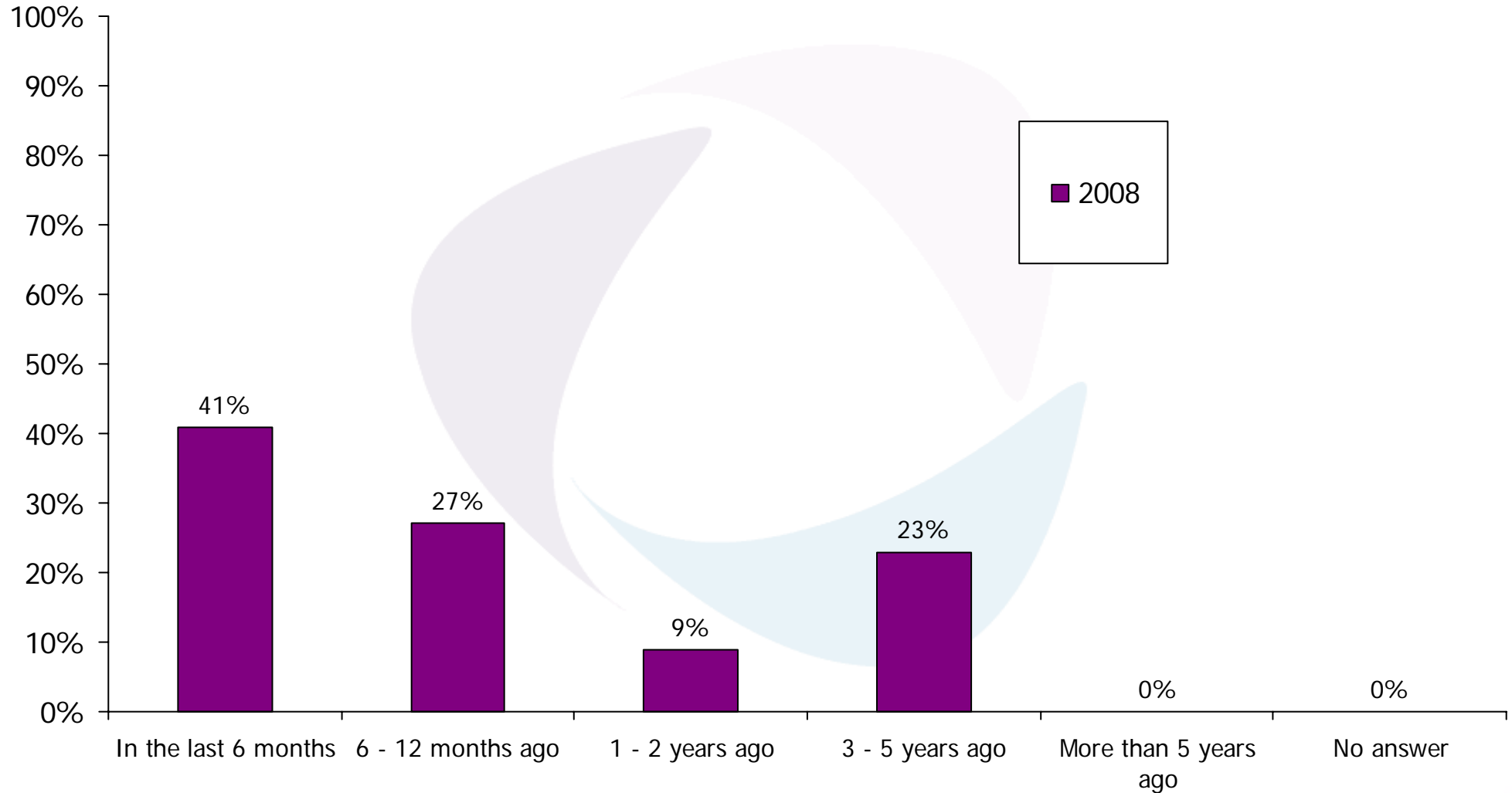
- **Average number: 13.5**

# How often is your site generally updated on average?



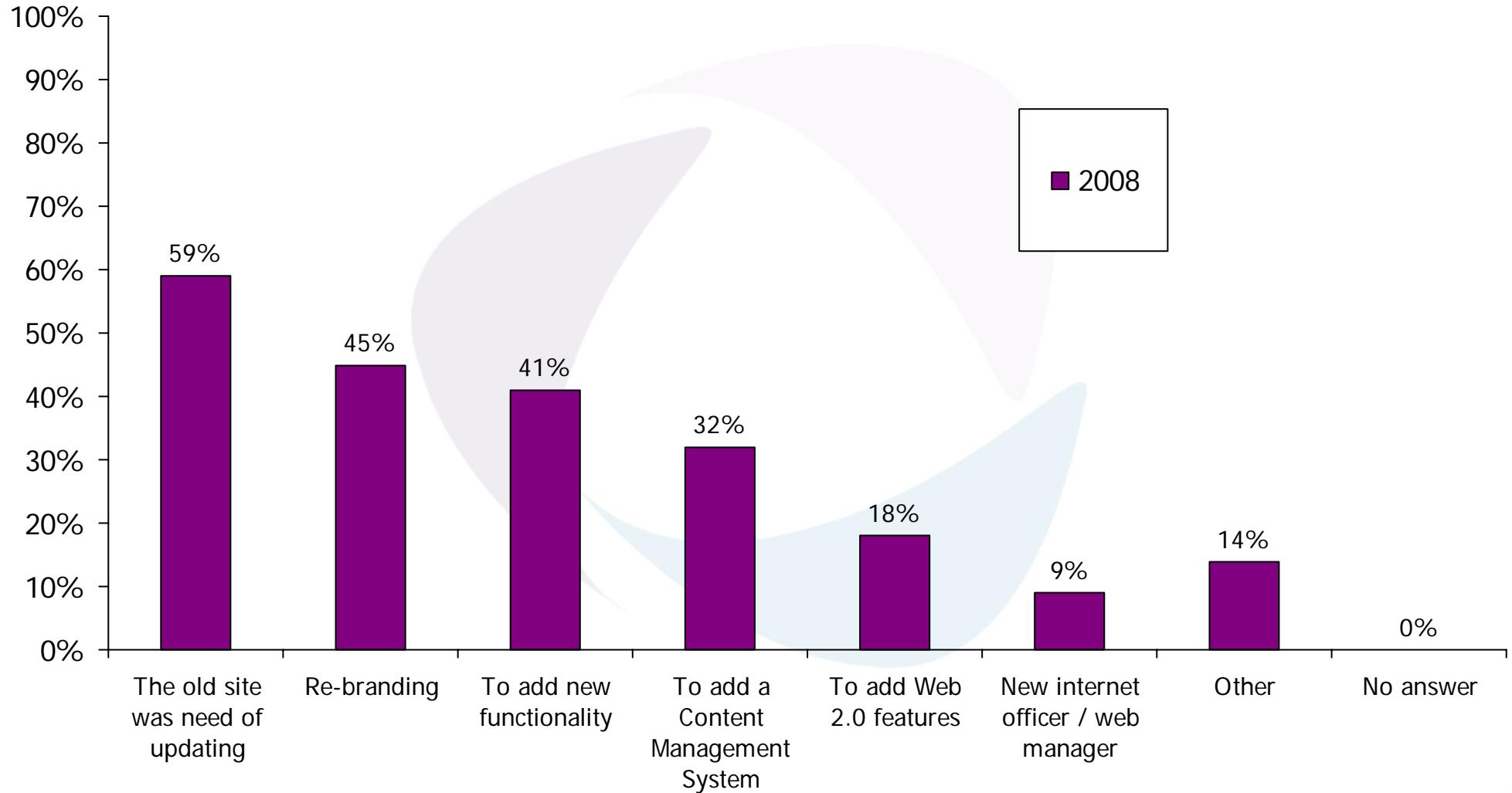
Base: 22 organisations with a turnover of £10m+, 2008  
 Source: Virtual Promise, nfpSynergy

# When was your website last redesigned?



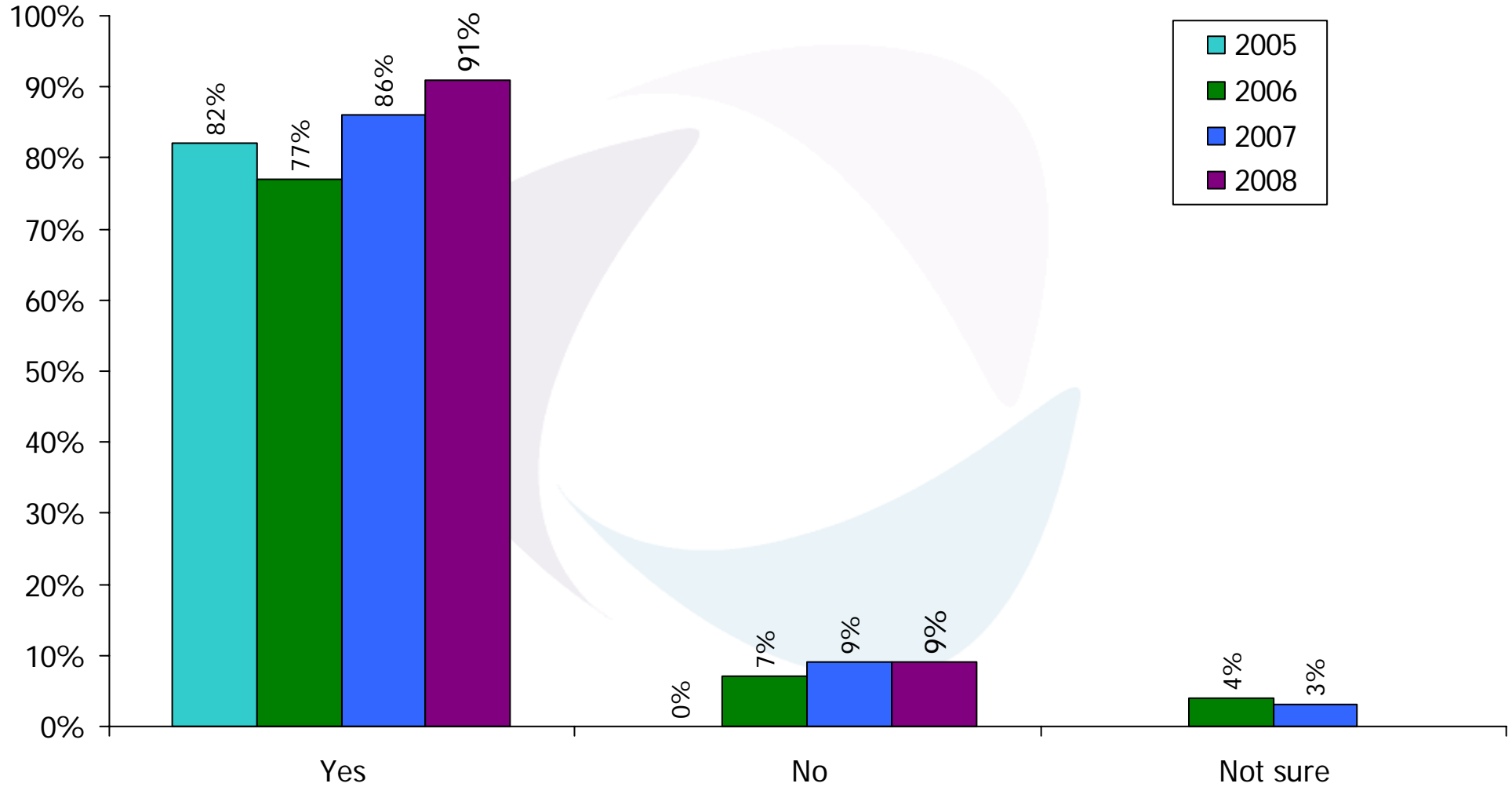
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# What were the main reasons for the last redesign of your website?



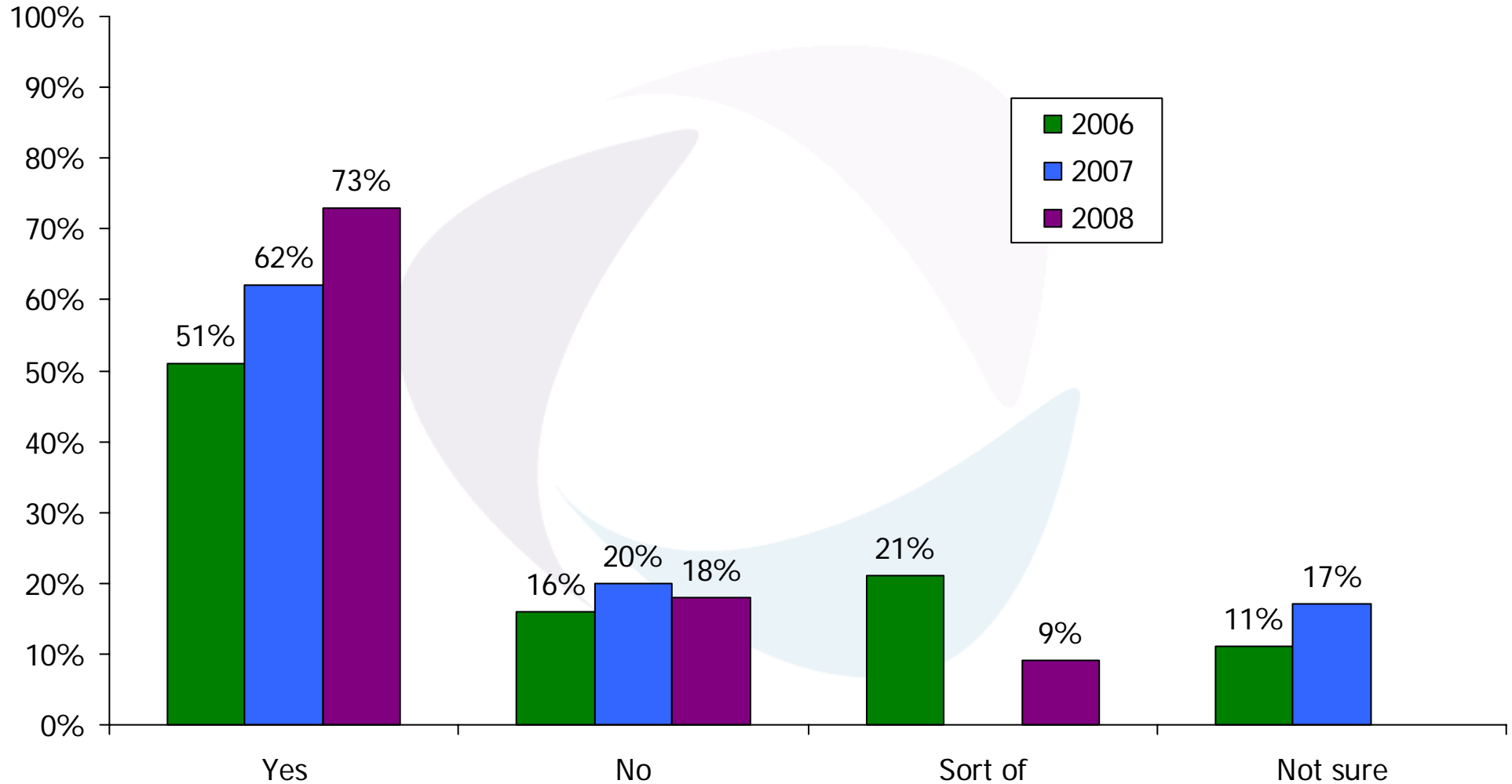
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# Is there a person responsible for content consistency?



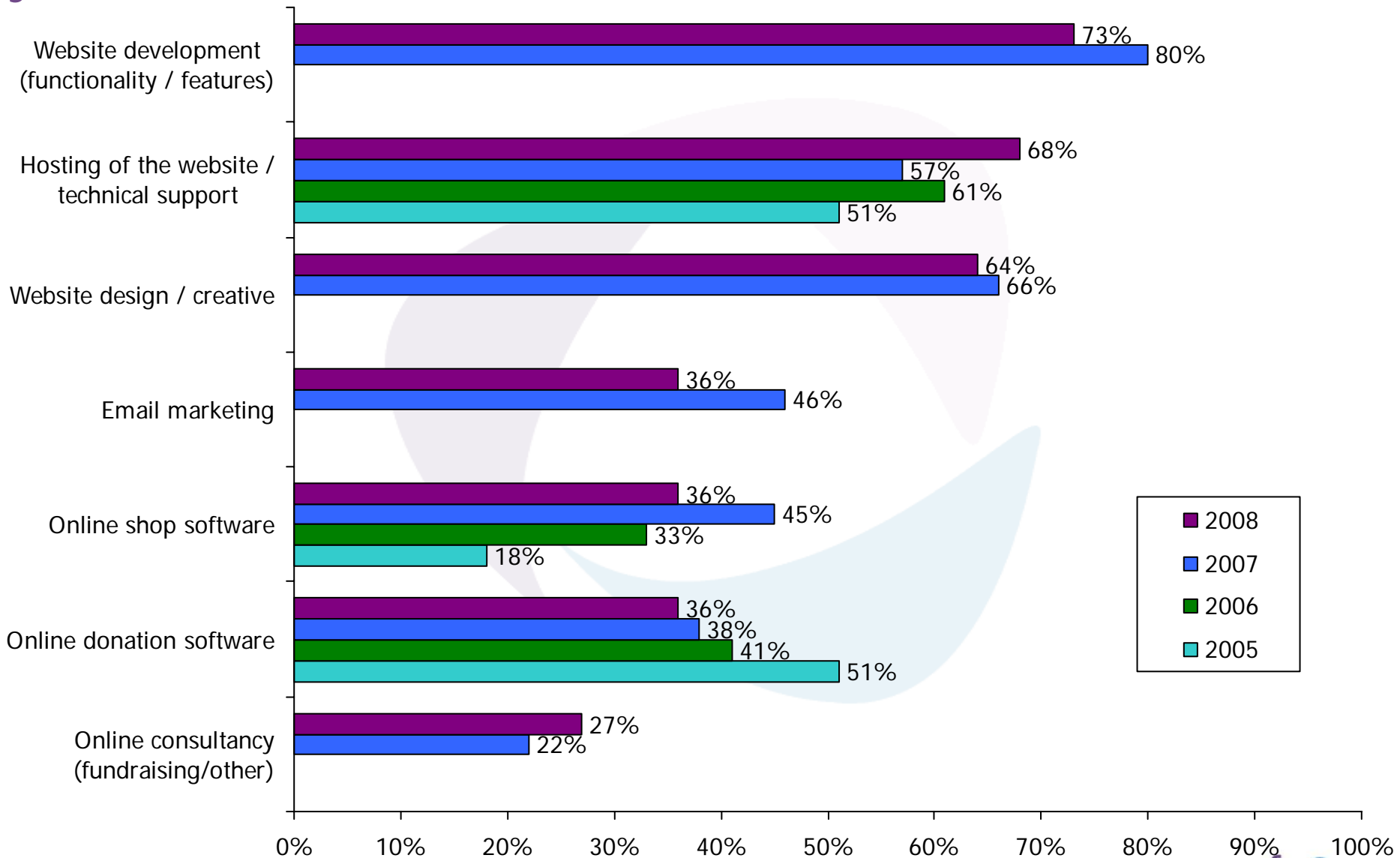
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# Is there a person responsible for legal compliance?



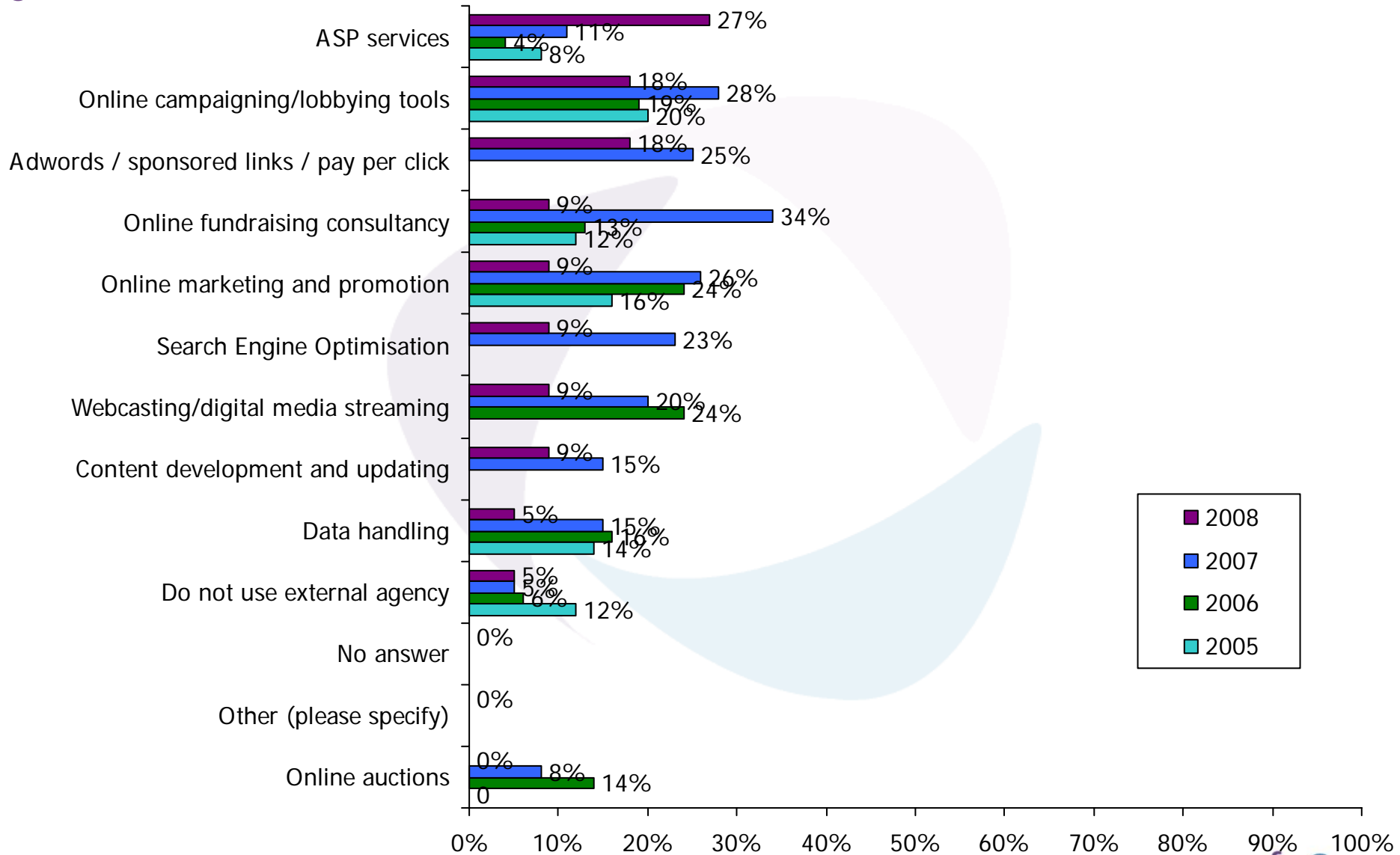
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# In what ways, if any, are you using an external agency on your website? (i)



Base: 22 organisations with a turnover of £10m+, 2008  
 Source: Virtual Promise, nfpSynergy

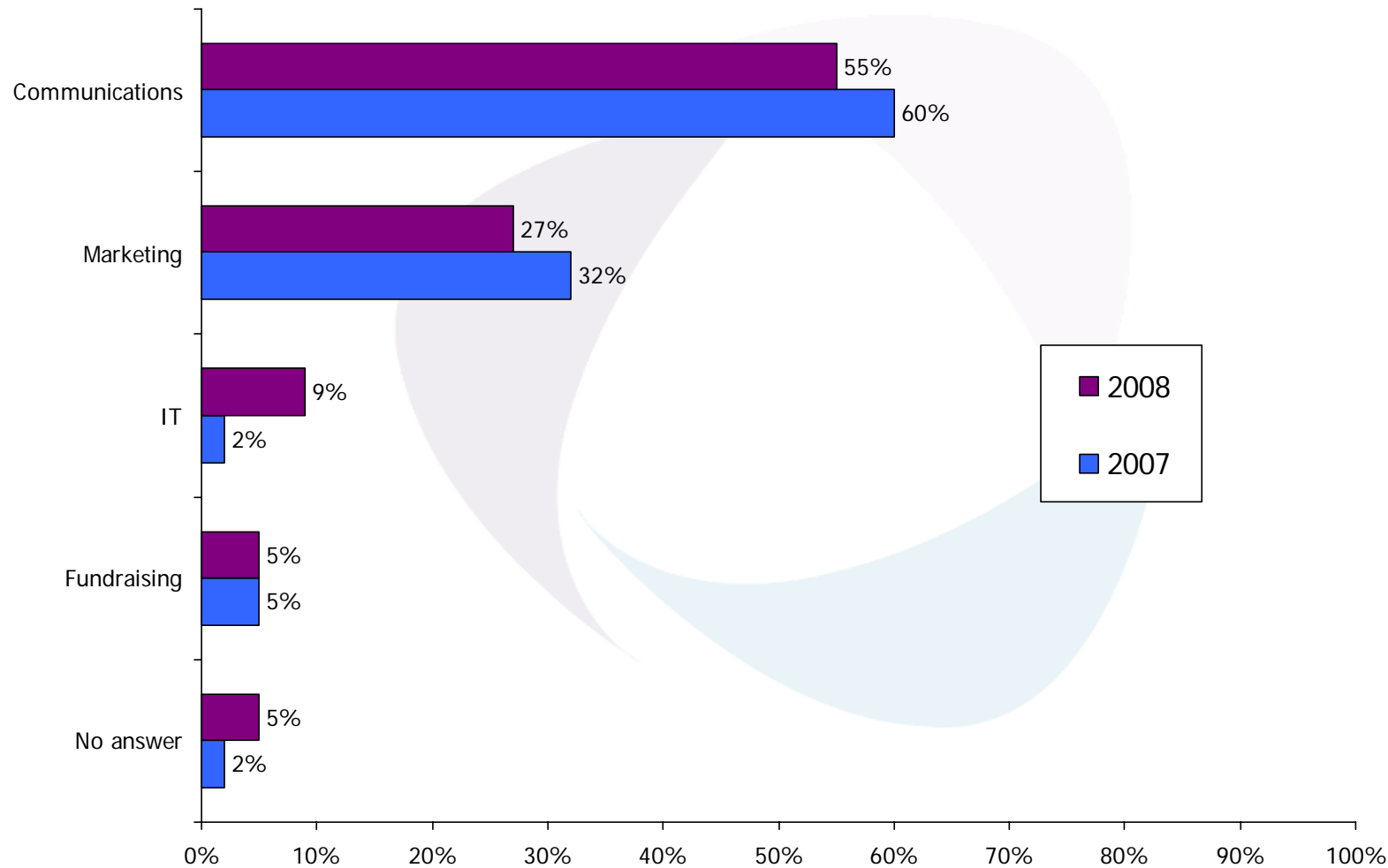
# In what ways, if any, are you using an external agency on your website? (ii)



