



helping non-profits thrive

Virtual Promise 2008

Organisations with a turnover of between £1m
and £10m

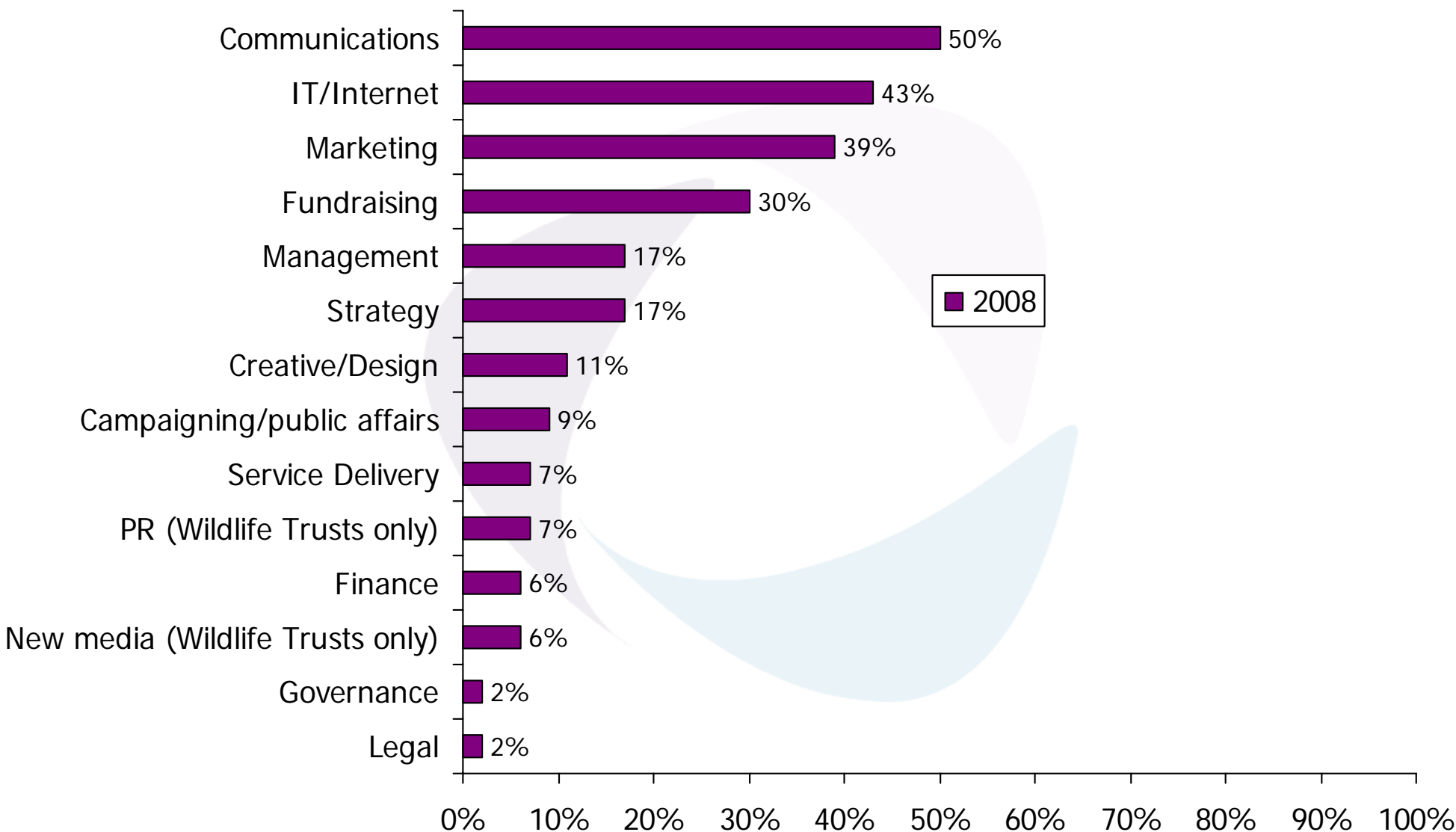
Telephone: (020) 7426 8888

Web: www.nfpsynergy.net

Basic demographics for organisations with a turnover of between £1m and £10m - 2007

- **Average number of employees: 86**
- **Average annual turnover: c. £3,228,722**
- **Percentage of organisations' HQ based in UK: 72%**

What is your particular expertise or role?