Base: 22 organisations with a turnover of £10m+, 2008

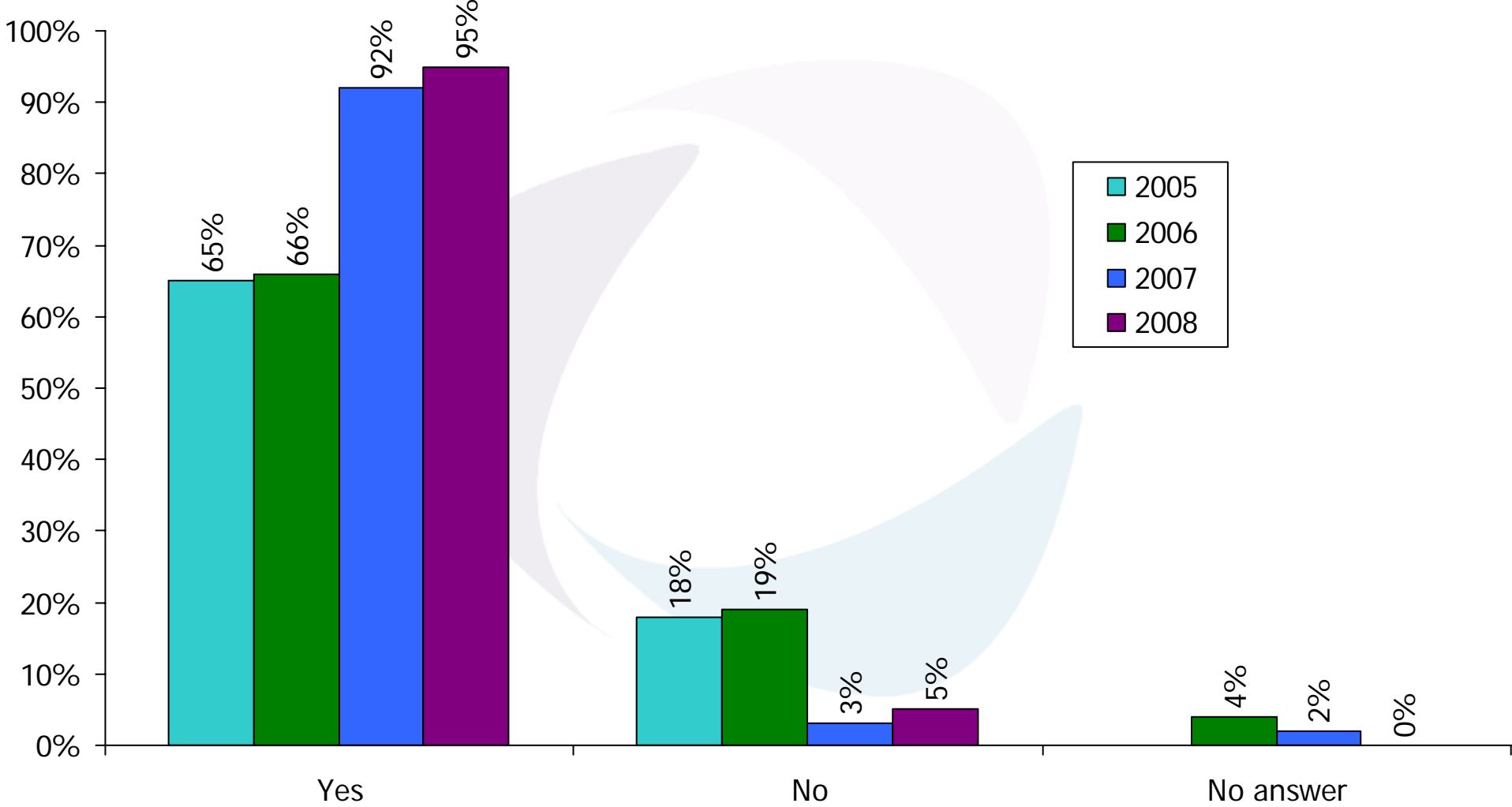
Source: Virtual Promise, nfpSynergy

# Who has overall responsibility for your web presence?



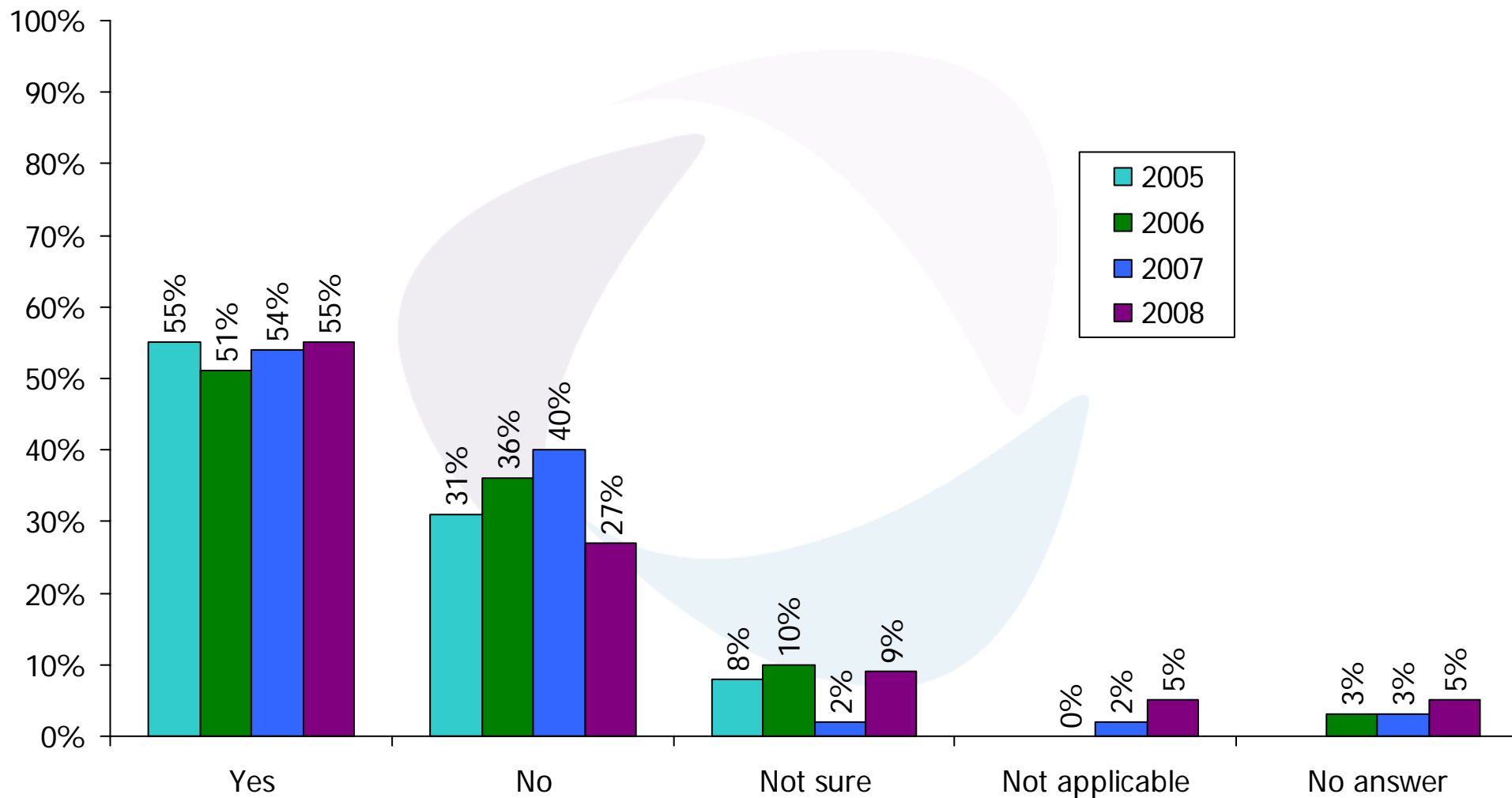
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# Do you use a content management system?



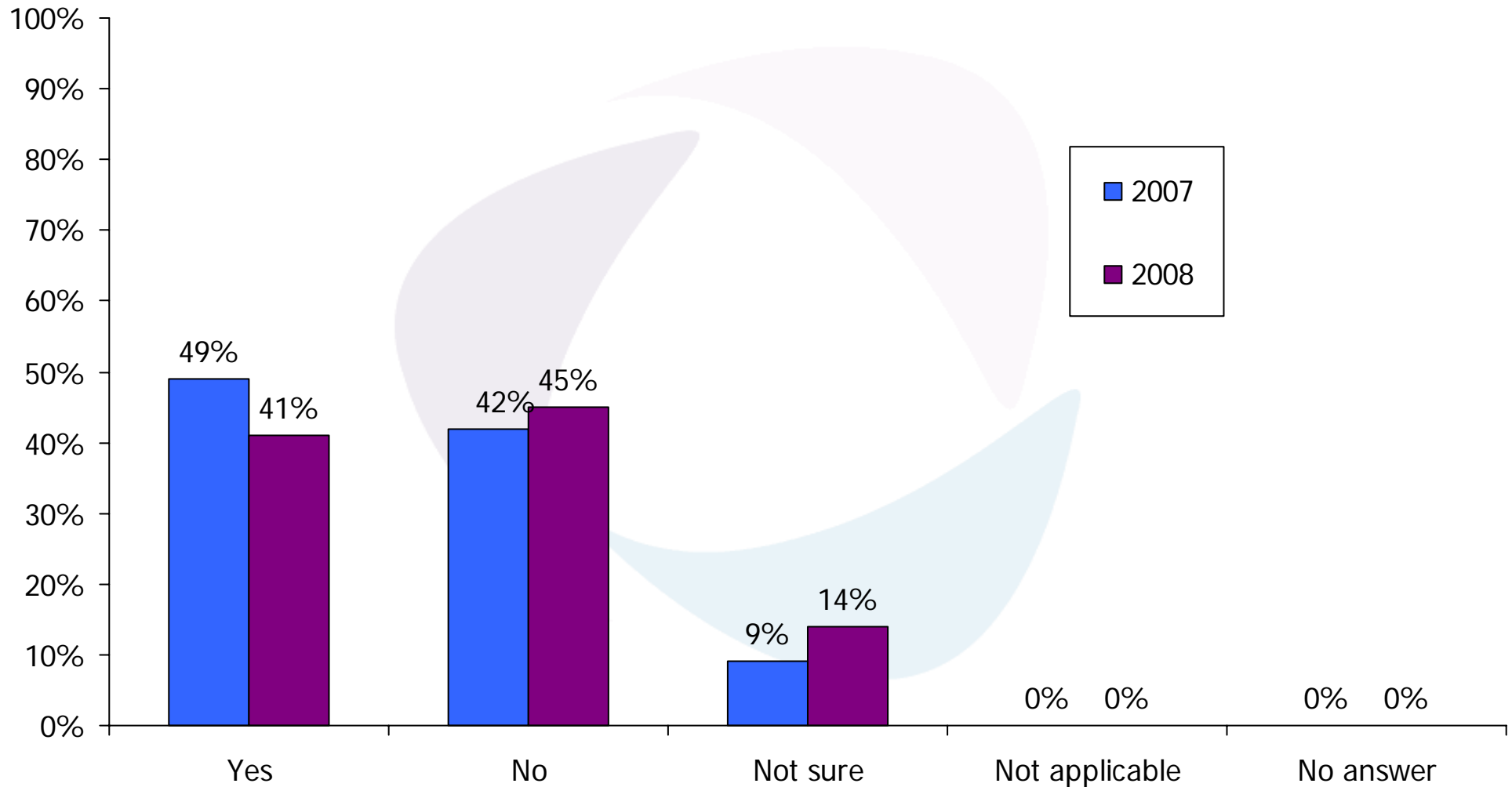
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# Do you update your site (directly) using HTML?



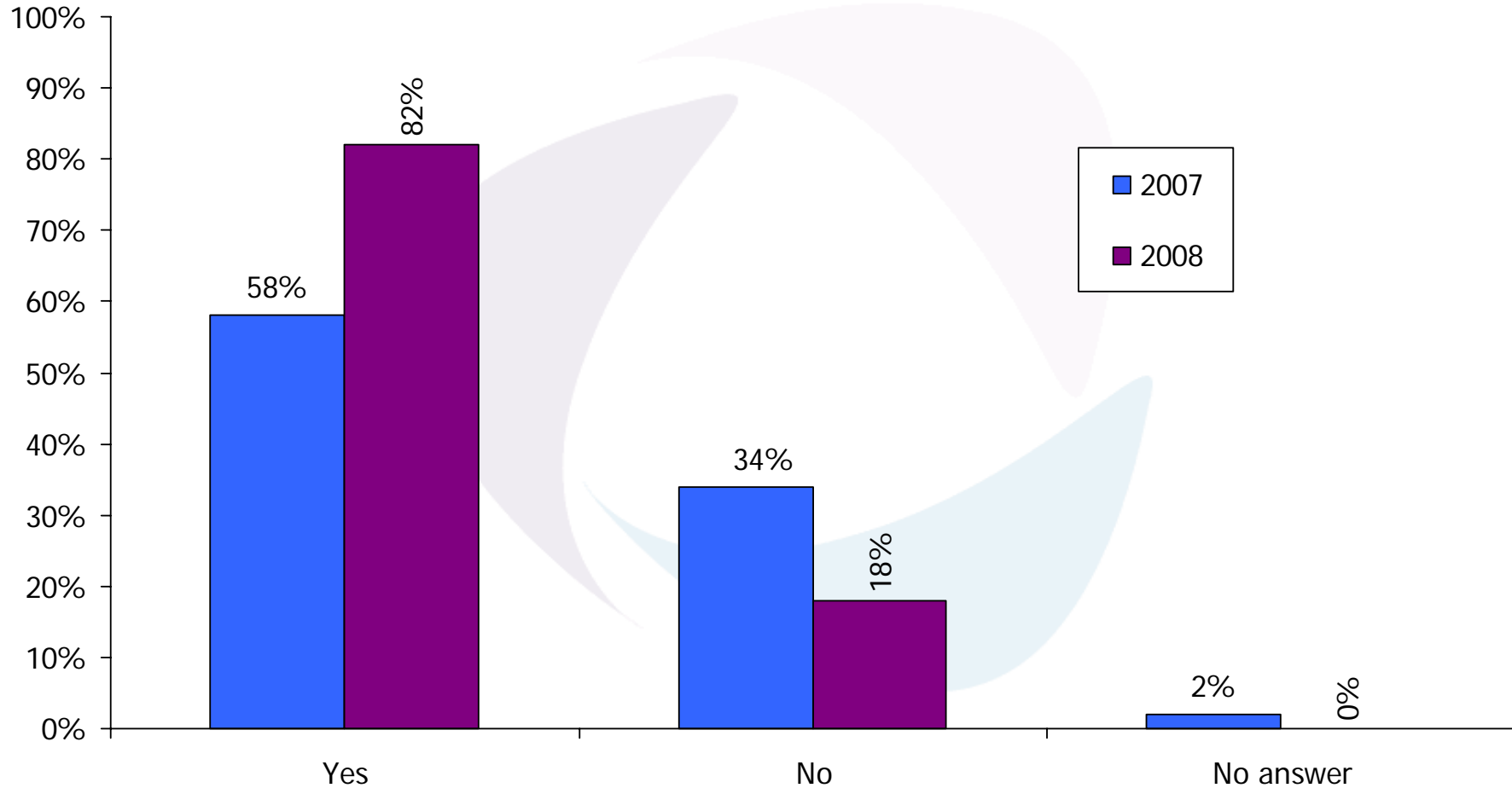
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# Does your organisation have a formalised email collection / acquisition plan?



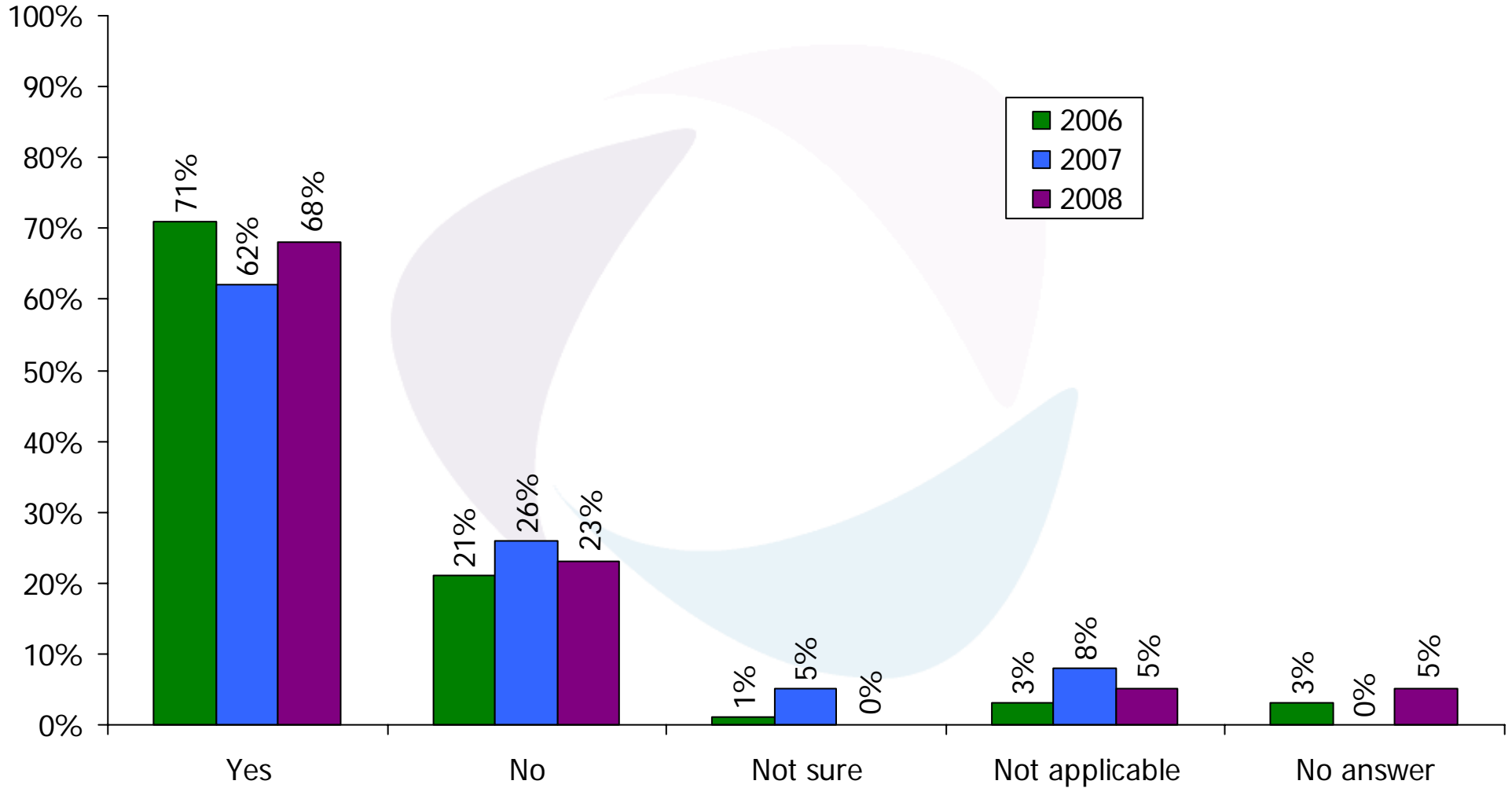
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# Do you use emails for fundraising?



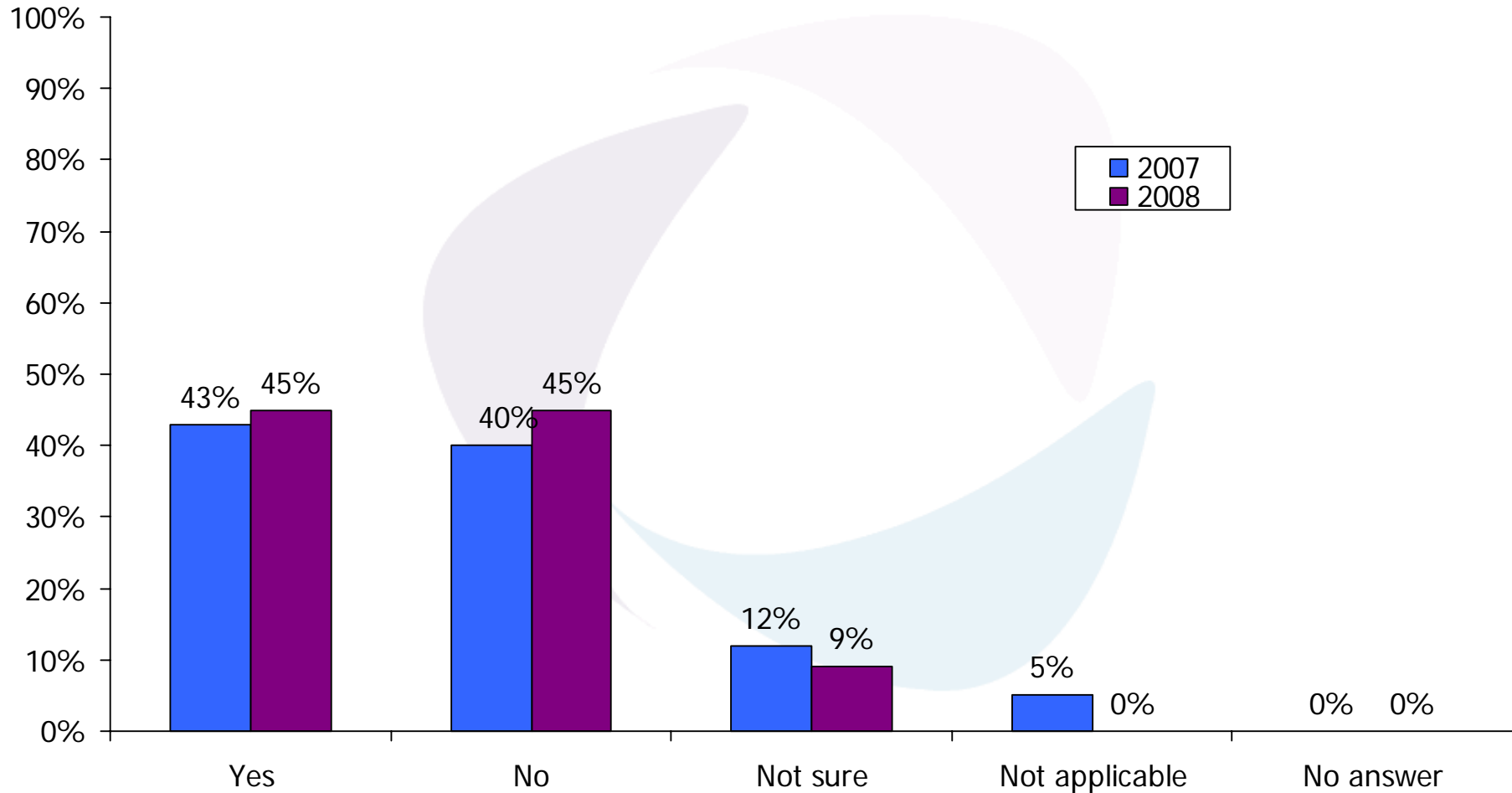
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# Do you use emails for campaigning?



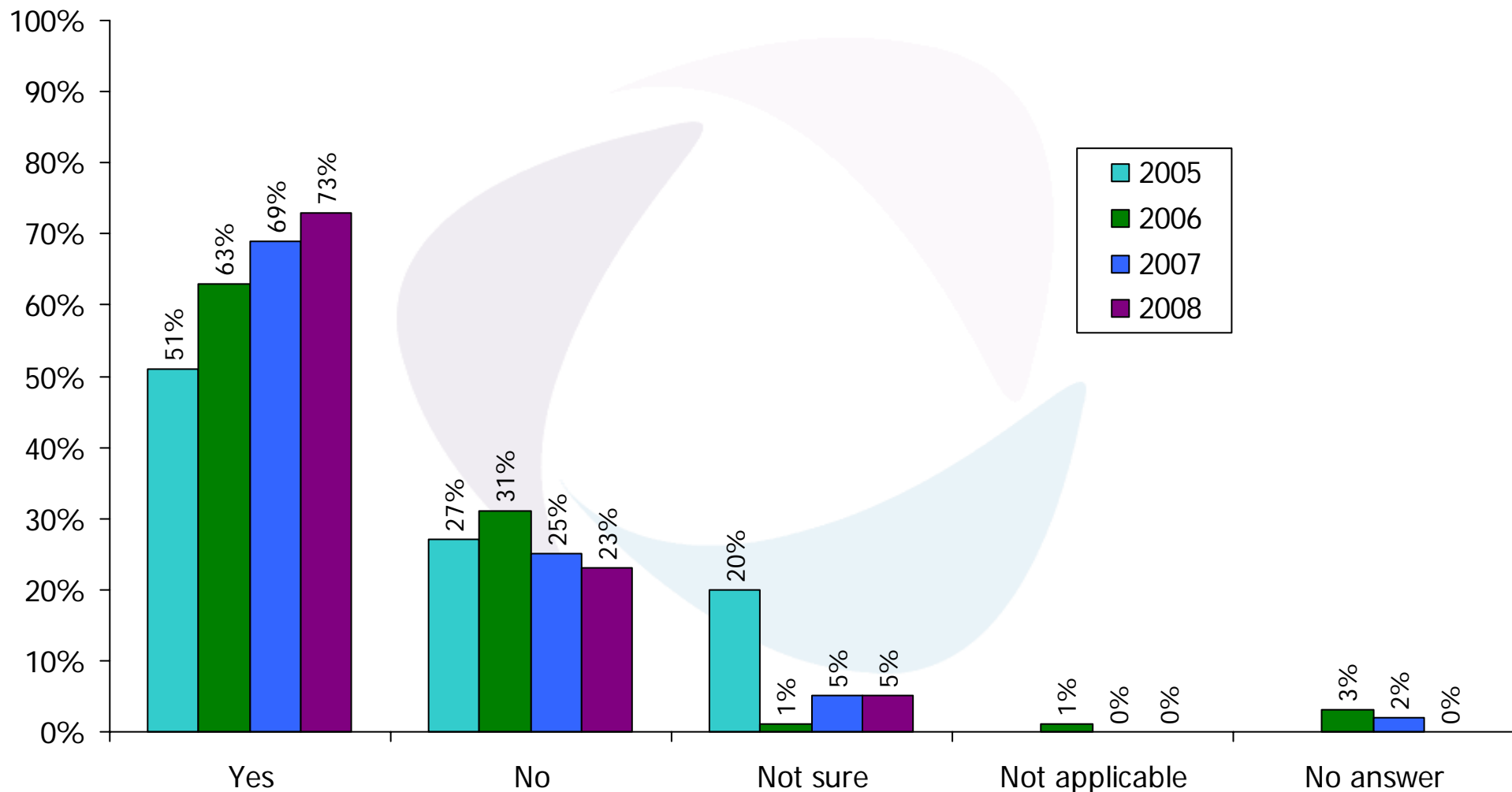
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# Do you use emails for your beneficiaries?



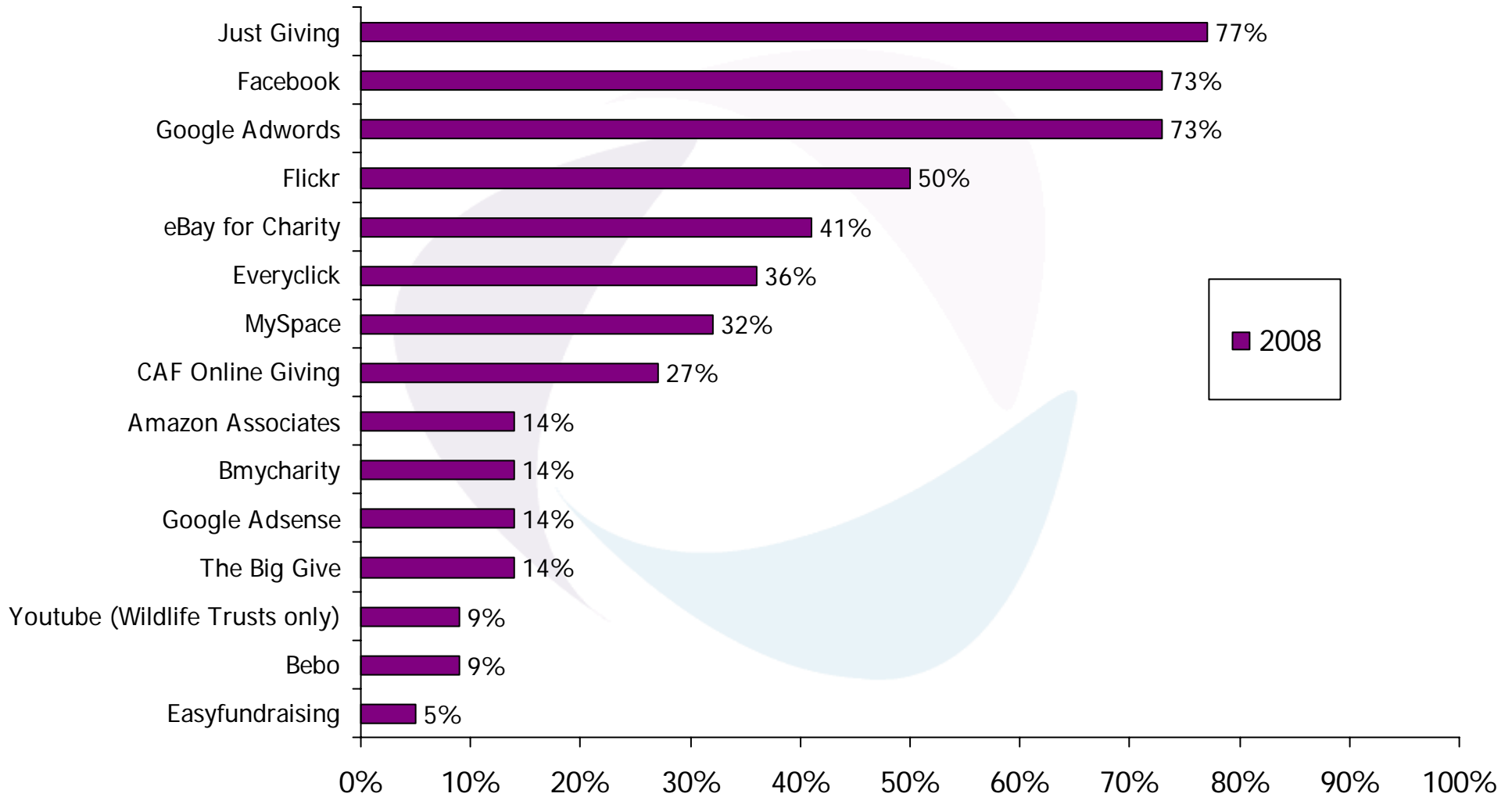
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# Do you have people on your database who are only contacted via email?



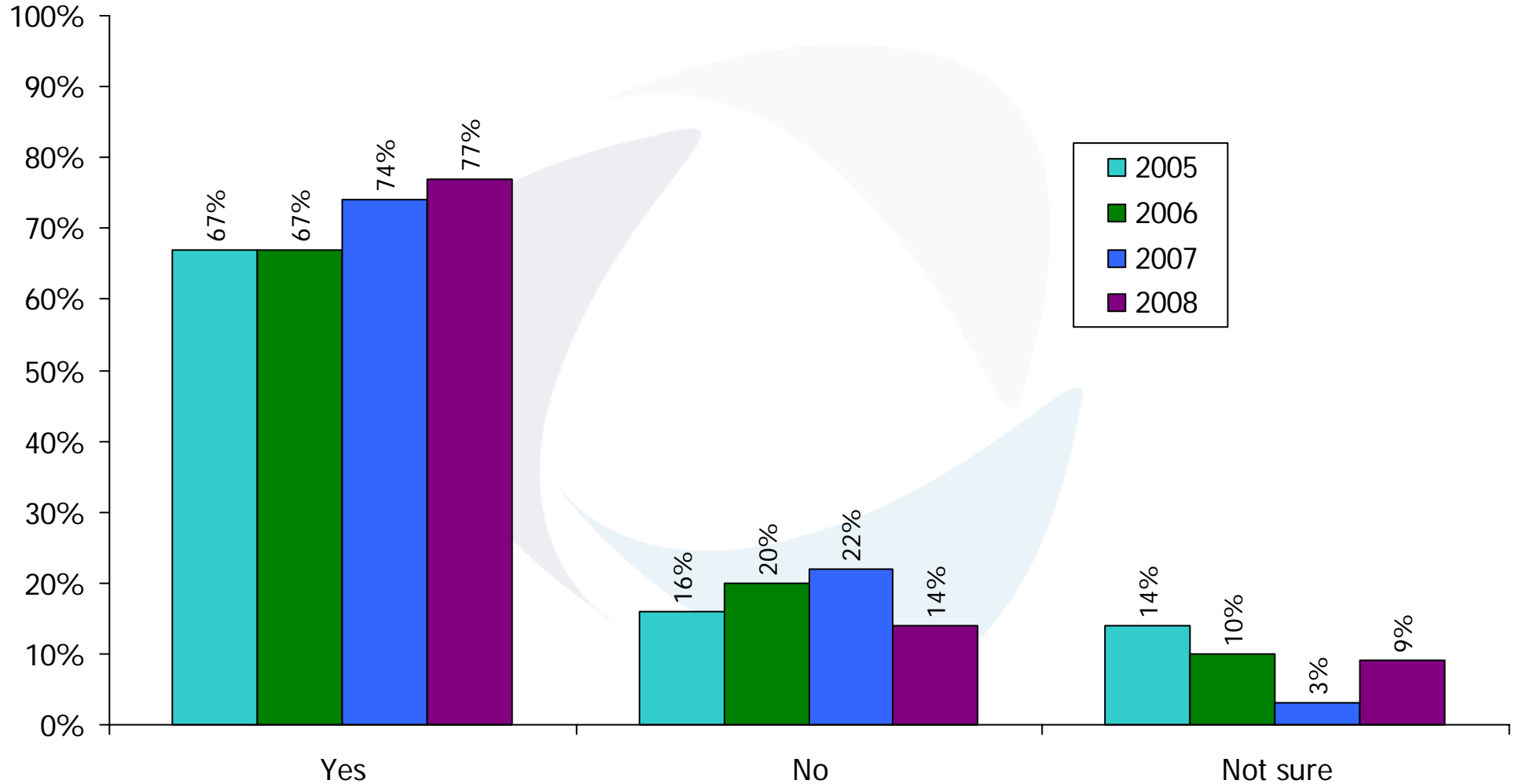
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# Which of the following services do you make use of?



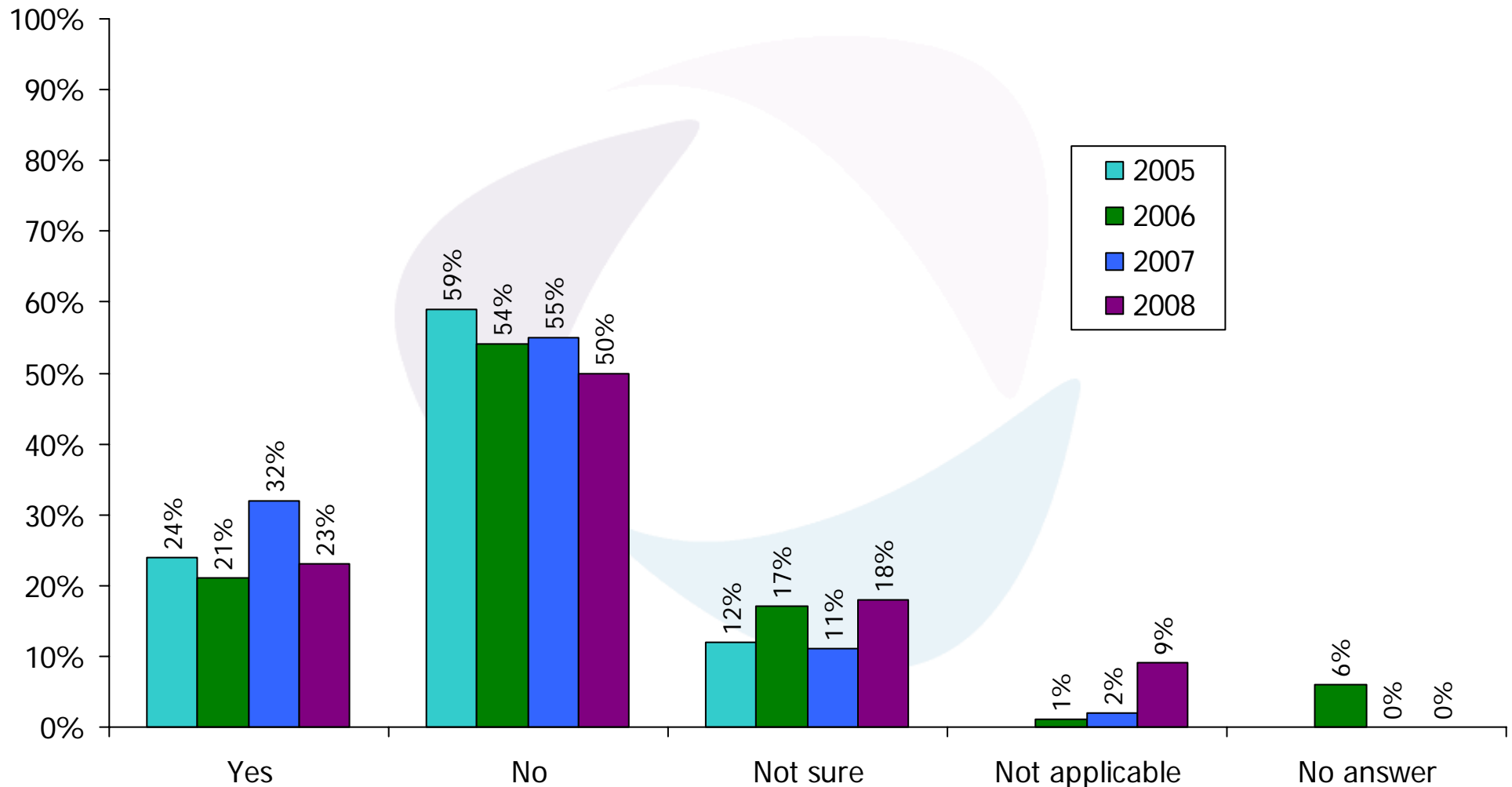
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# Do you have a dedicated web server?



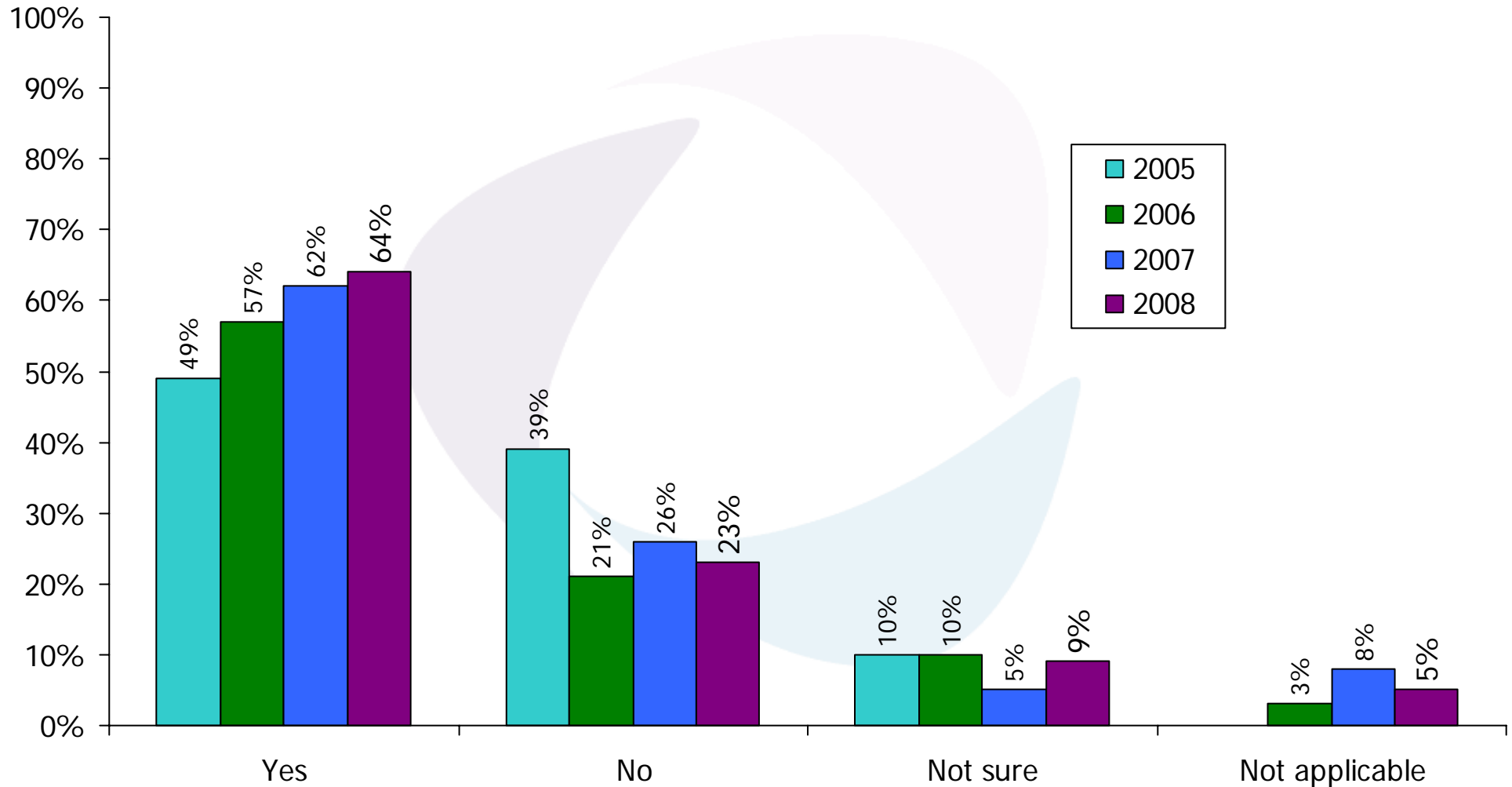
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# Are you **looking at** digital/interactive TV as a mass communications tool?



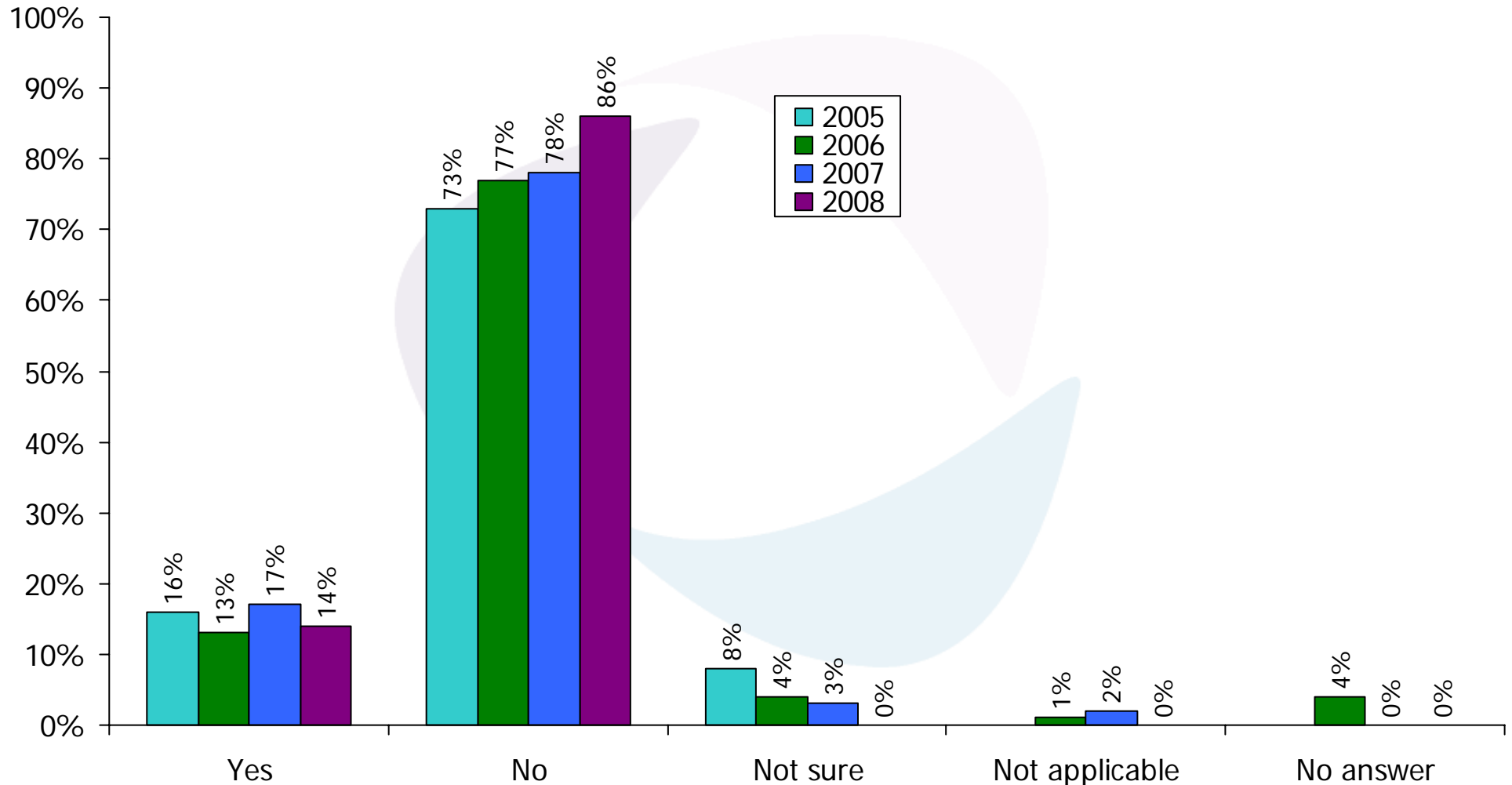
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# Are you **looking at** mobile telephony and SMS as a communication tool?



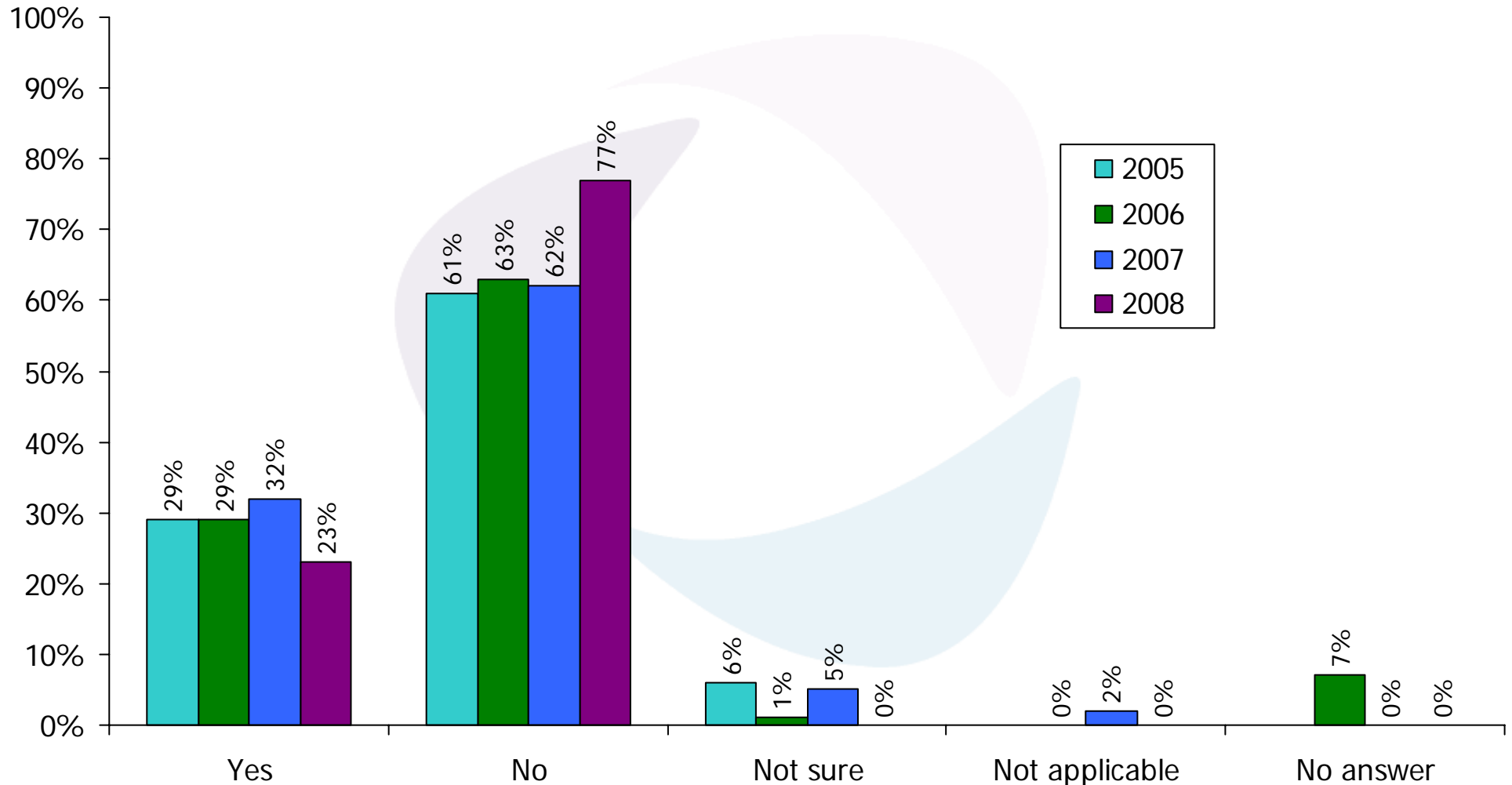
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# Are you **using** digital/interactive TV as a mass communication tool?



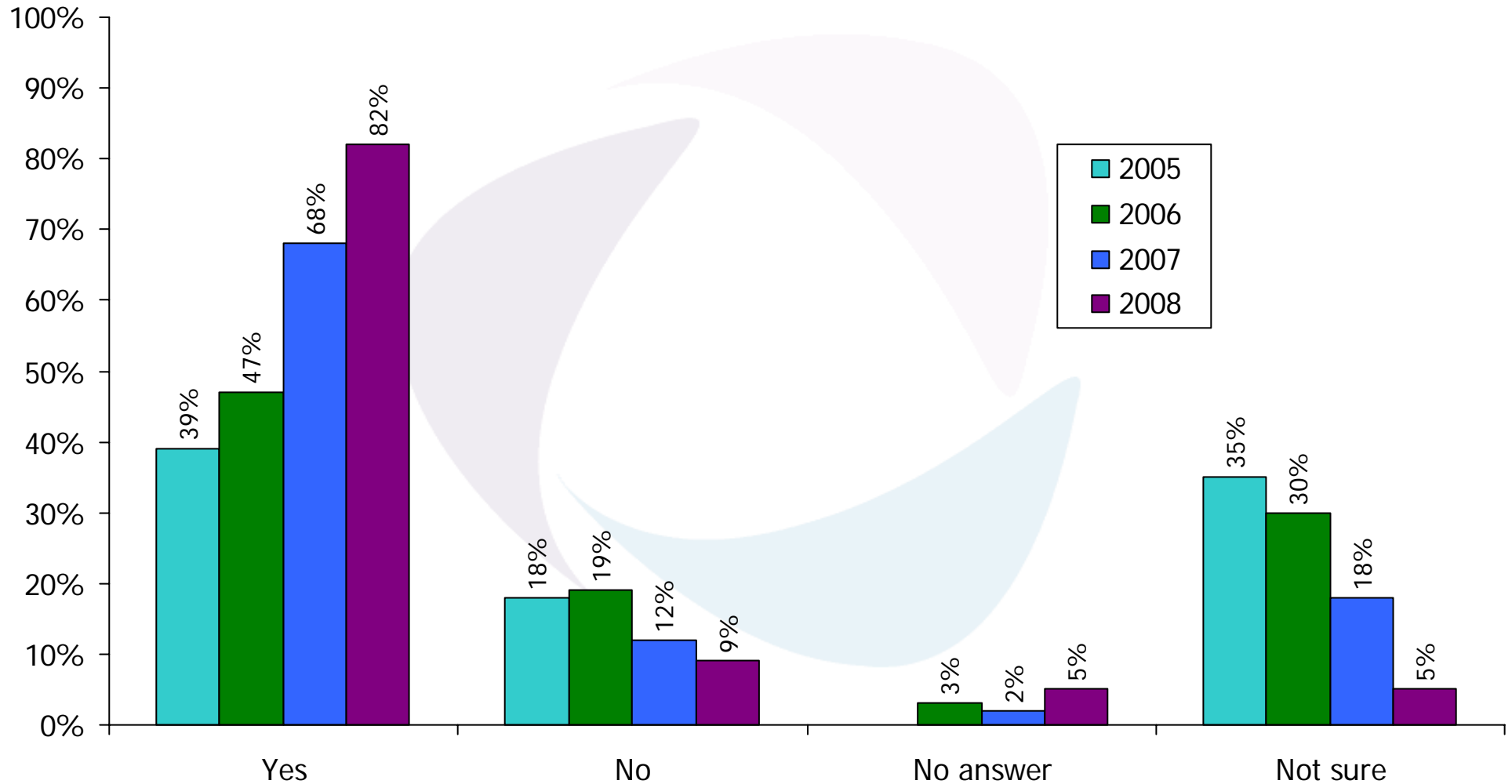
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# Are you **using** mobile telephony and SMS as a communication tool?



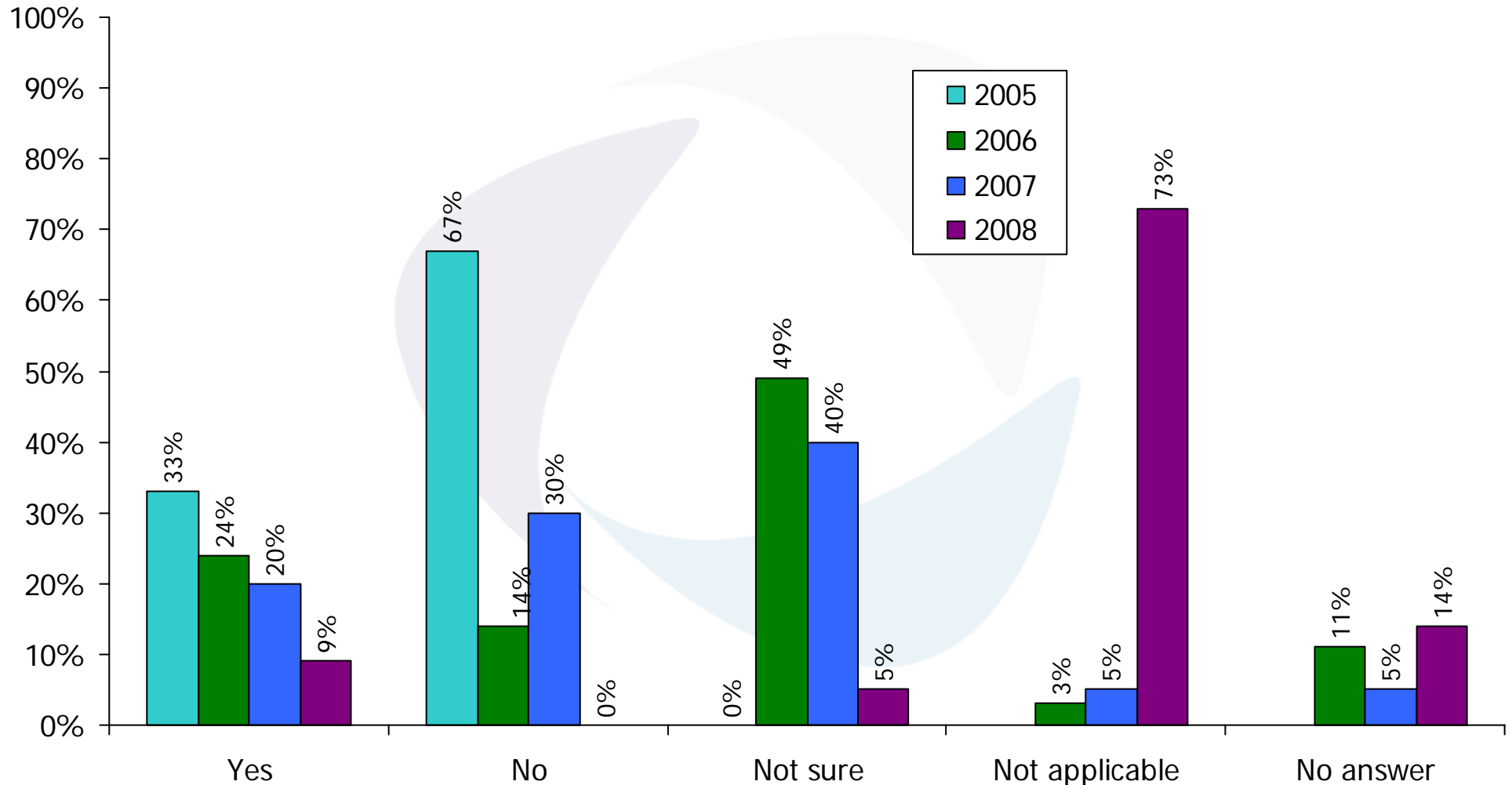
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# Does your site conform to the web accessibility initiative (W3C) guidelines?



Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# If your site does not conform to the web accessibility initiative (W3C) guidelines is this because of budget?