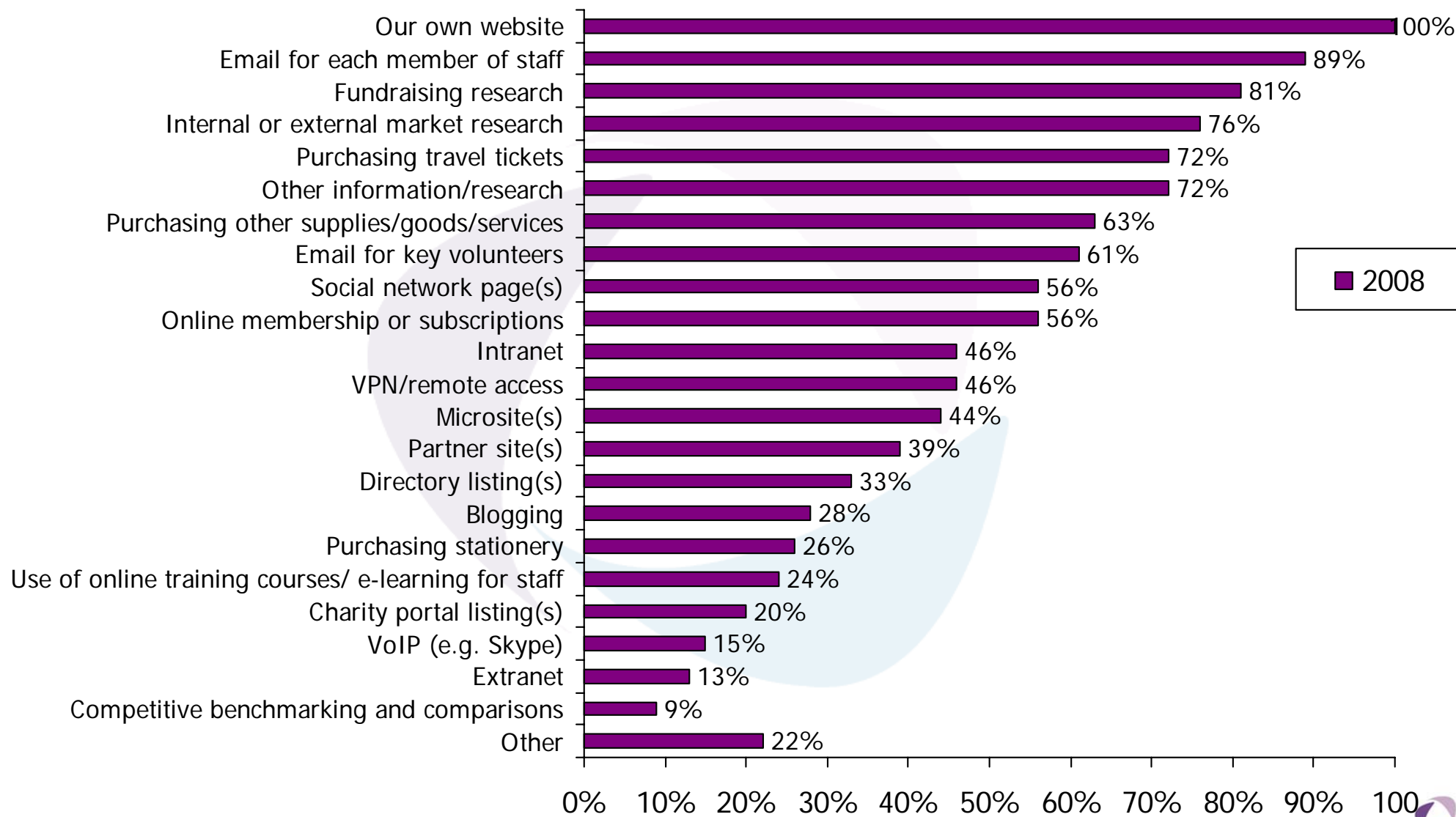
Base: 54 organisations with an income between £1-10m, 2008