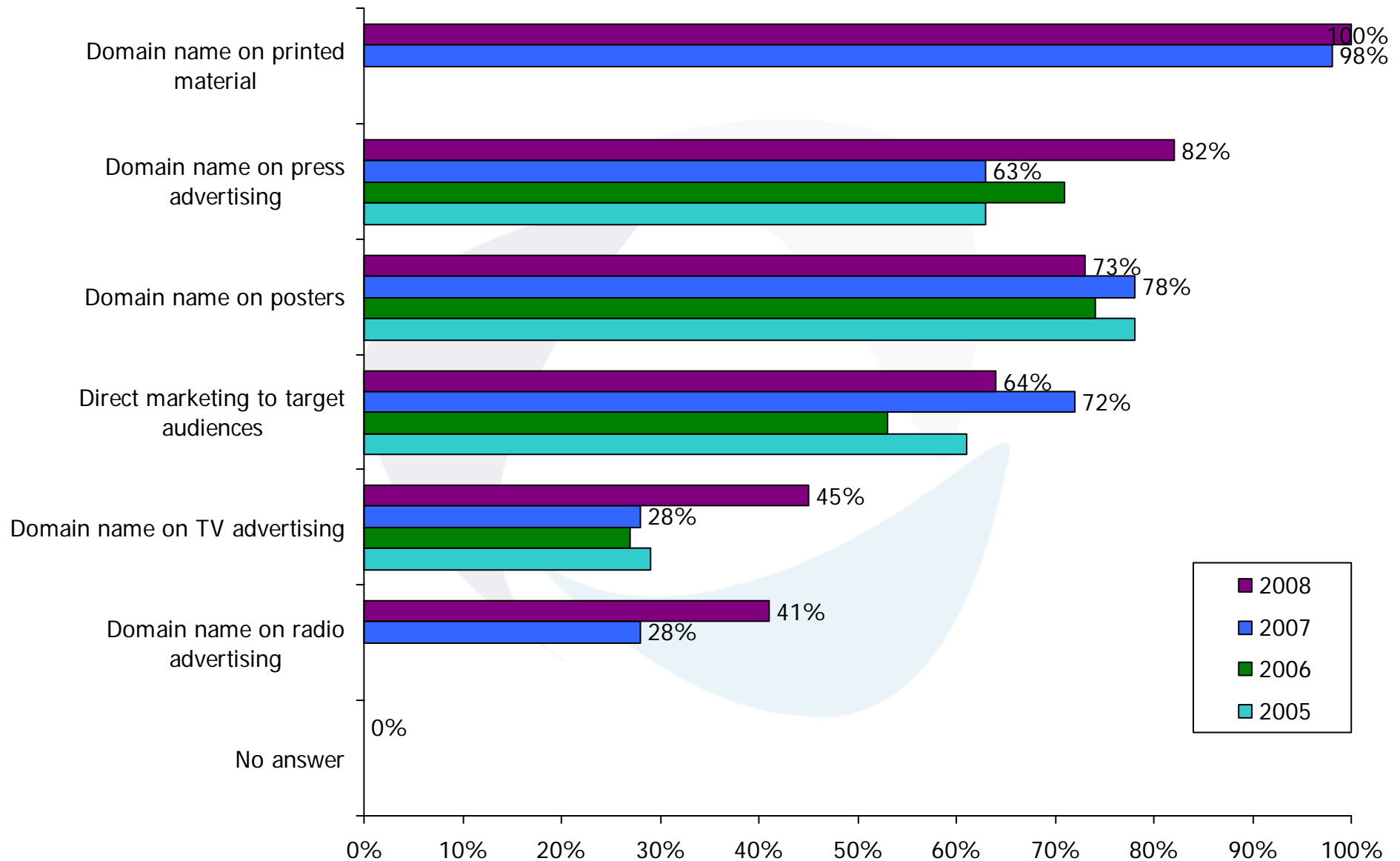
Base: 2 organisations with a turnover of £10m+ who do not conform to W3C guidelines, 2008

Source: Virtual Promise, nfpSynergy



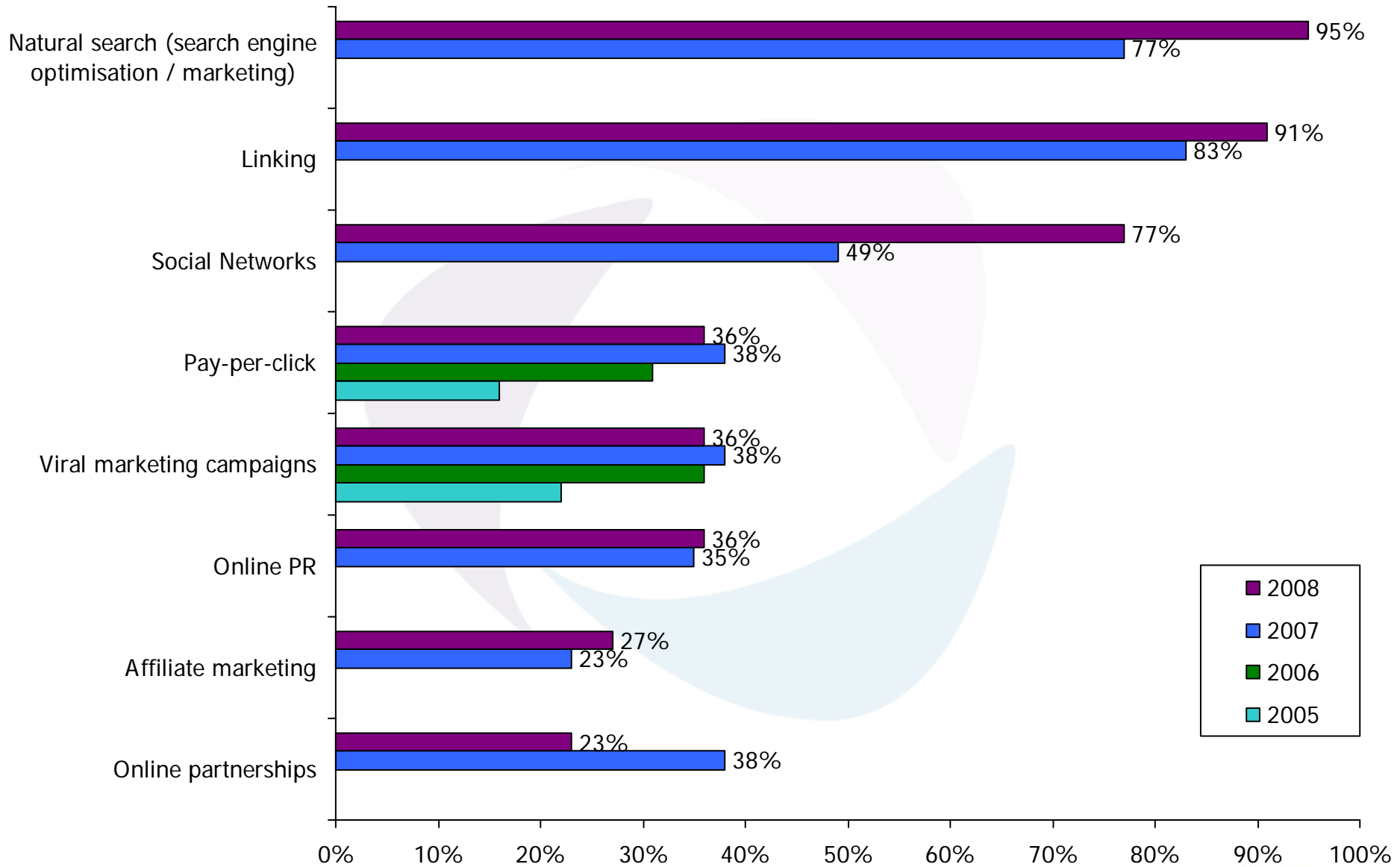
# Marketing, usage measurement and user profiling

# How are you marketing your website – offline?



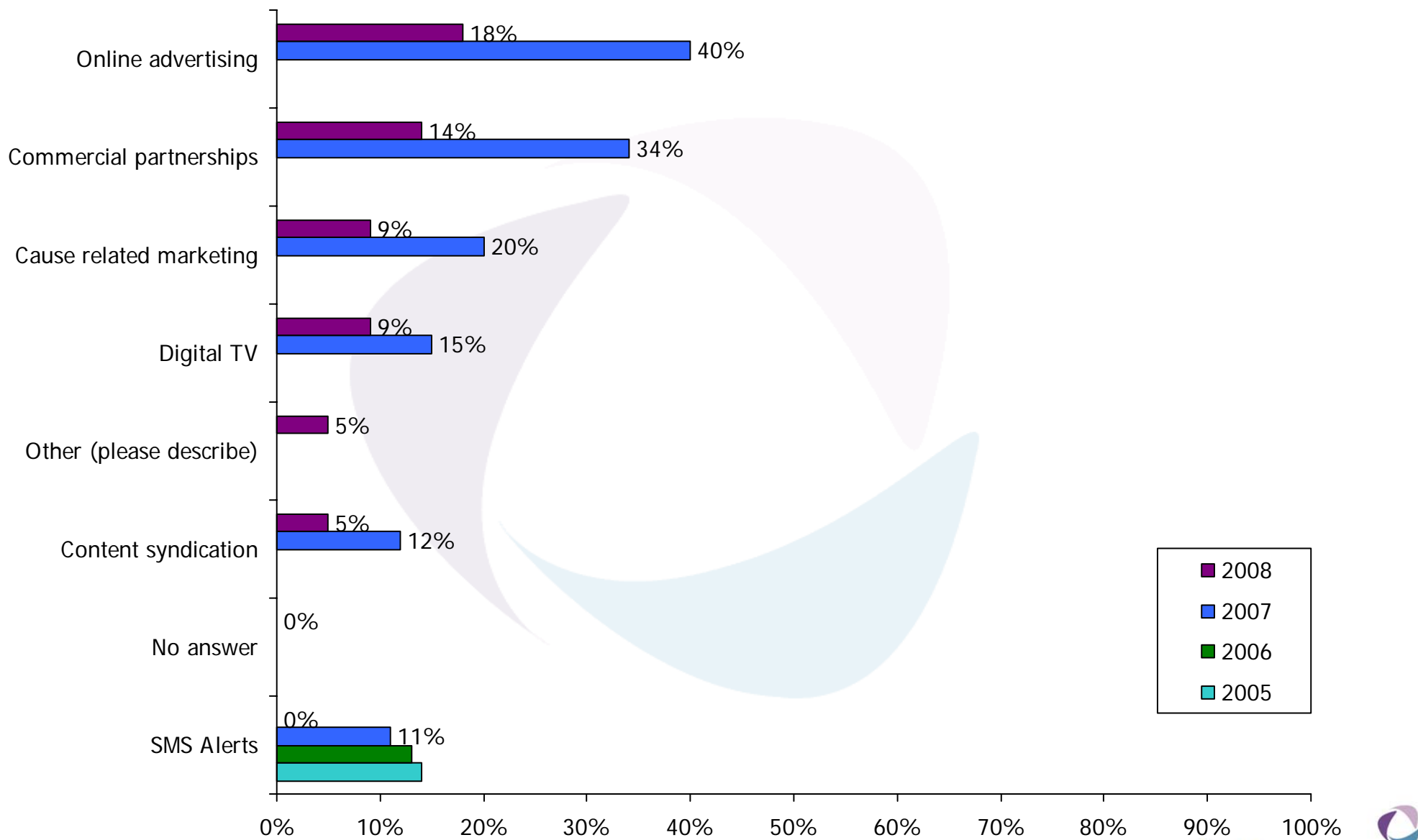
Base: 22 organisations with a turnover of £10m+, 2008  
 Source: Virtual Promise, nfpSynergy

# How are you marketing your website – online? (i)



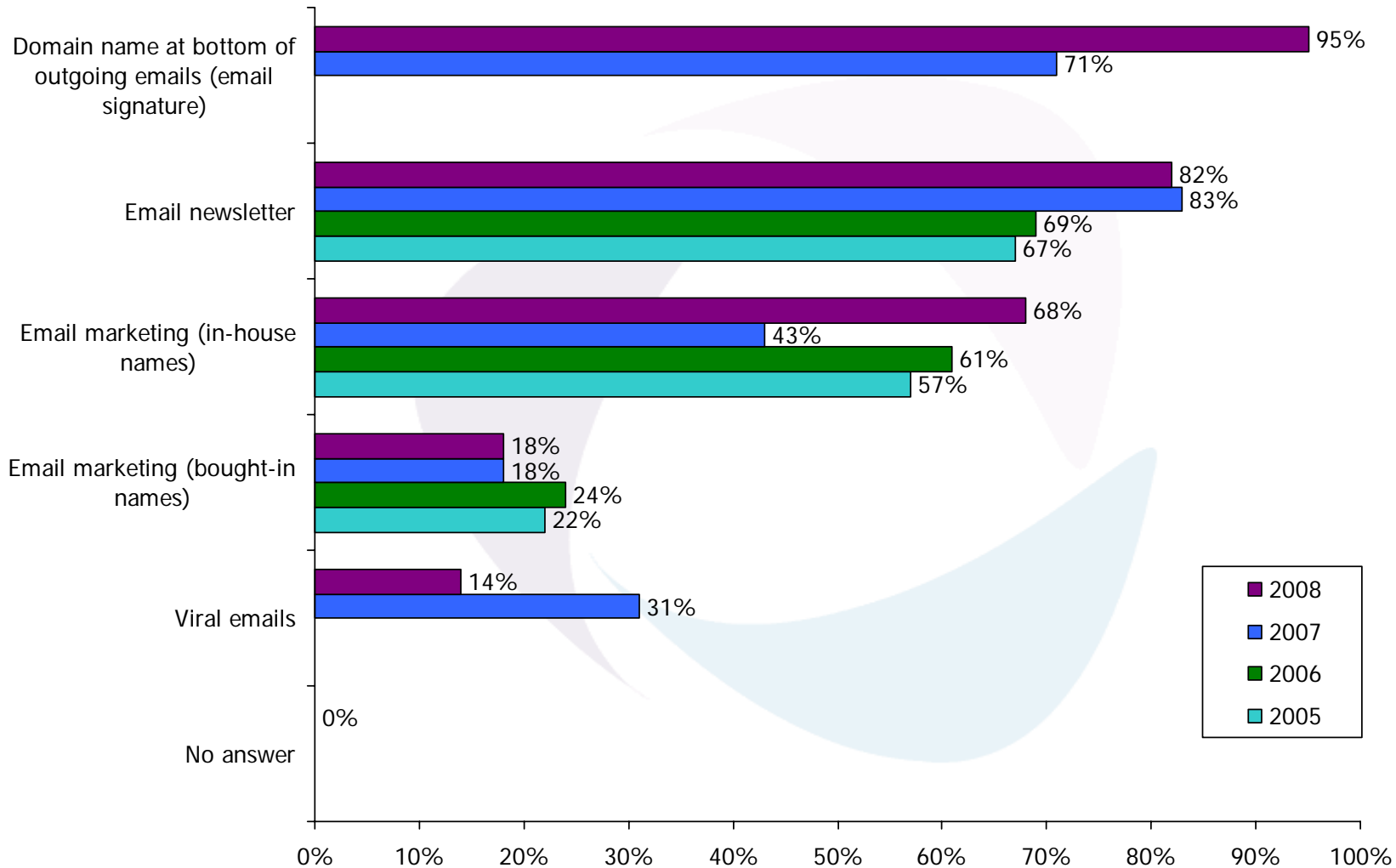
Base: 22 organisations with a turnover of £10m+, 2008  
 Source: Virtual Promise, nfpSynergy

# How are you marketing your website – online? (ii)



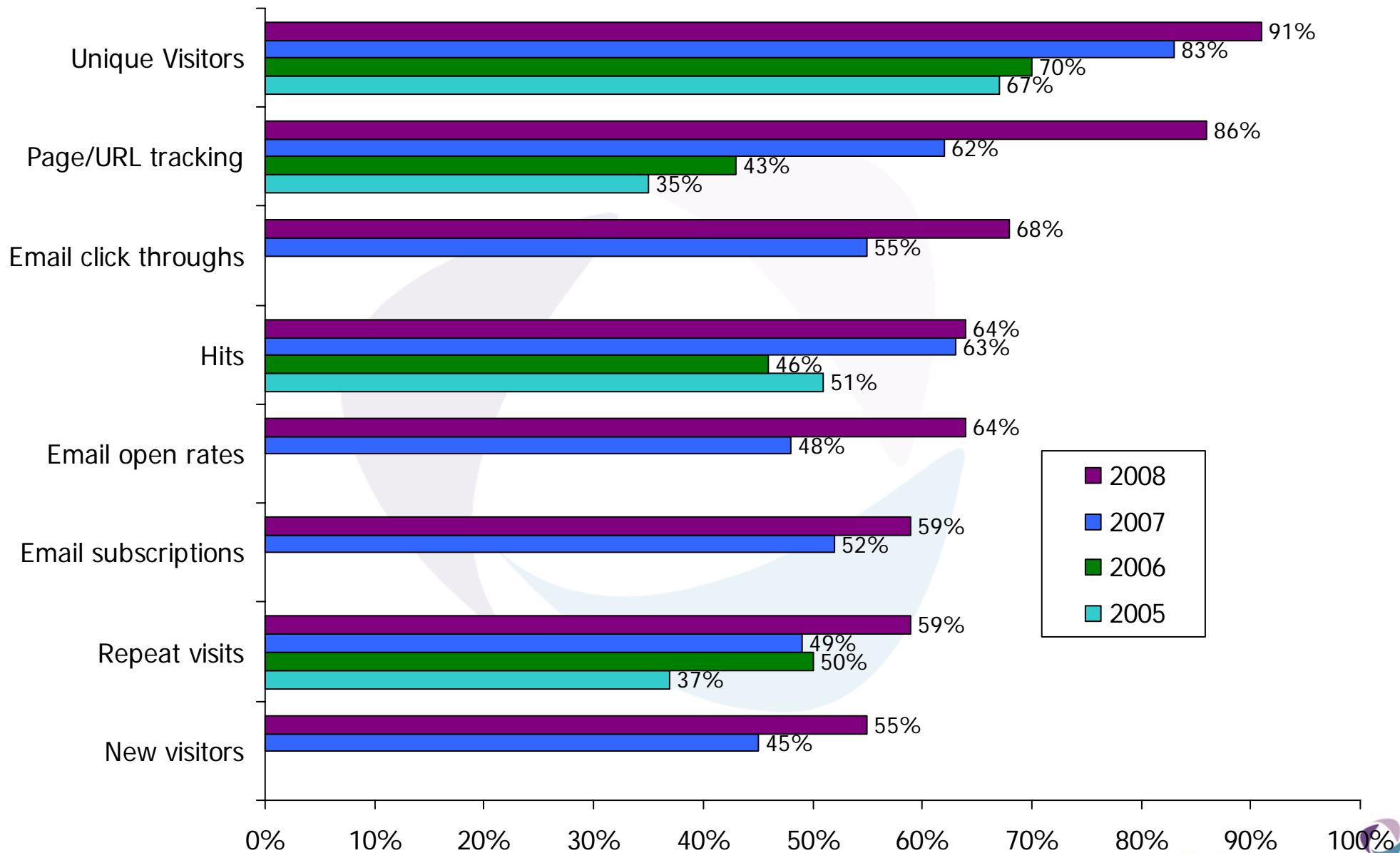
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# How are you marketing your website – email marketing?



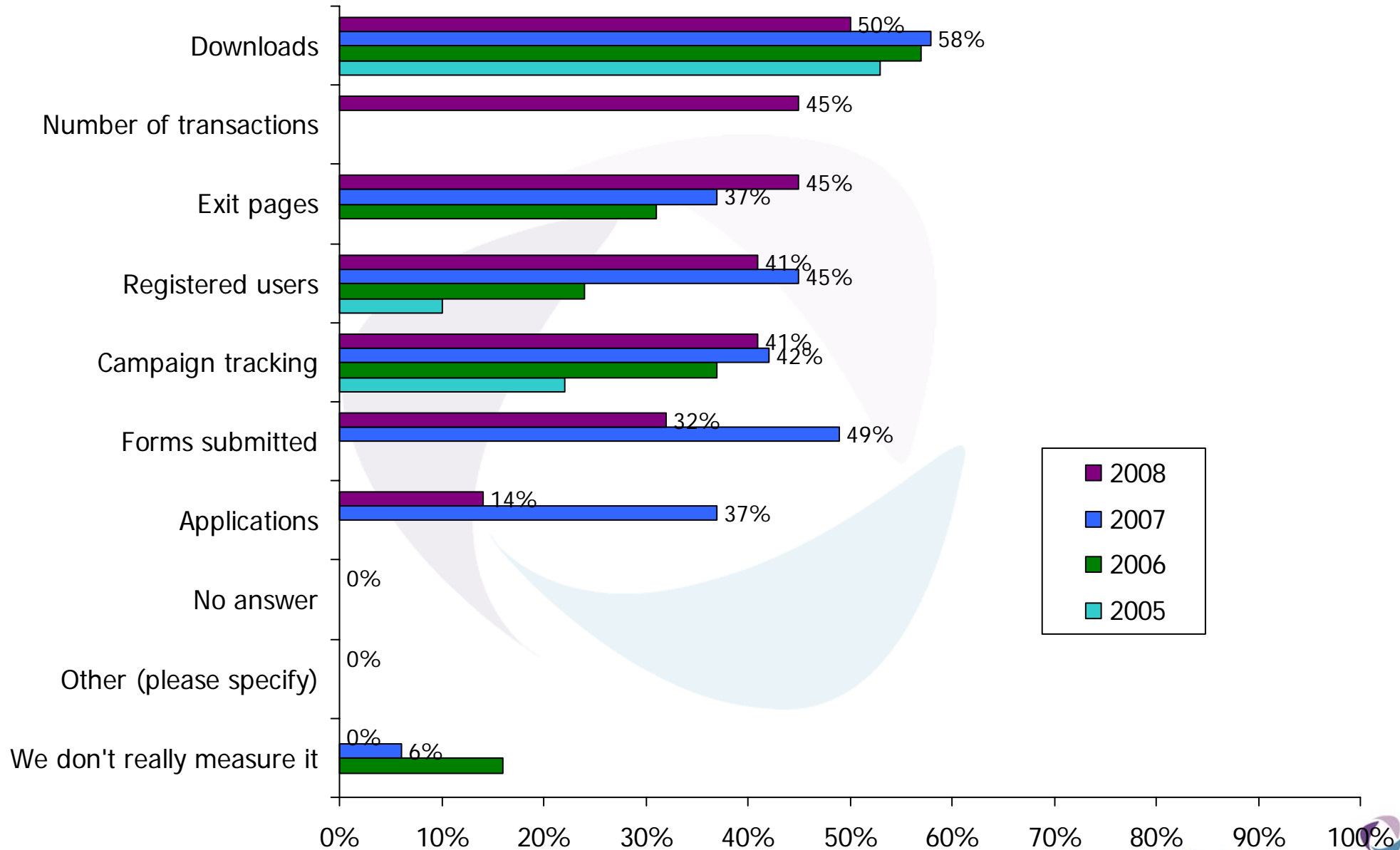
Base: 22 organisations with a turnover of £10m+, 2008  
 Source: Virtual Promise, nfpSynergy

# How do you measure usage of your website? (i)



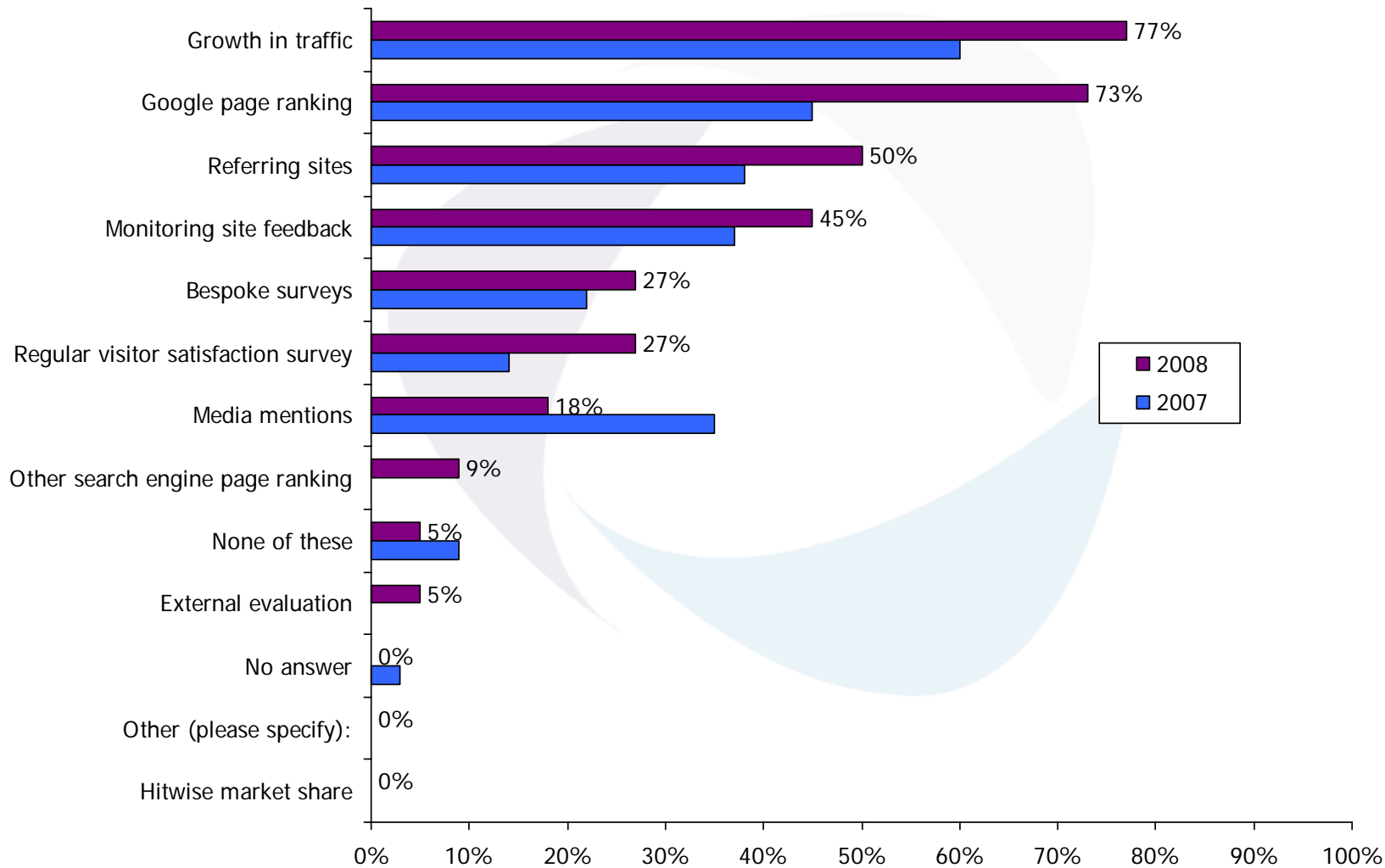
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# How do you measure usage of your website? (ii)



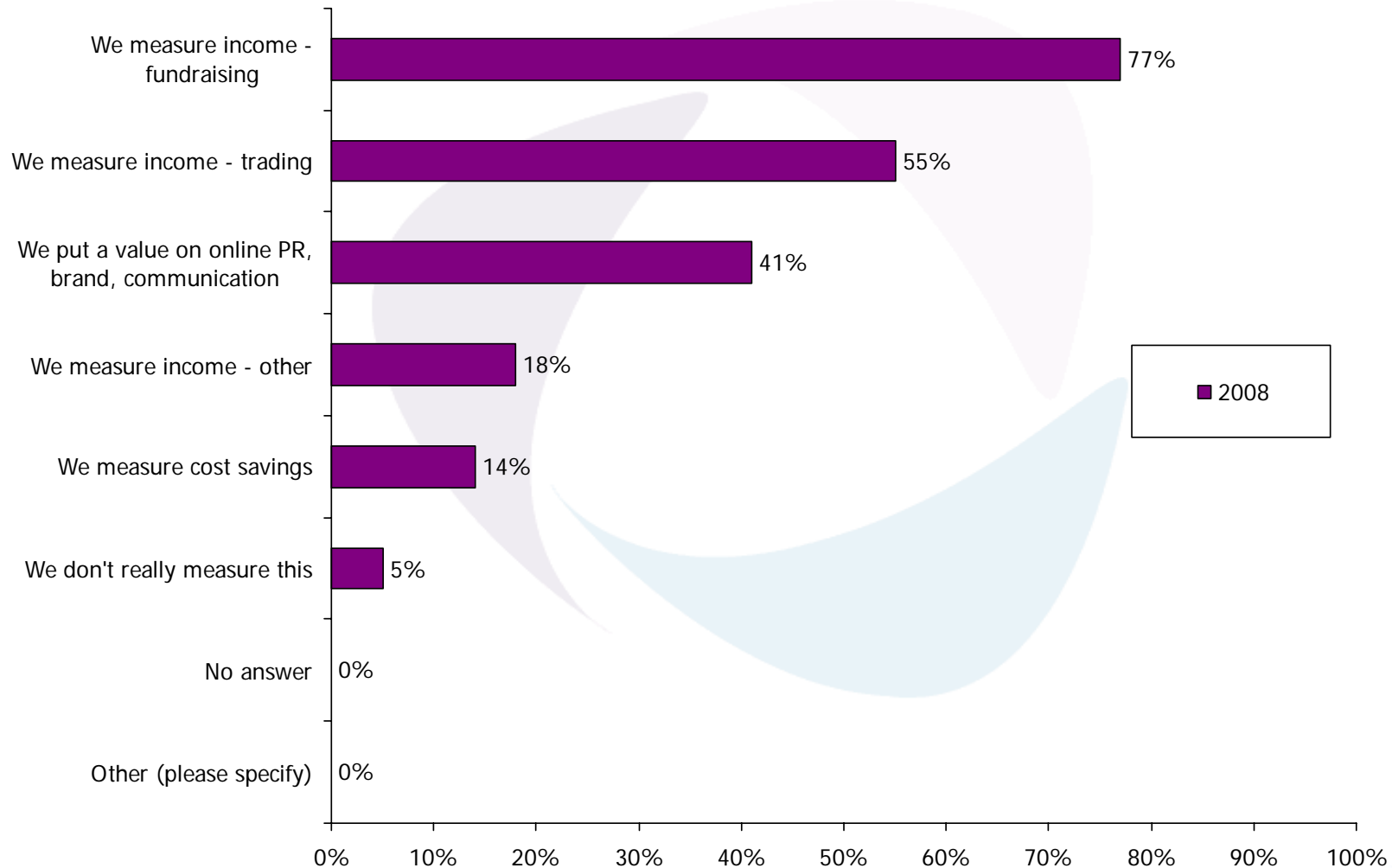
Base: 22 organisations with a turnover of £10m+, 2008  
 Source: Virtual Promise, nfpSynergy

# How do you measure your website visibility and effectiveness?



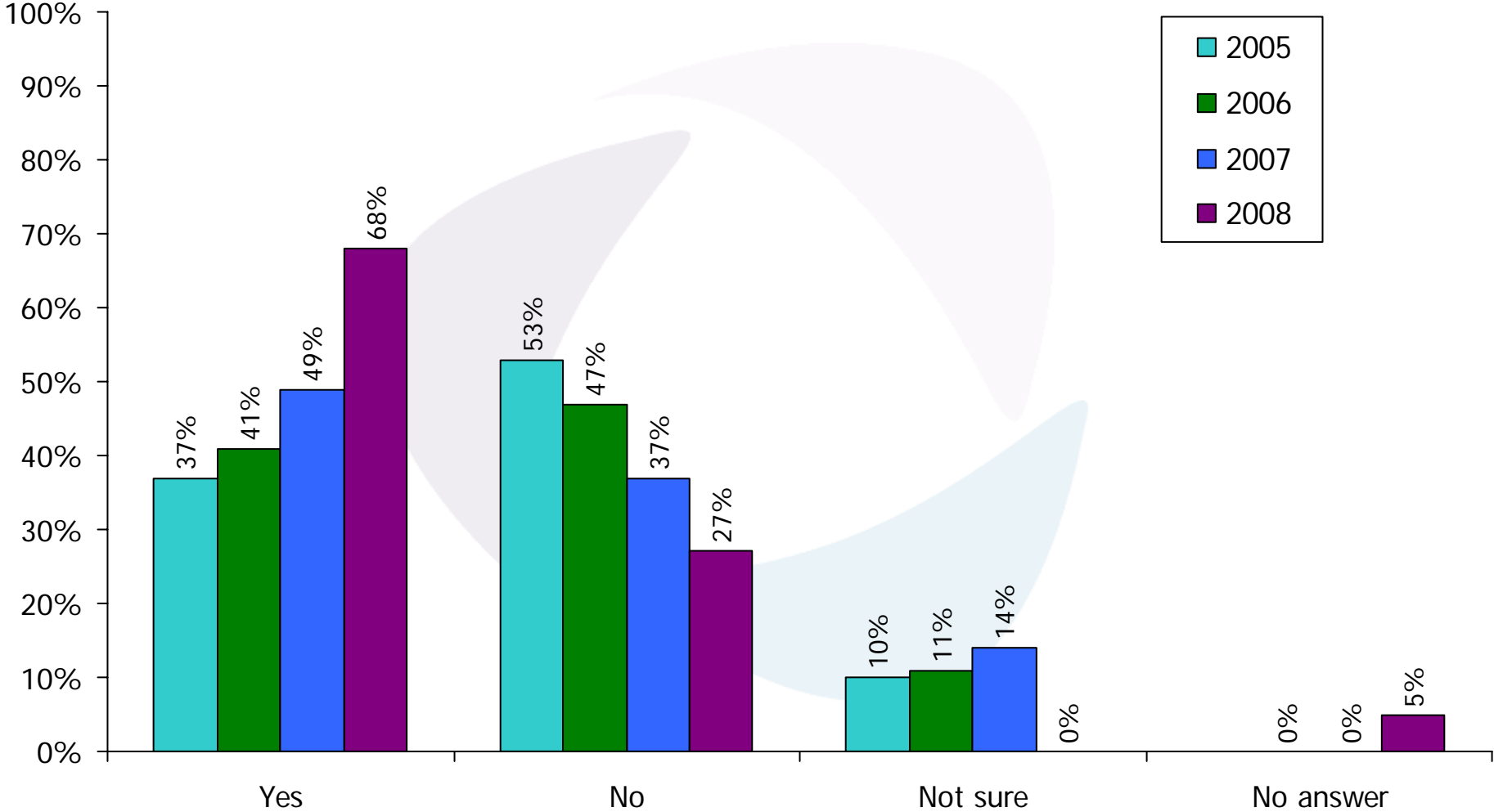
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# How do you measure the return on investment, value or contribution of your website?



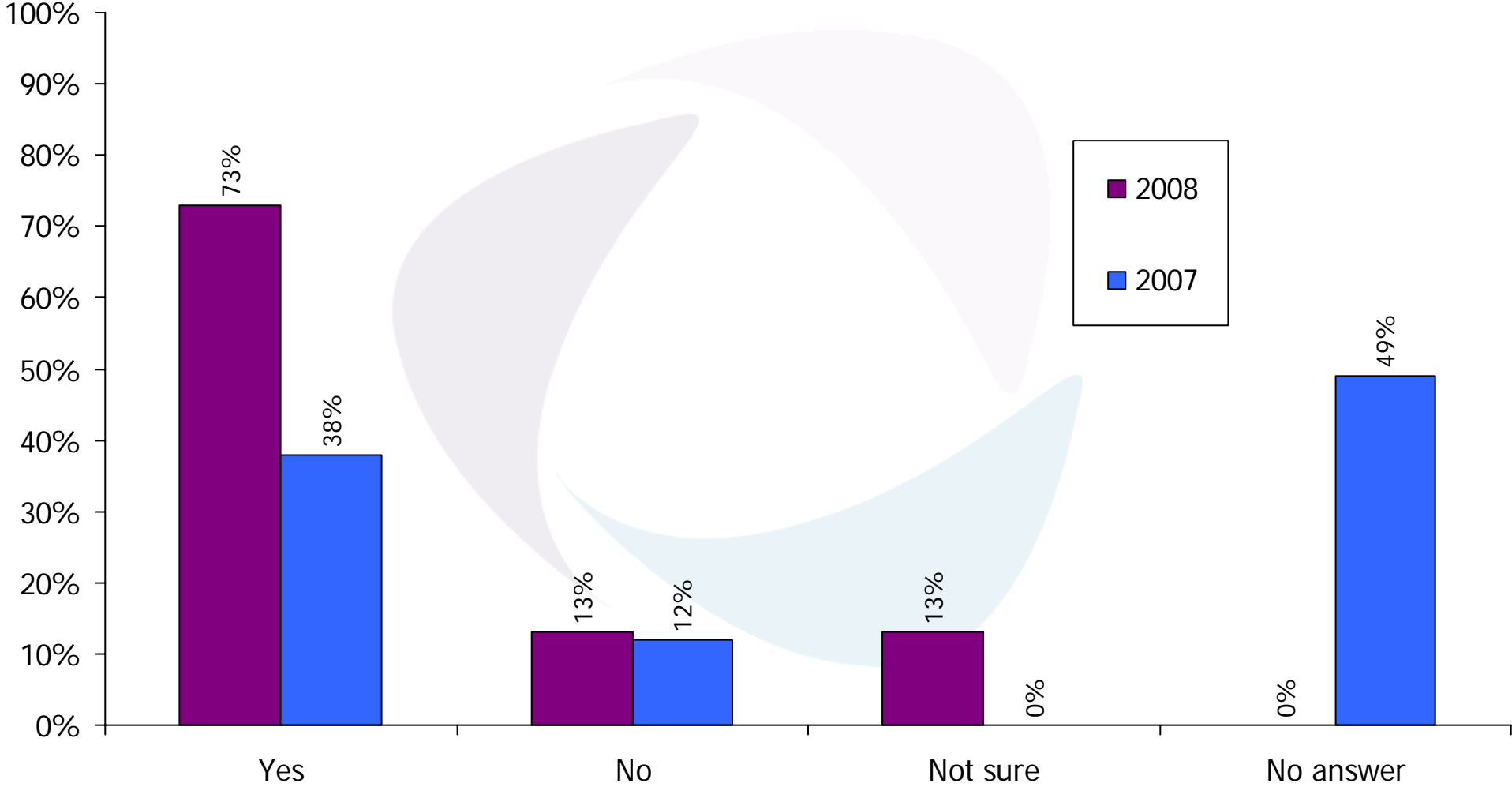
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# Do you carry out user surveys to better understand and profile your online audience?



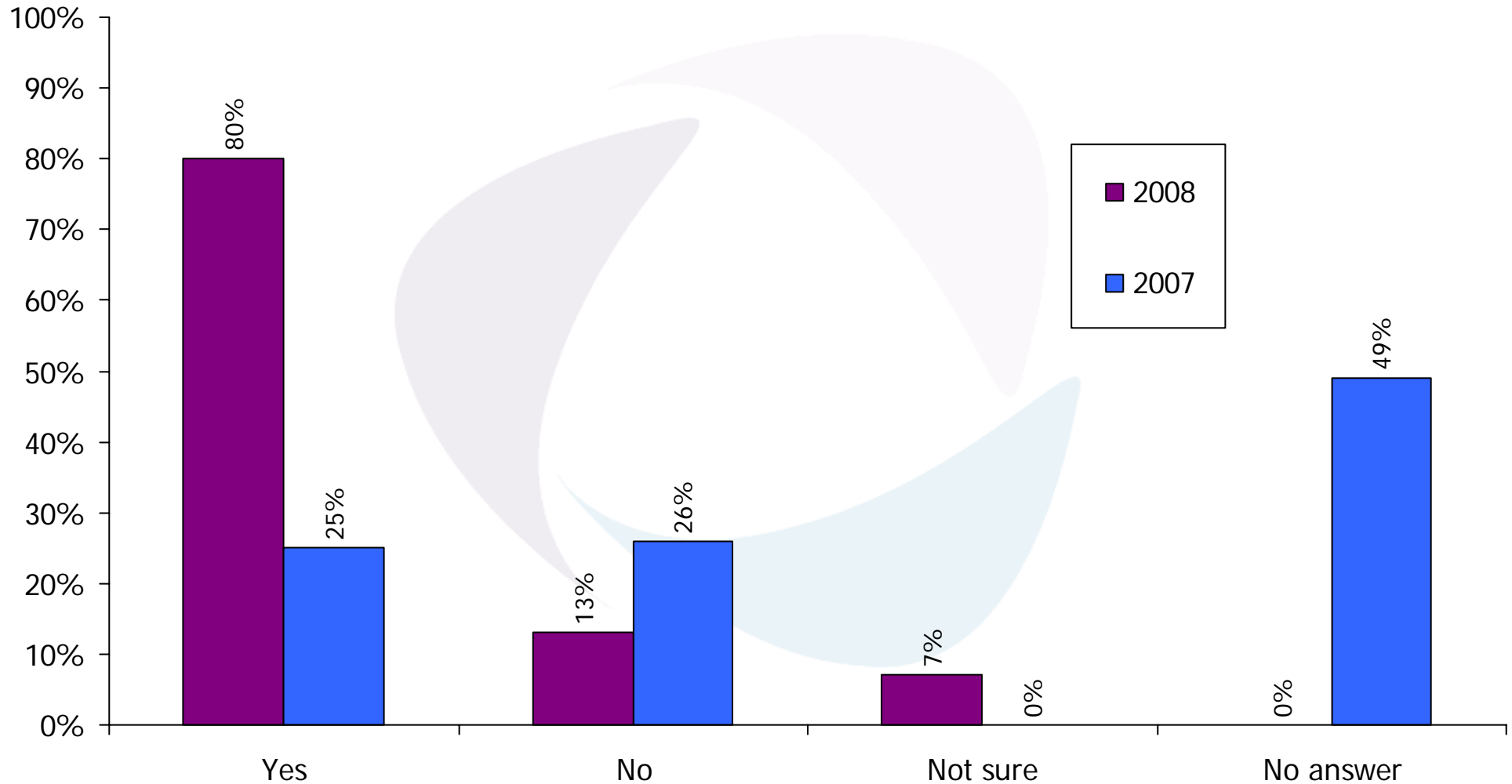
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# Do you segment users into different profiles?



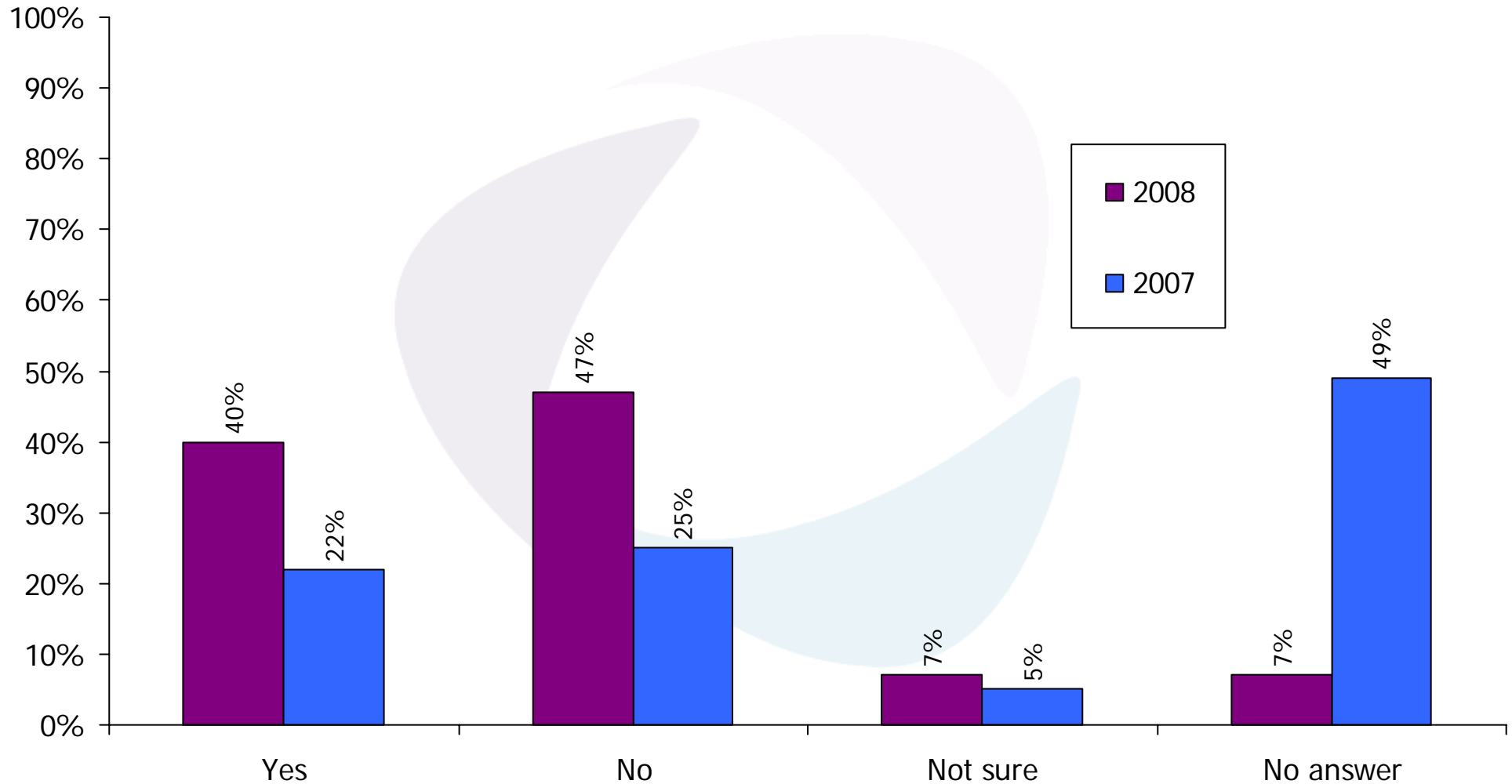
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# Do you tailor content or services to these different profiles?



Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# Do you integrate web user data with your offline database(s)?

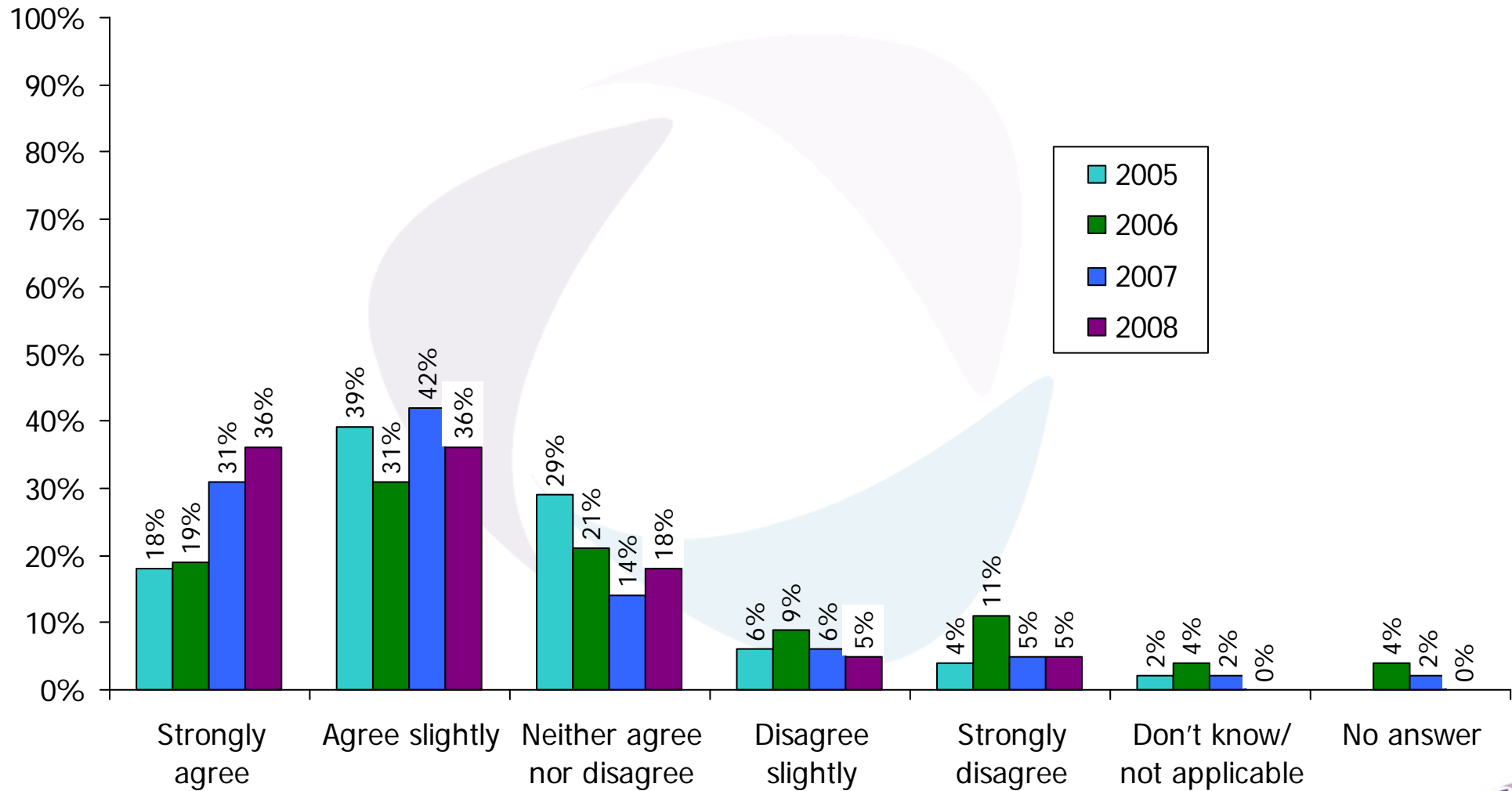


Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy



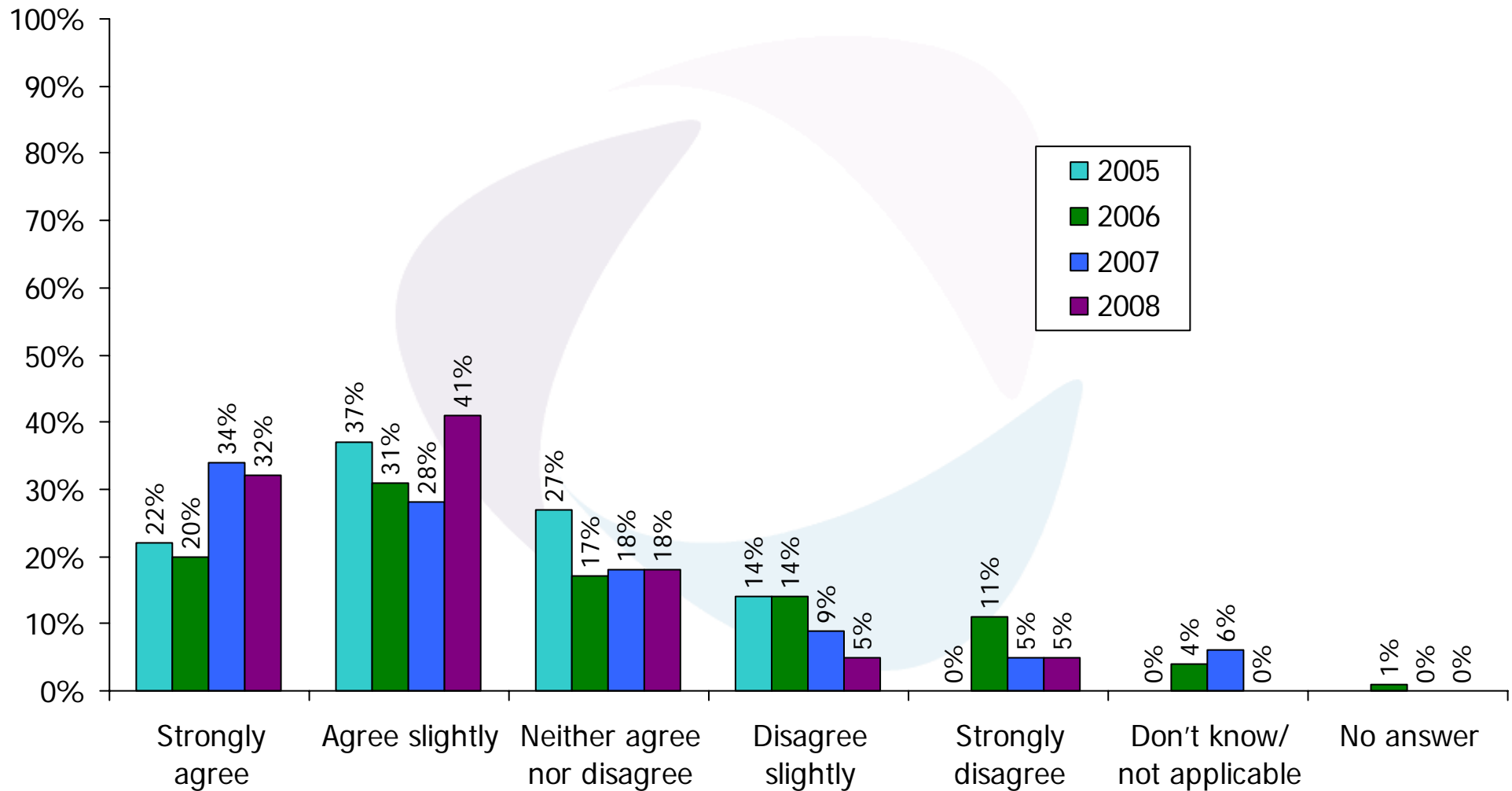
Please indicate how strongly you agree or disagree with the following statements

# "The internet has changed the way our charity works"



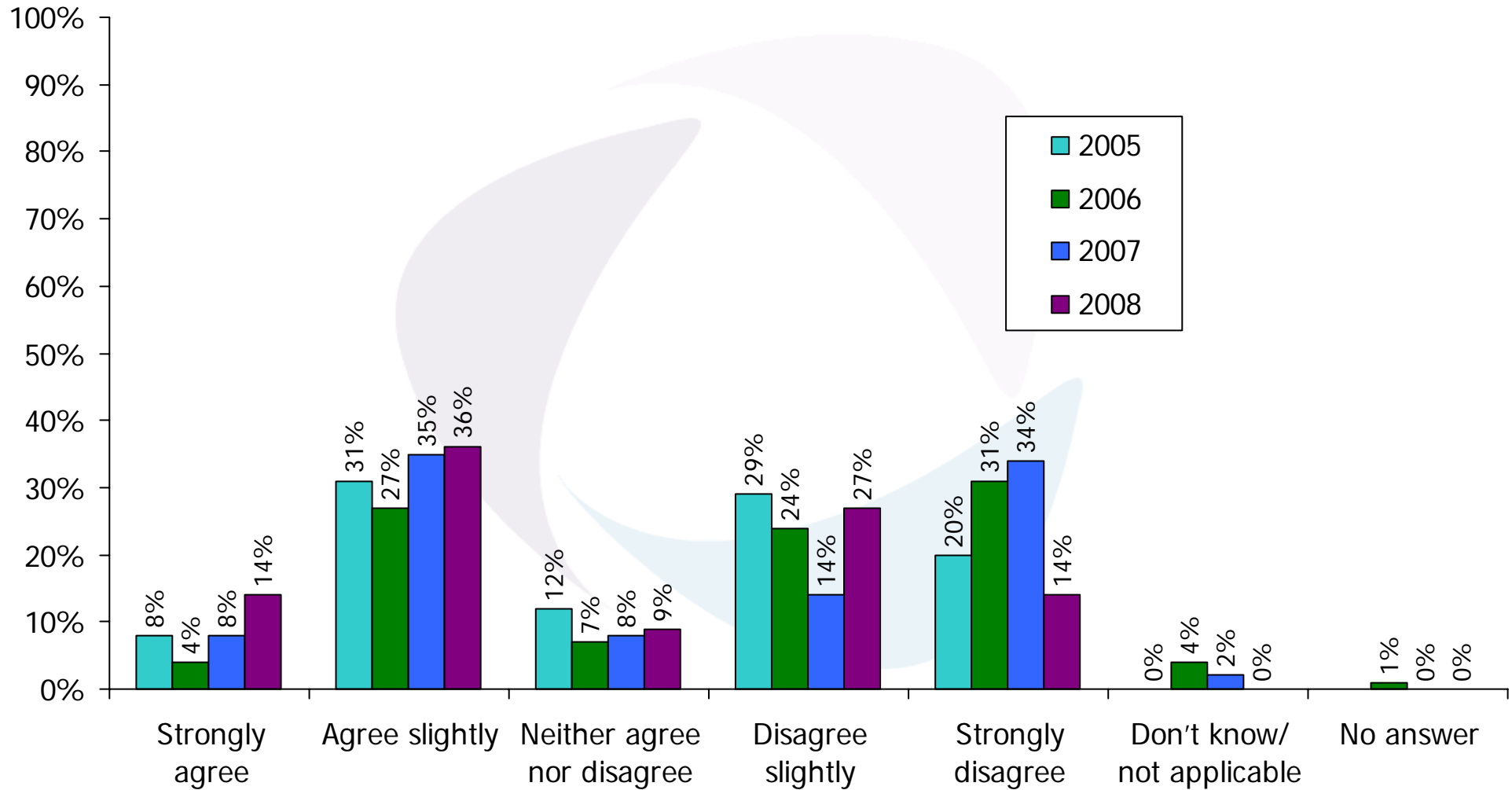
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# "The internet has changed the way we work with our clients or beneficiaries"