Source: Virtual Promise, nfpSynergy



Site functionality and use of the web

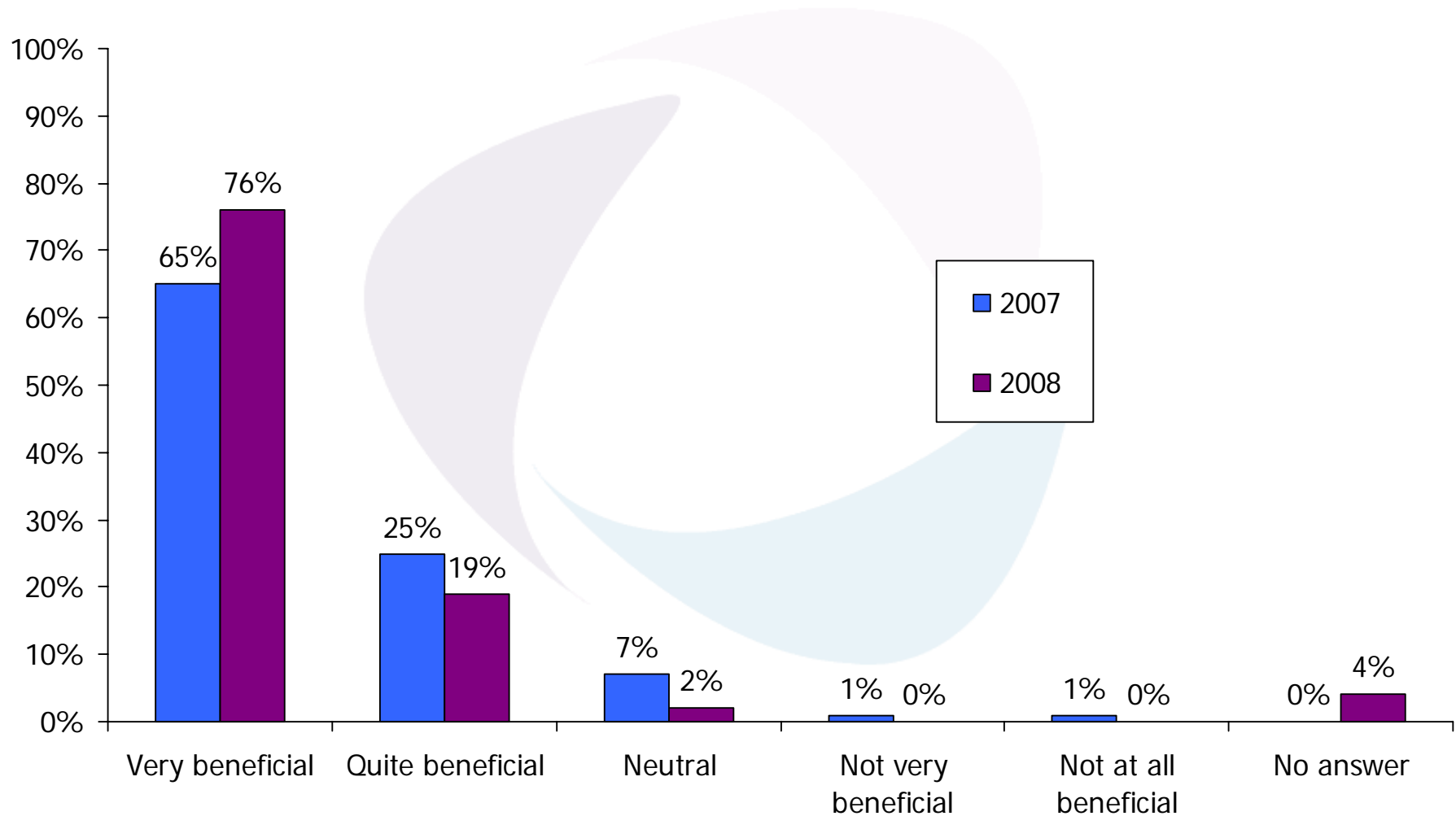
What does your organisation use the internet for?