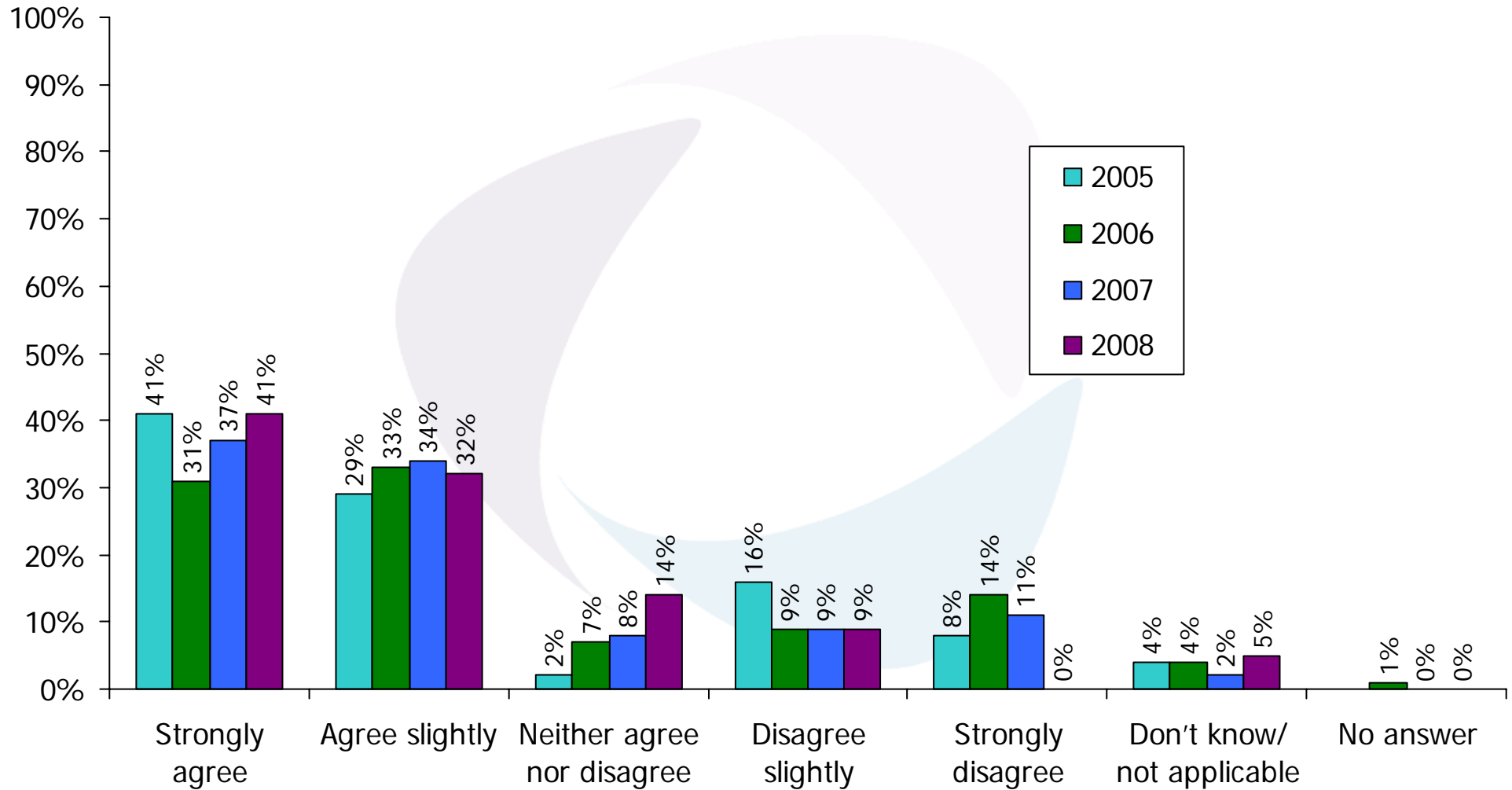
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# "My charity is making the most of the internet"



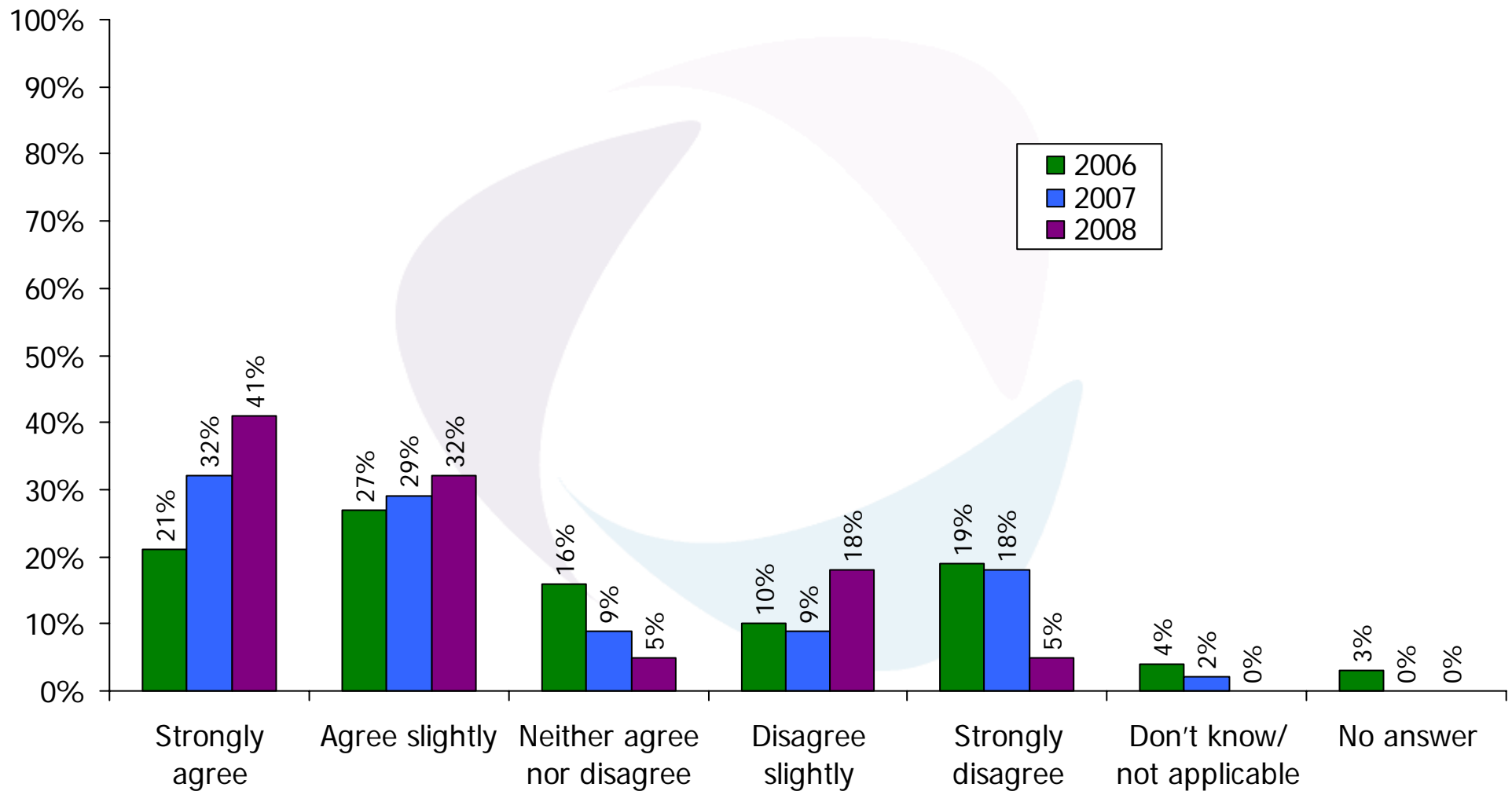
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# "We have a strategic plan for use of the internet"



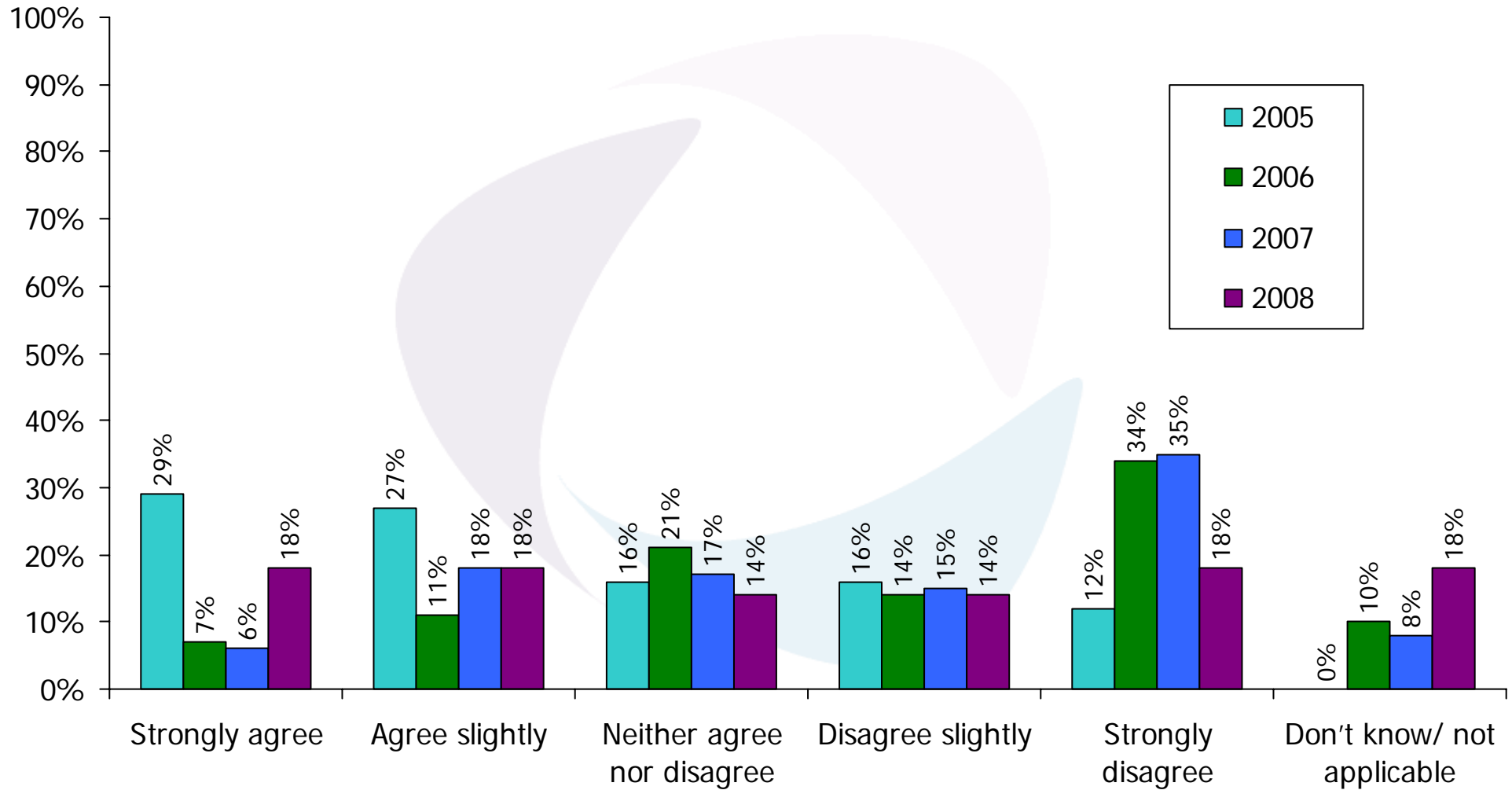
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# "Senior staff are driving our strategy for the internet"



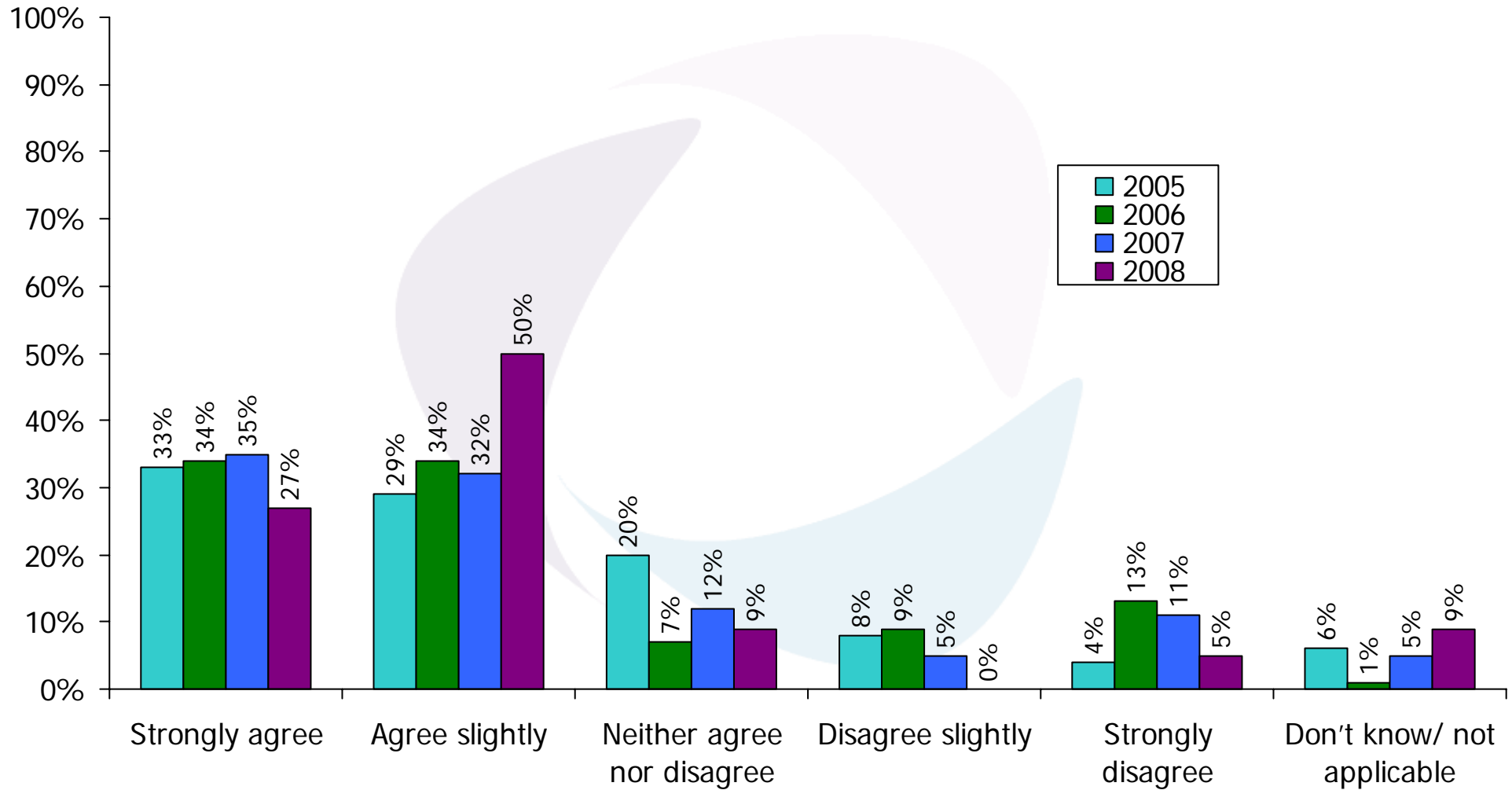
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# "Our trustees are involved with our internet strategy"



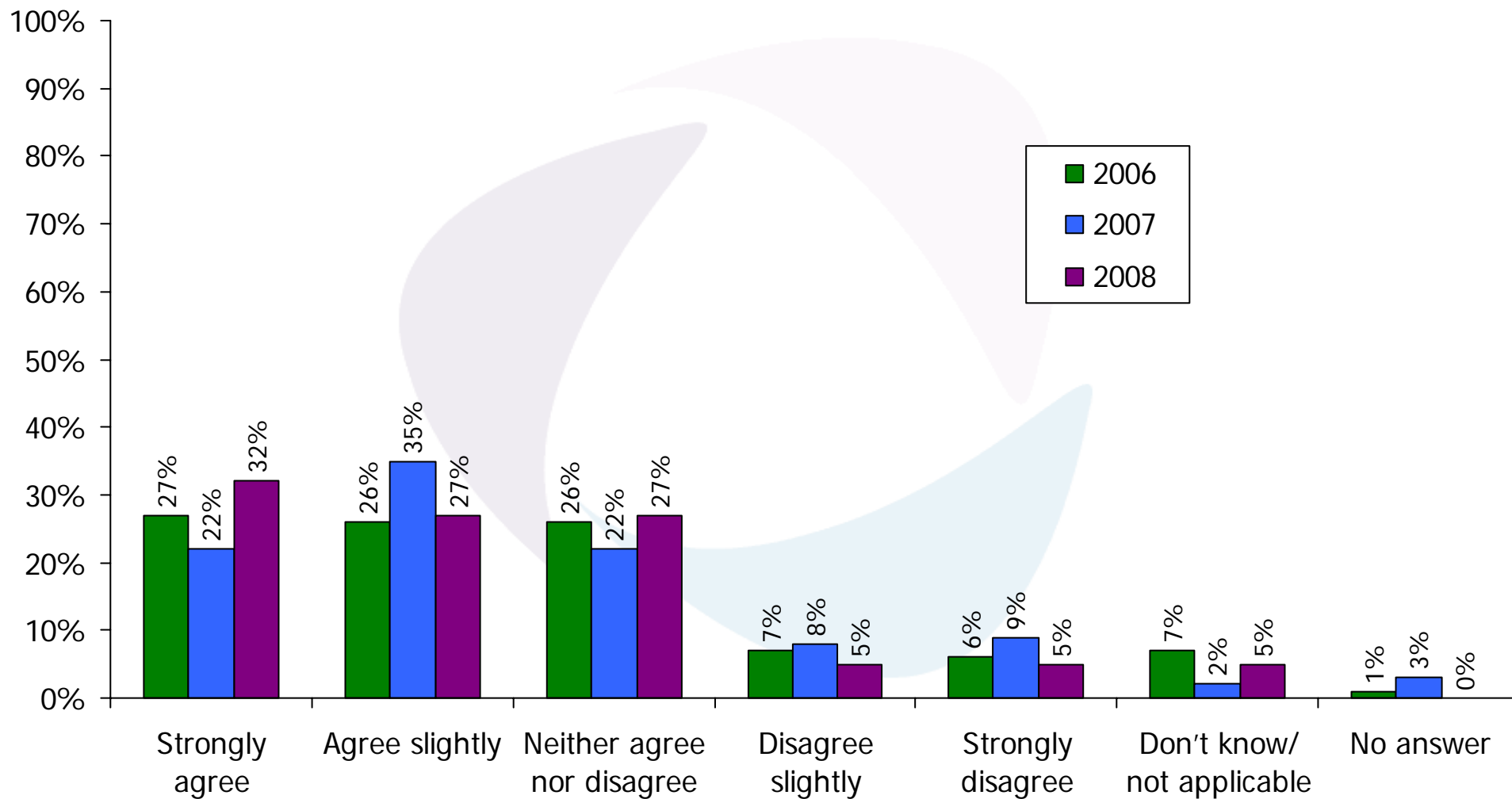
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# "The internet has grown as a source of income for us in the last 12 months"



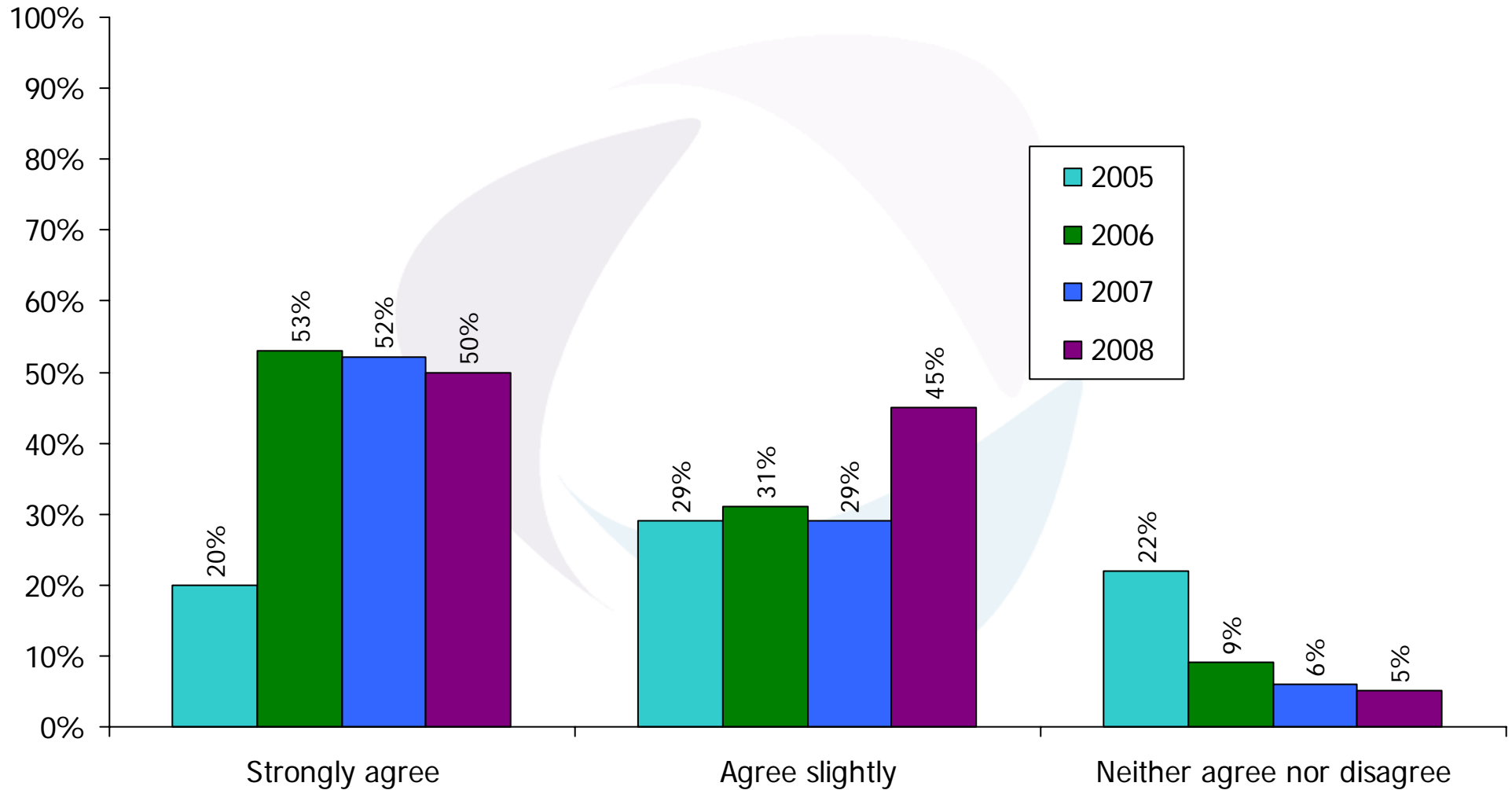
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# "The internet has become more important as a cost reduction tool in the last 12 months"



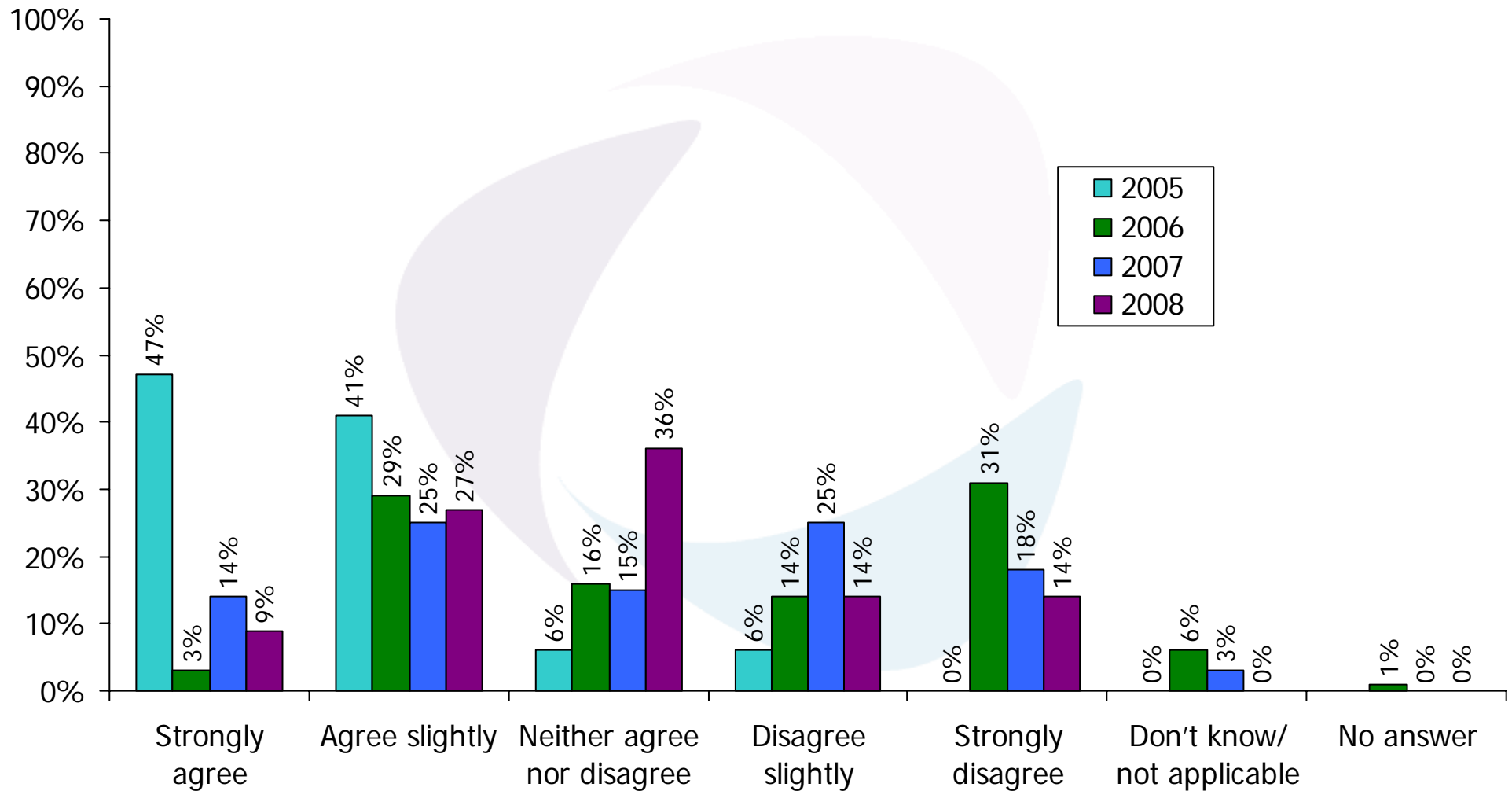
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# "The internet is helping us reach new audiences"

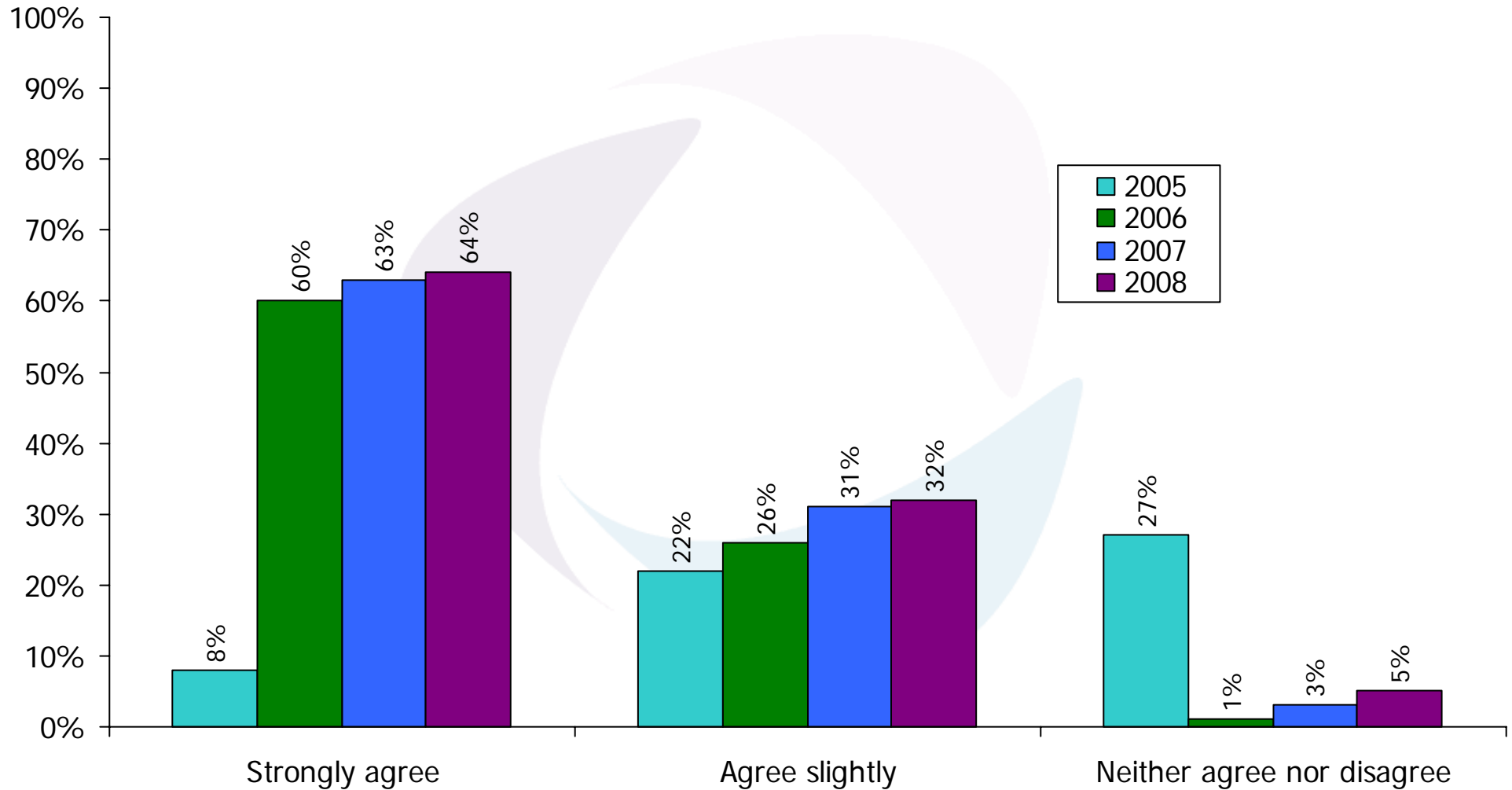


Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# "All parts of the organisation feel responsible for making sure they make the best use of the internet"

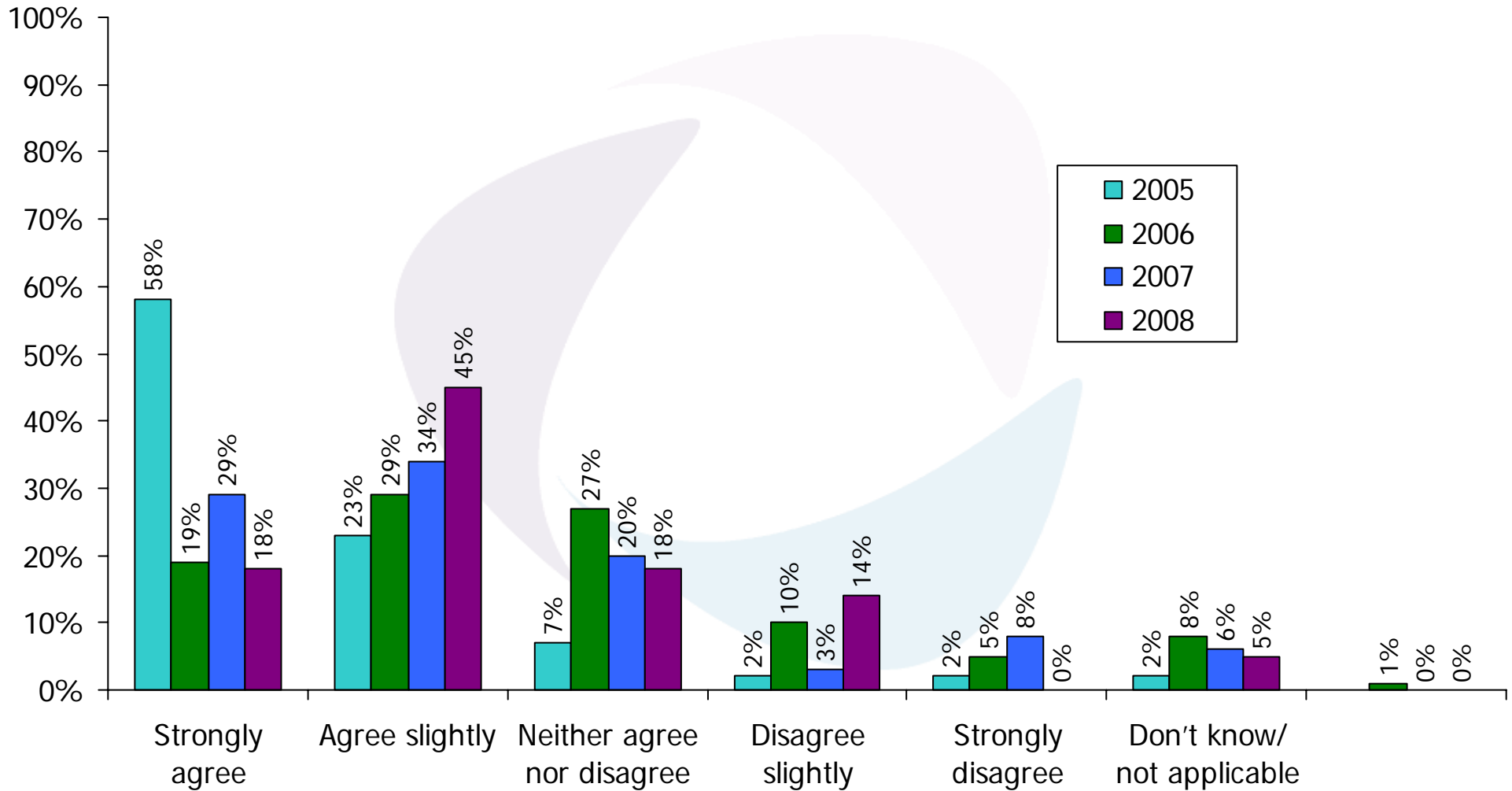


# "The internet is an important aspect of my charity's brand and reputation management"



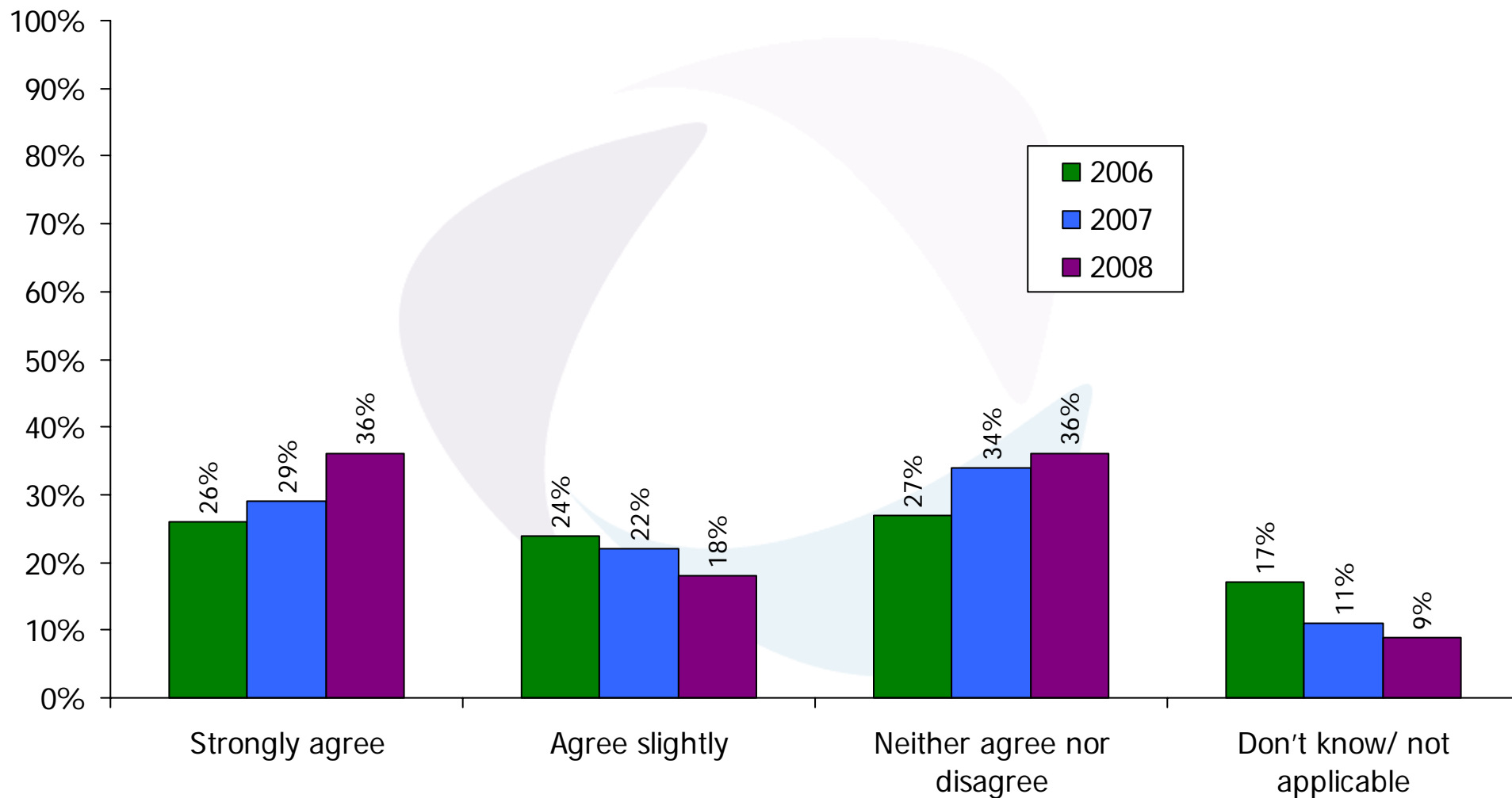
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# "The internet has changed the way we look at reputation management and supporter interaction"



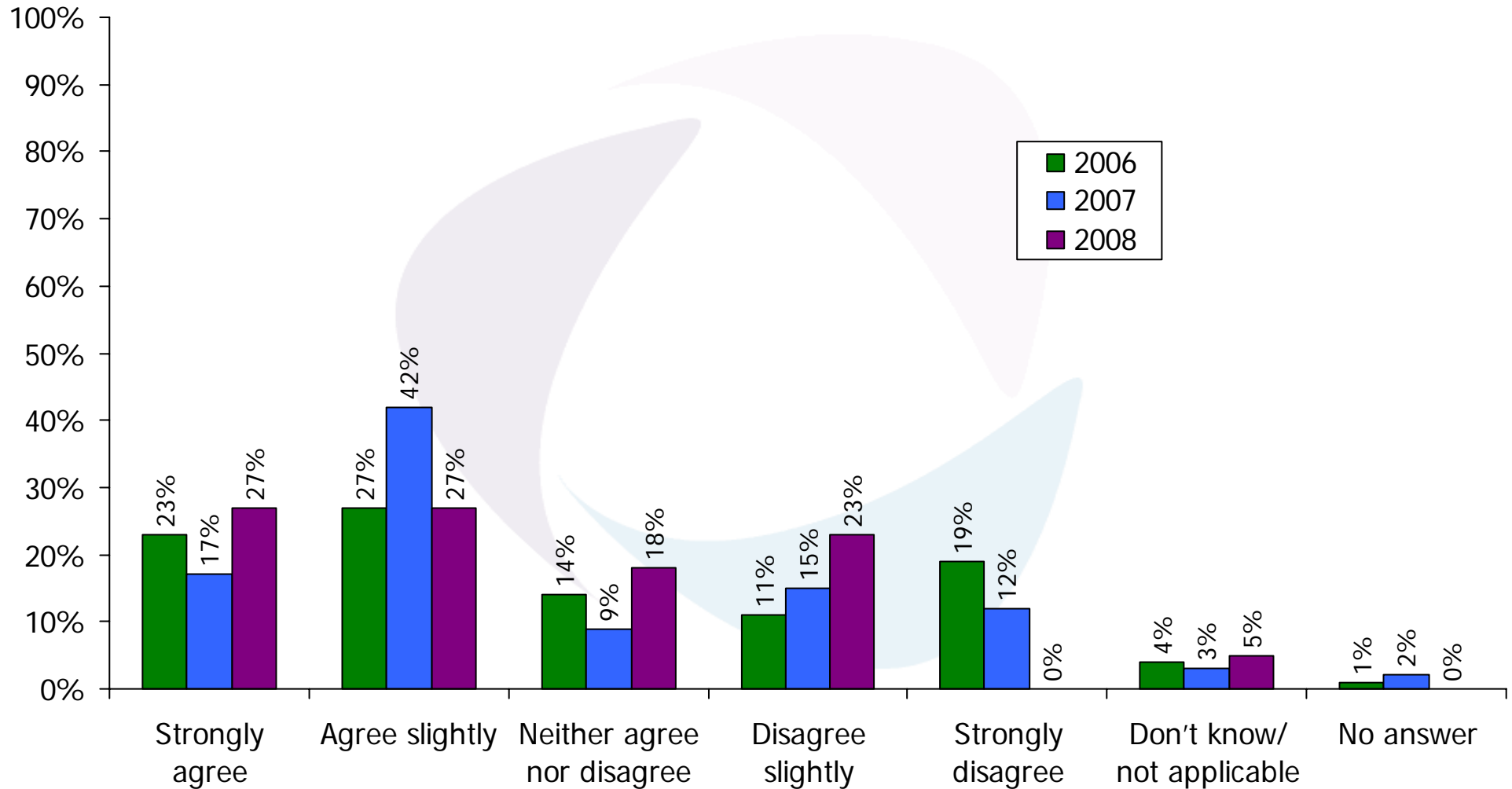
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# "Charities should be making more use of Open Source applications"



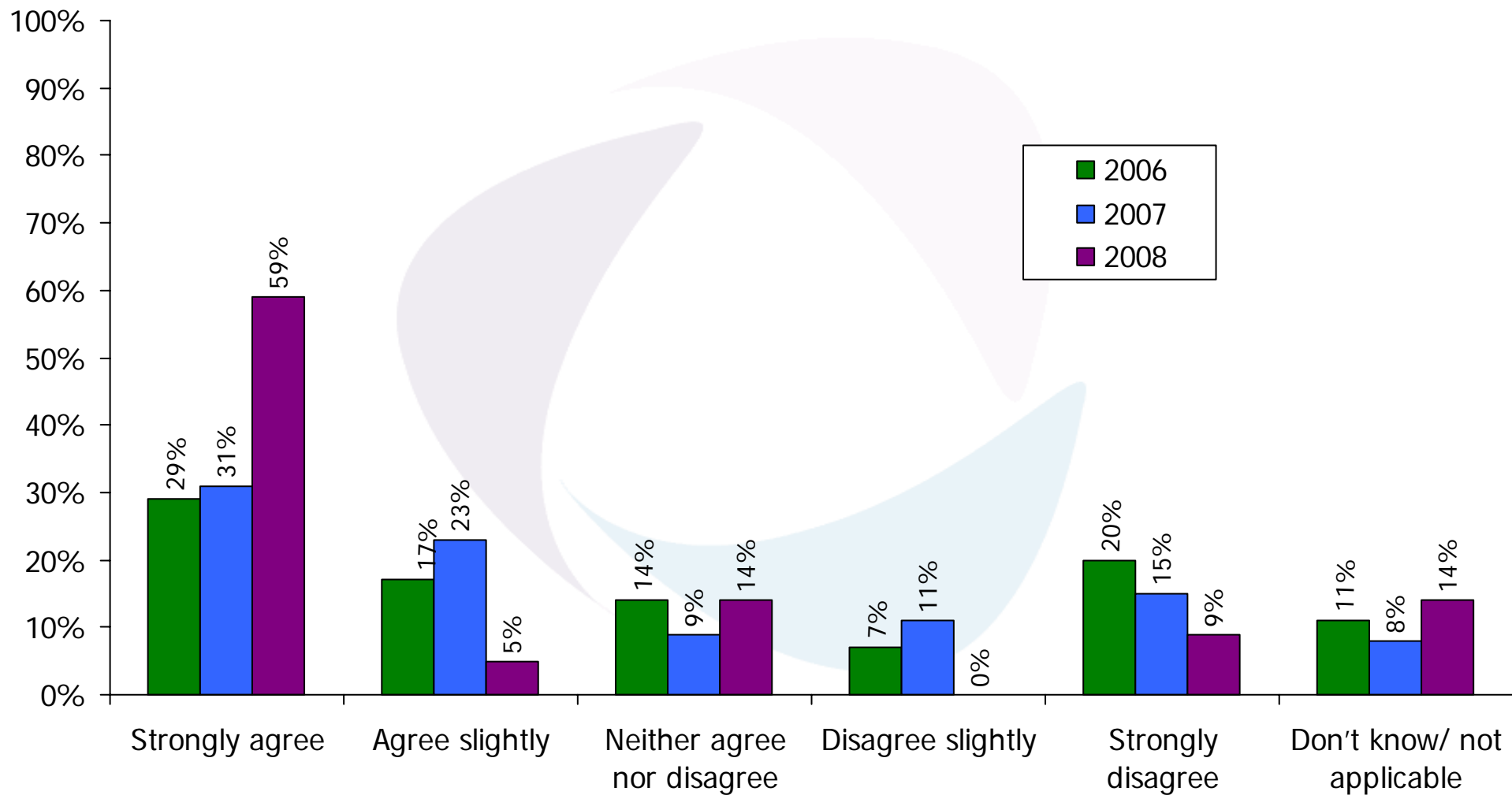
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# "Our internet strategy is fully integrated with the organisation's overall strategy and operating plan"



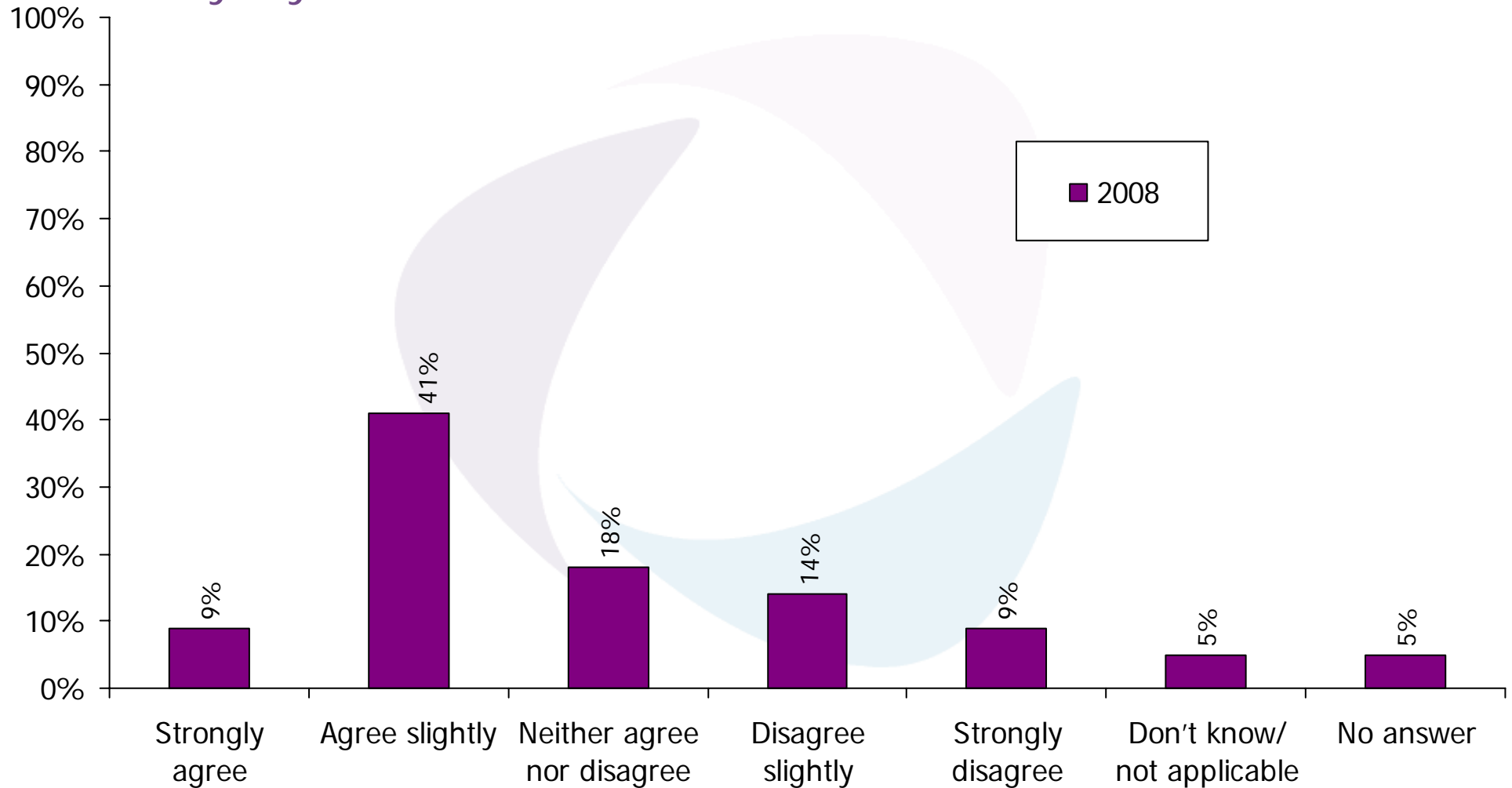
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# "Our internet strategy is ratified and approved at Board level"



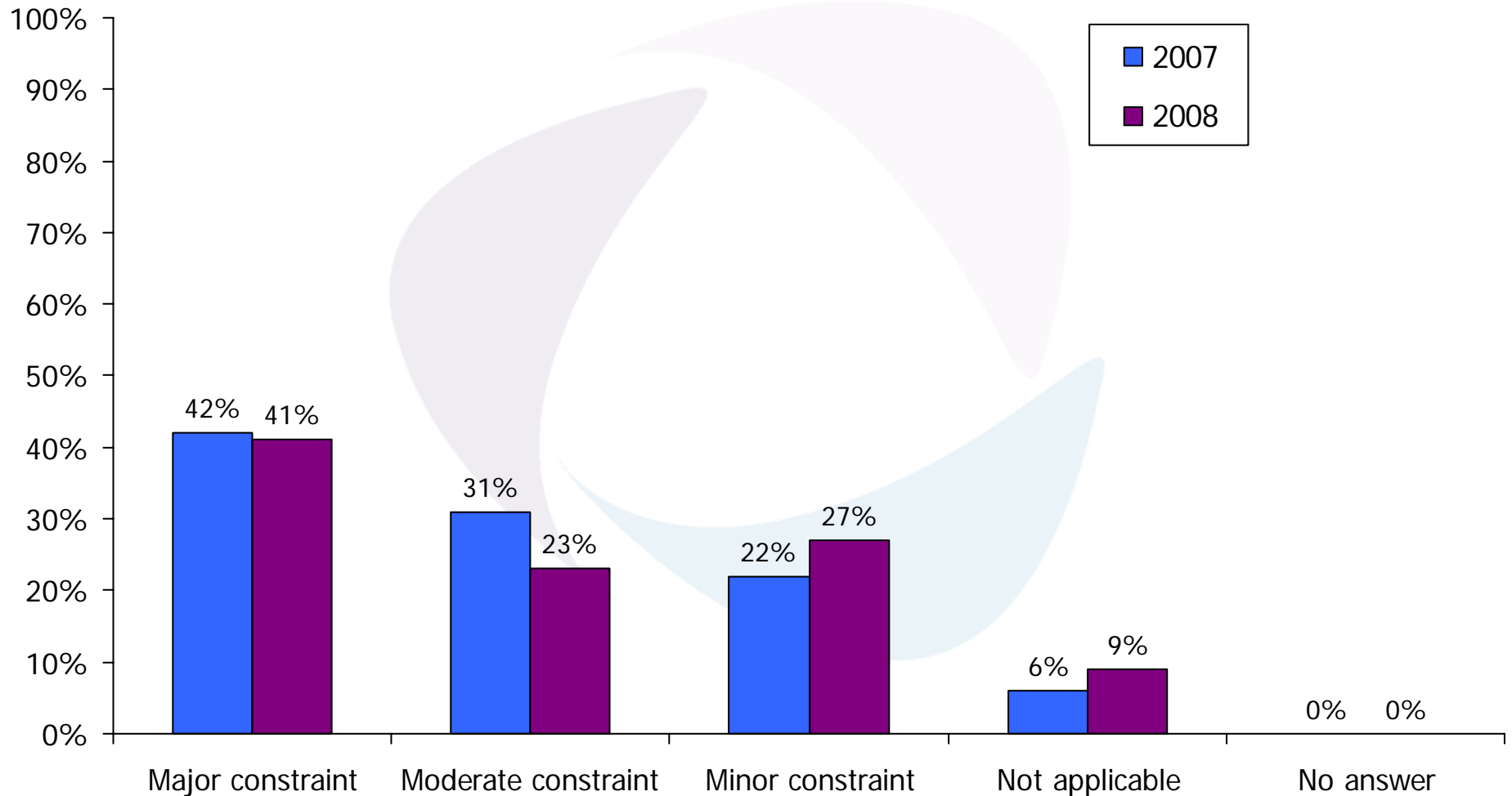
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

“The impact on my organisation of the internet has 'levelled out' over the past few years as the web has become more integrated into everyday life”



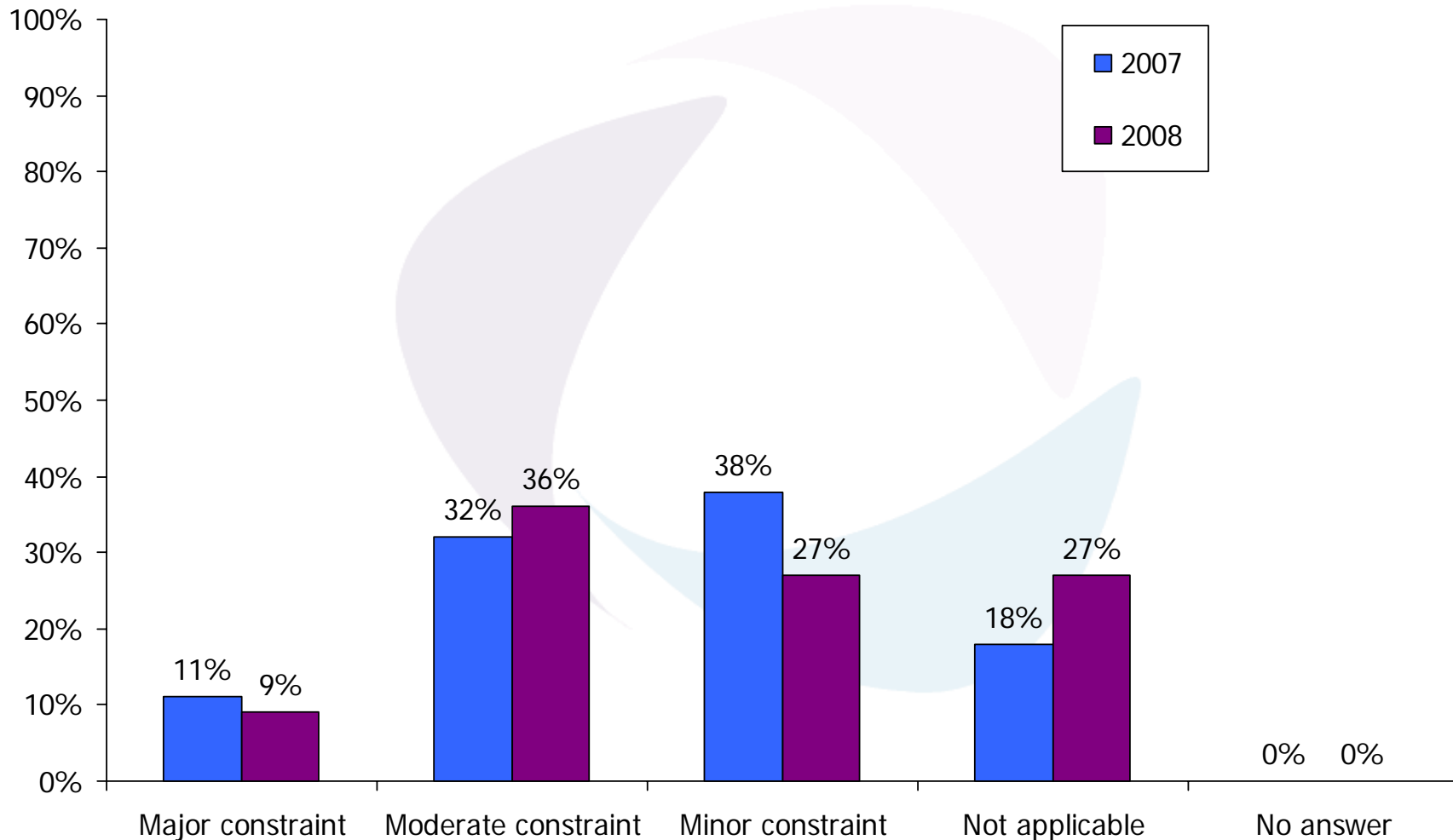
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# What are the main constraints your organisation faces in its use of the web? **Inadequate staffing**