Base: 54 organisations with an income between £1-10m, 2008

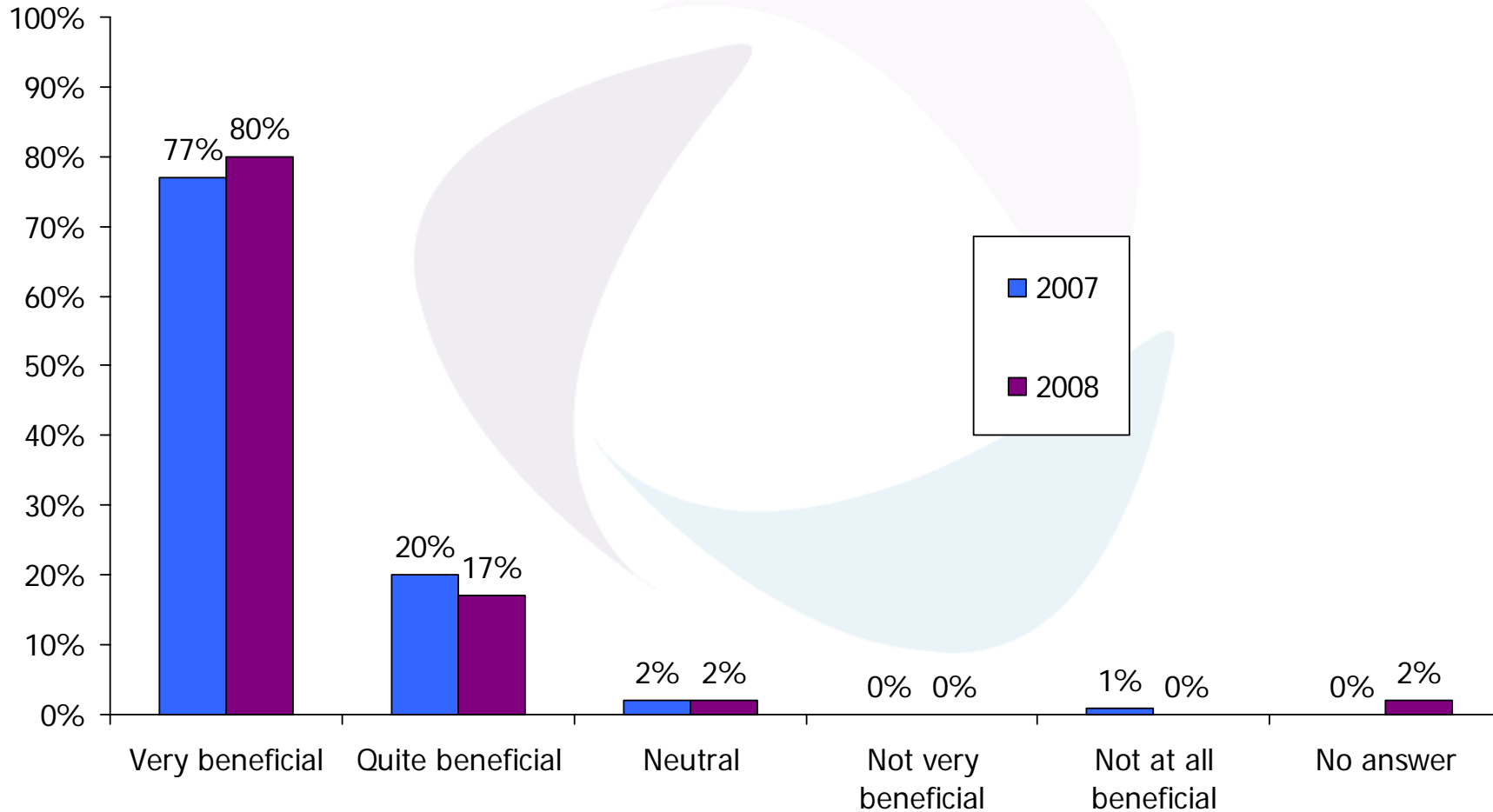
Source: Virtual Promise, nfpSynergy

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



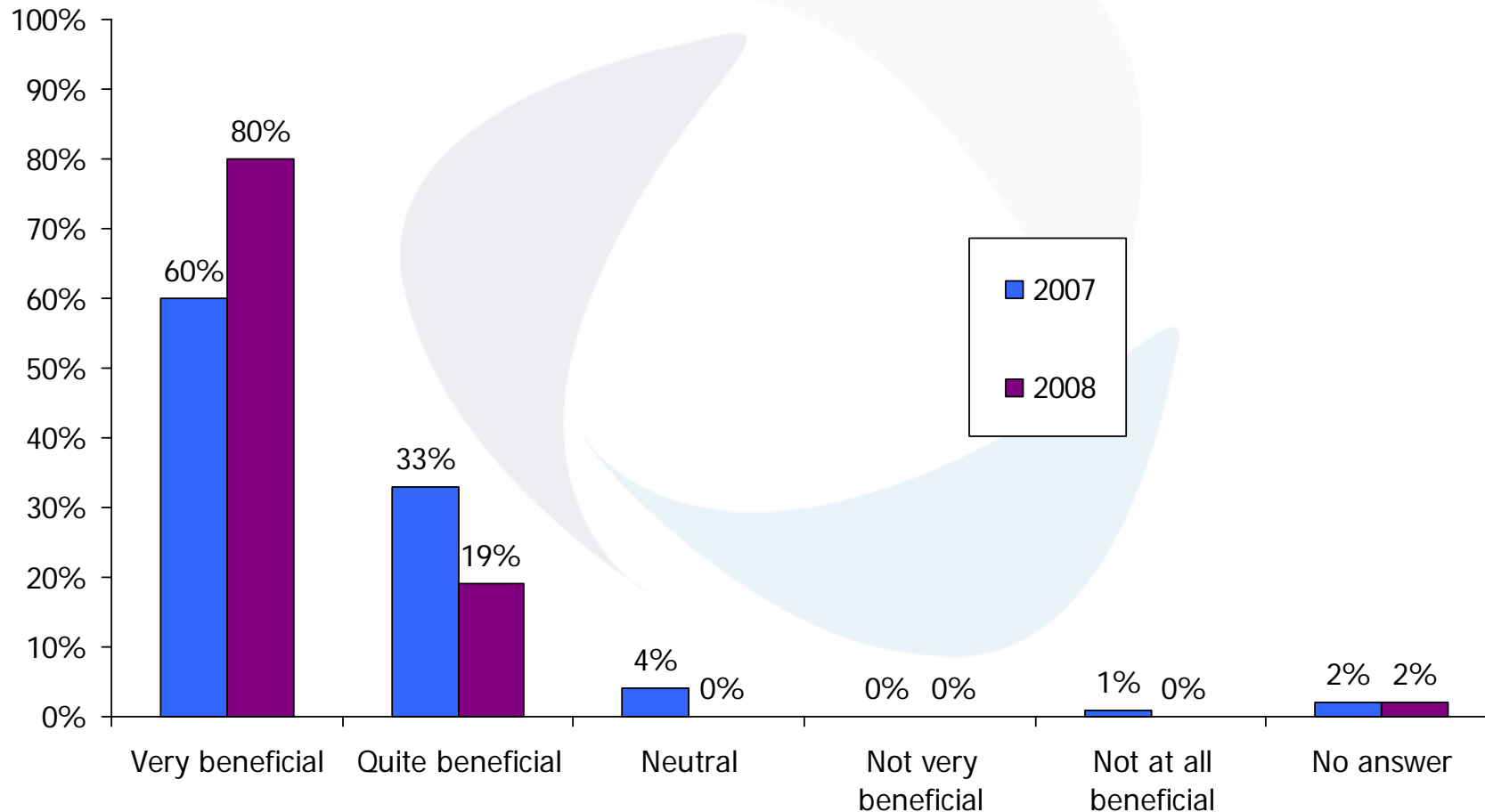
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