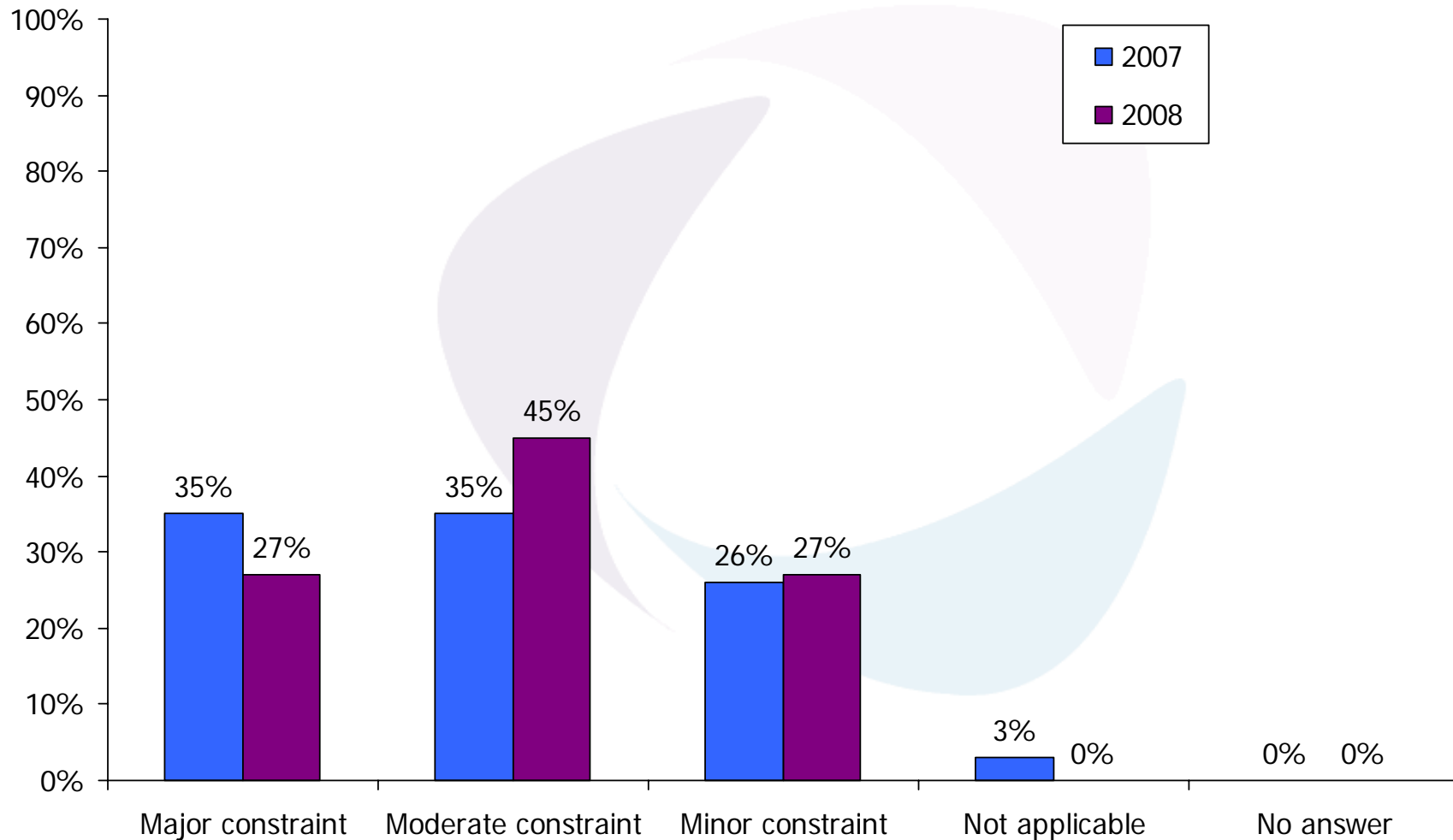
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# What are the main constraints your organisation faces in its use of the web? **Inadequate skills**



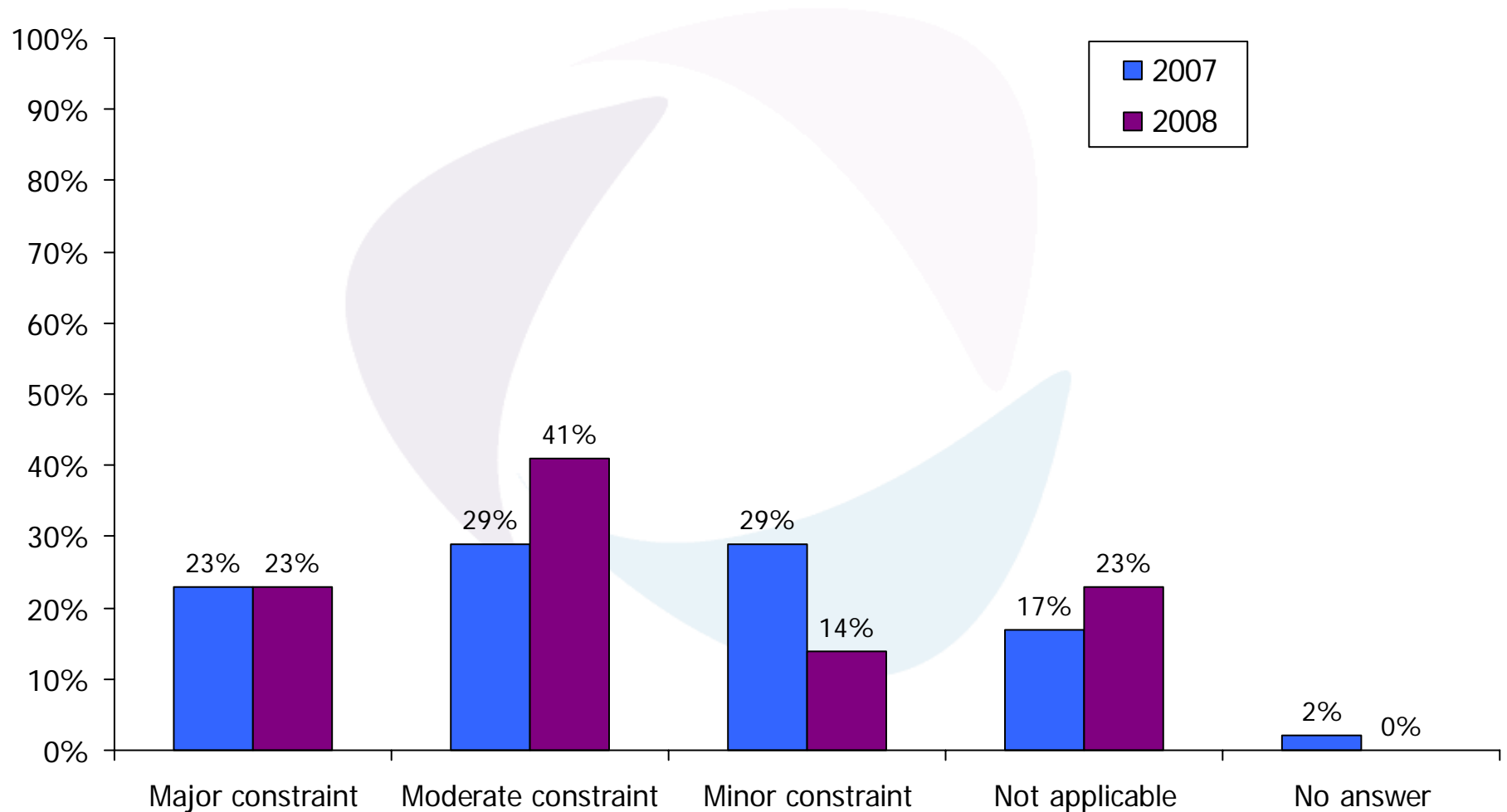
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# What are the main constraints your organisation faces in its use of the web? **Insufficient budget**



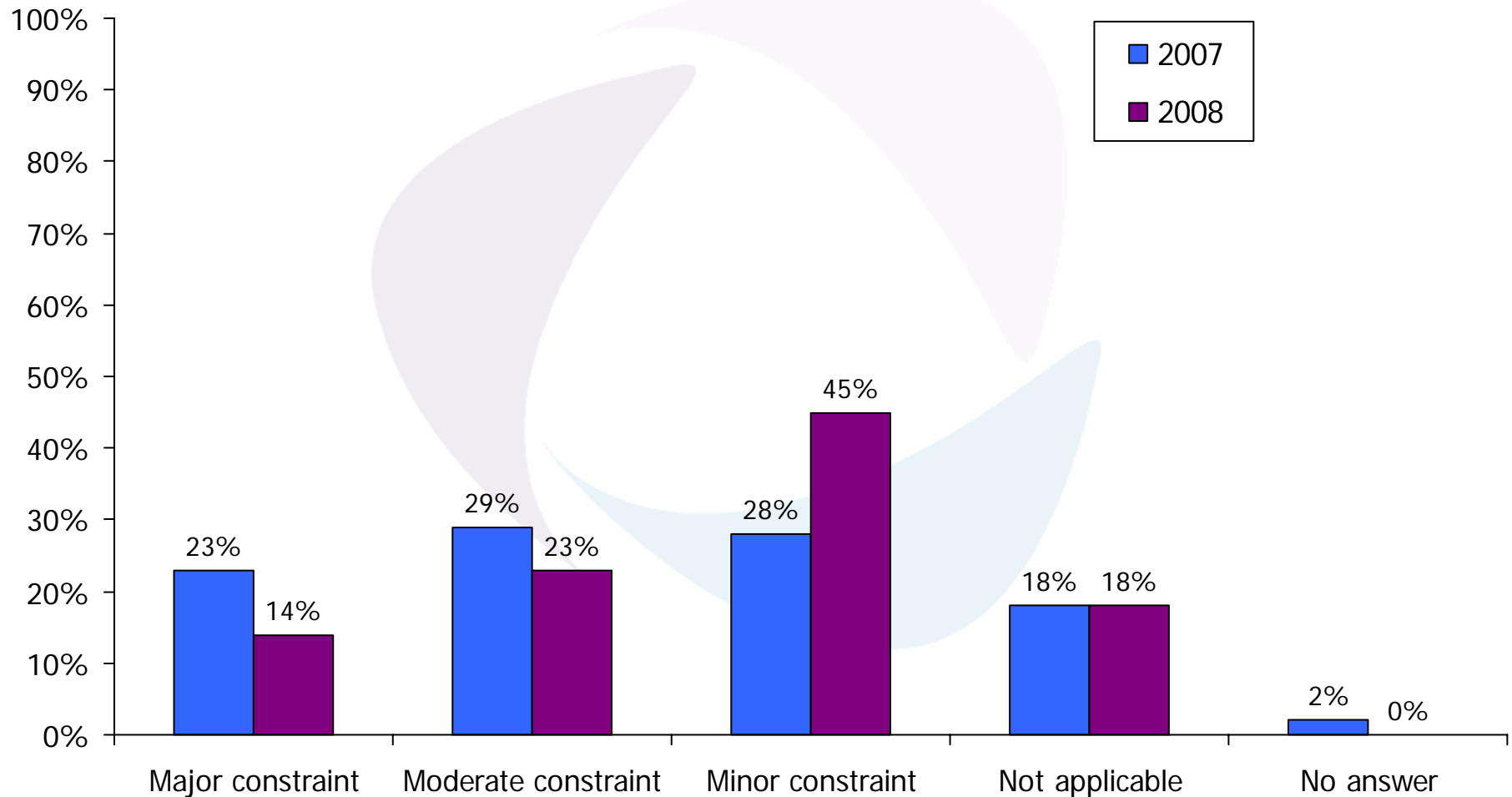
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# What are the main constraints your organisation faces in its use of the web? **Piecemeal systems**



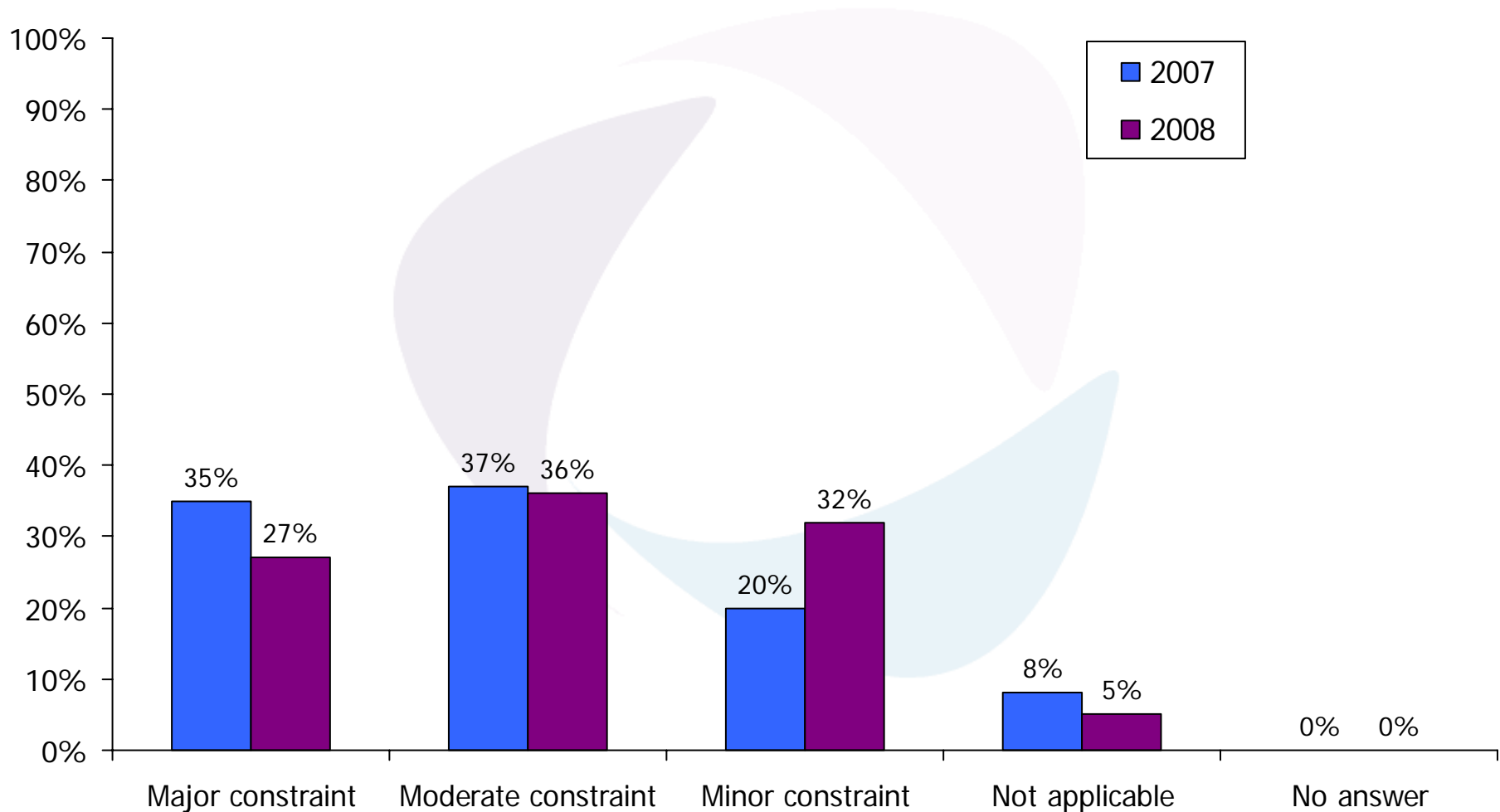
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# What are the main constraints your organisation faces in its use of the web? **Reactive not proactive**



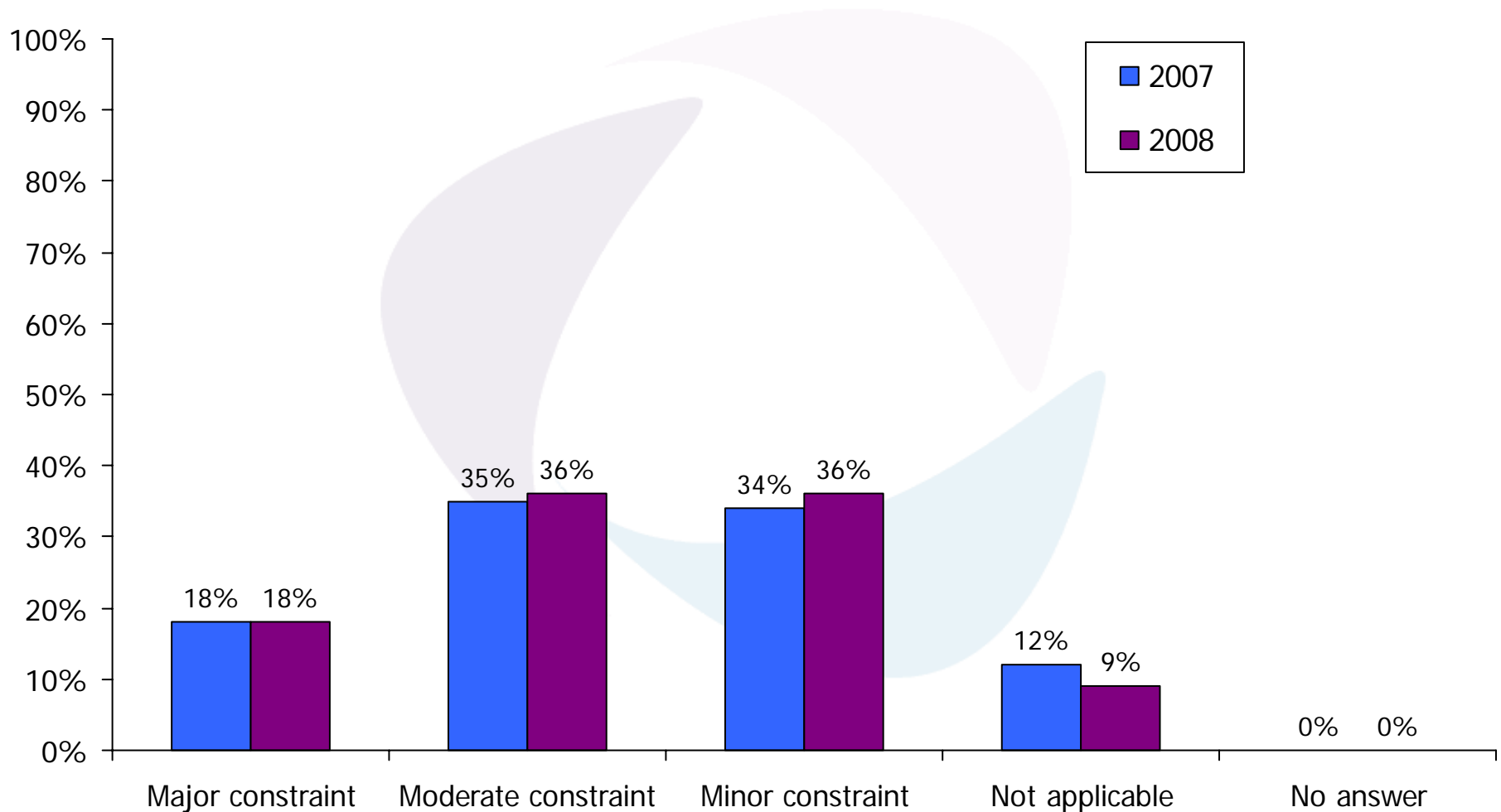
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# What are the main constraints your organisation faces in its use of the web? **Lack of systems integration**



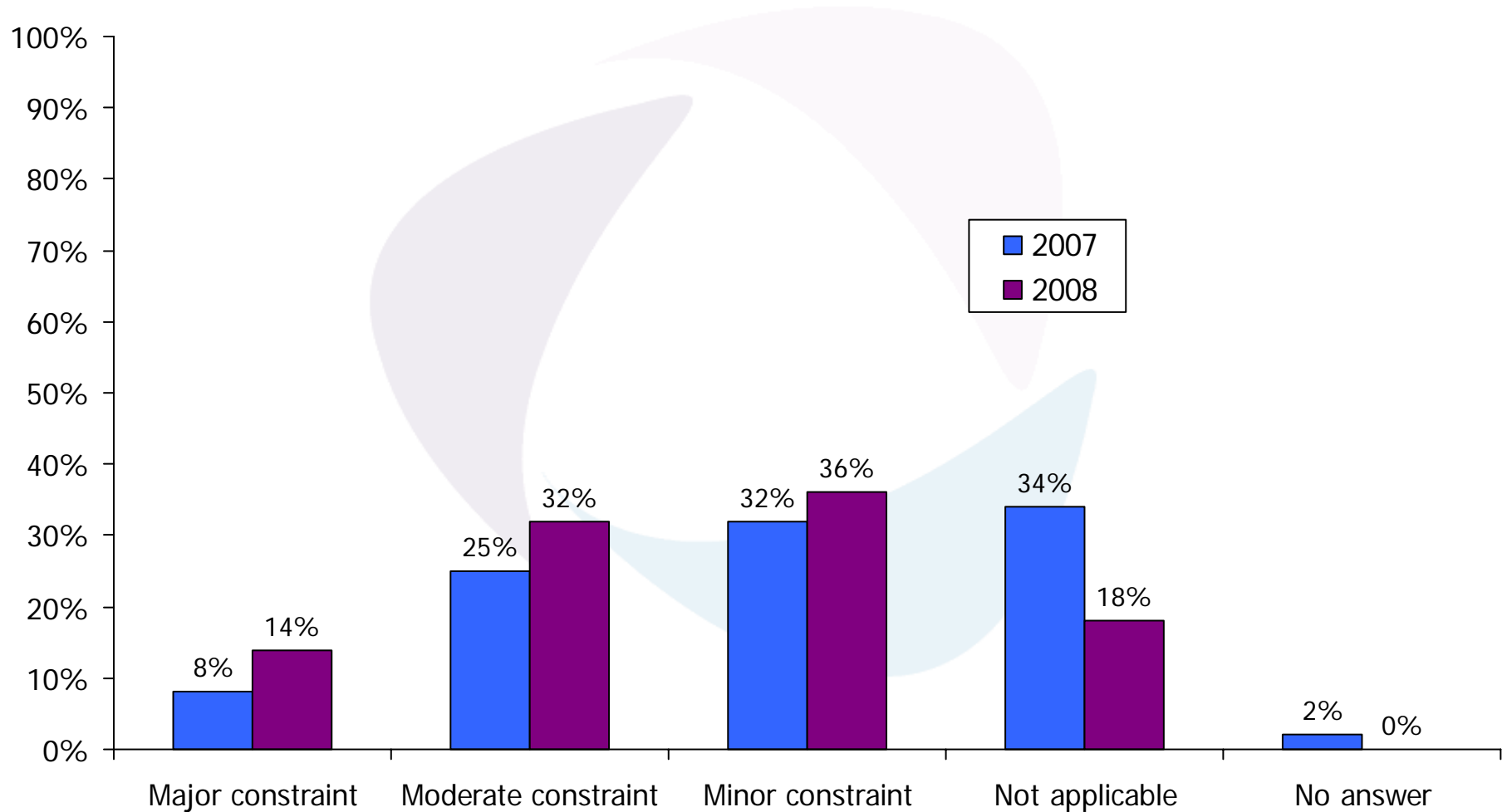
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# What are the main constraints your organisation faces in its use of the web? **Lack of marketing integration**



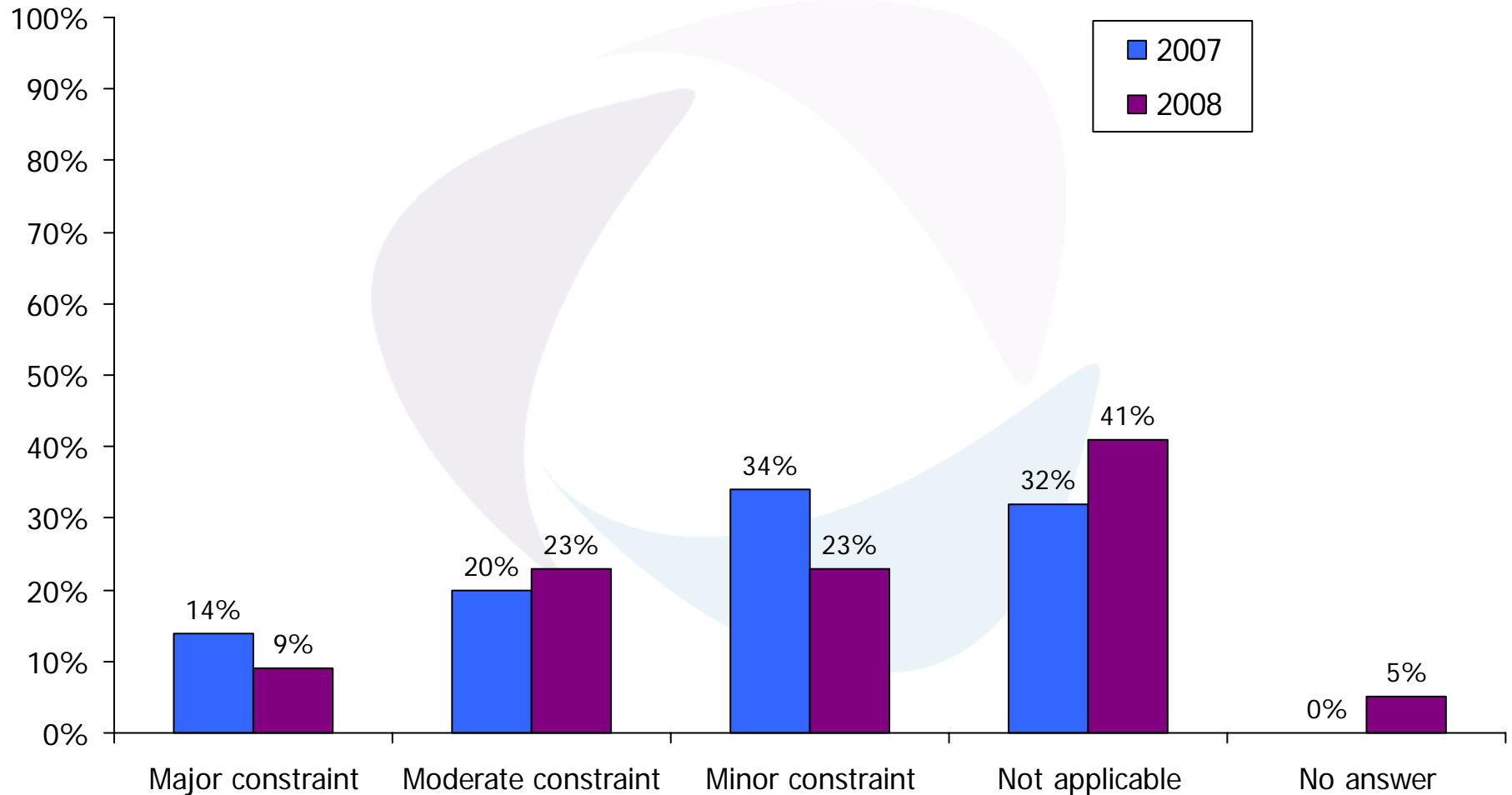
Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# What are the main constraints your organisation faces in its use of the web? **Lack of marketing intelligence**



Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy

# What are the main constraints your organisation faces in its use of the web? **Lack of CEO/top team leadership**



Base: 22 organisations with a turnover of £10m+, 2008  
Source: Virtual Promise, nfpSynergy