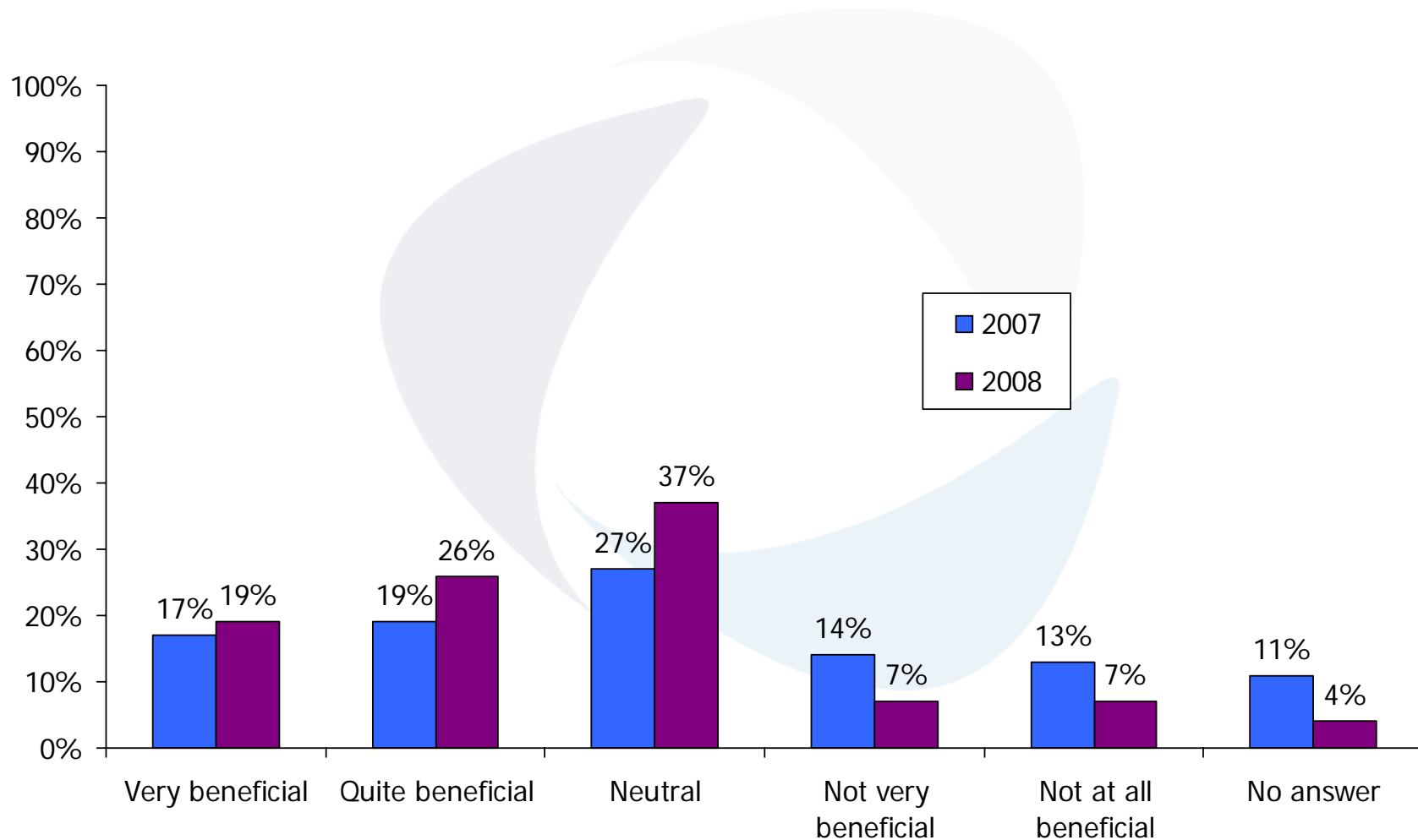
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



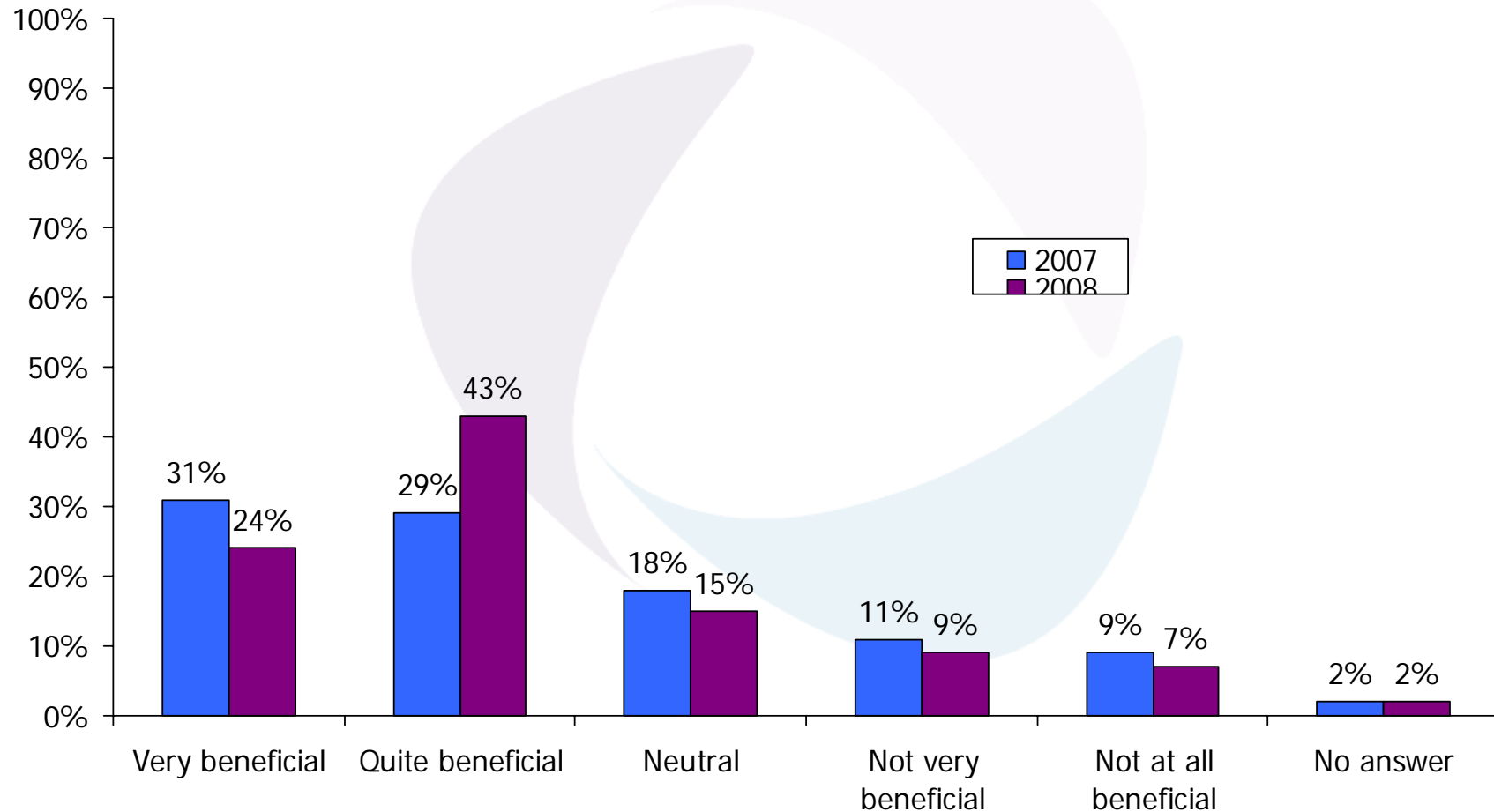
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



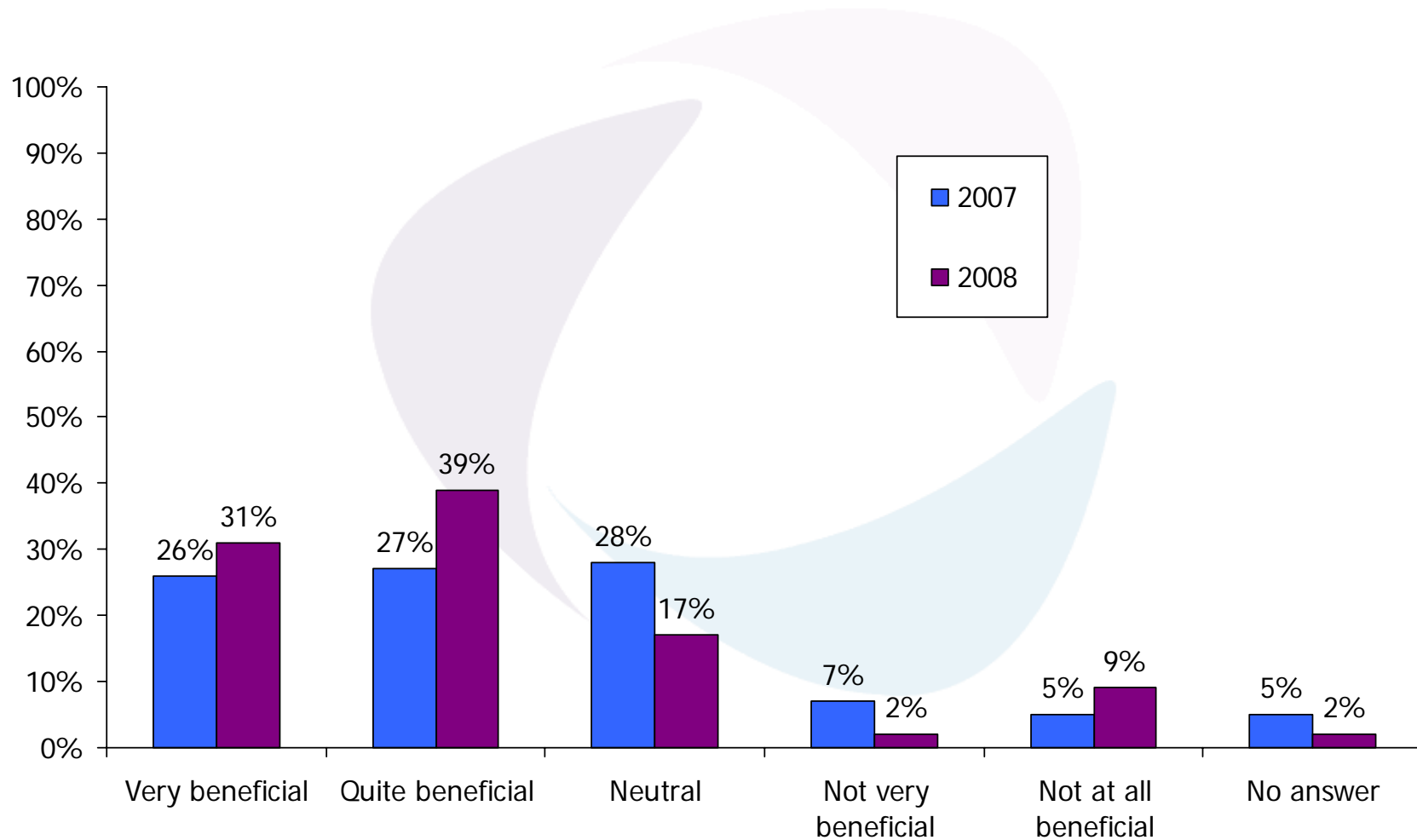
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



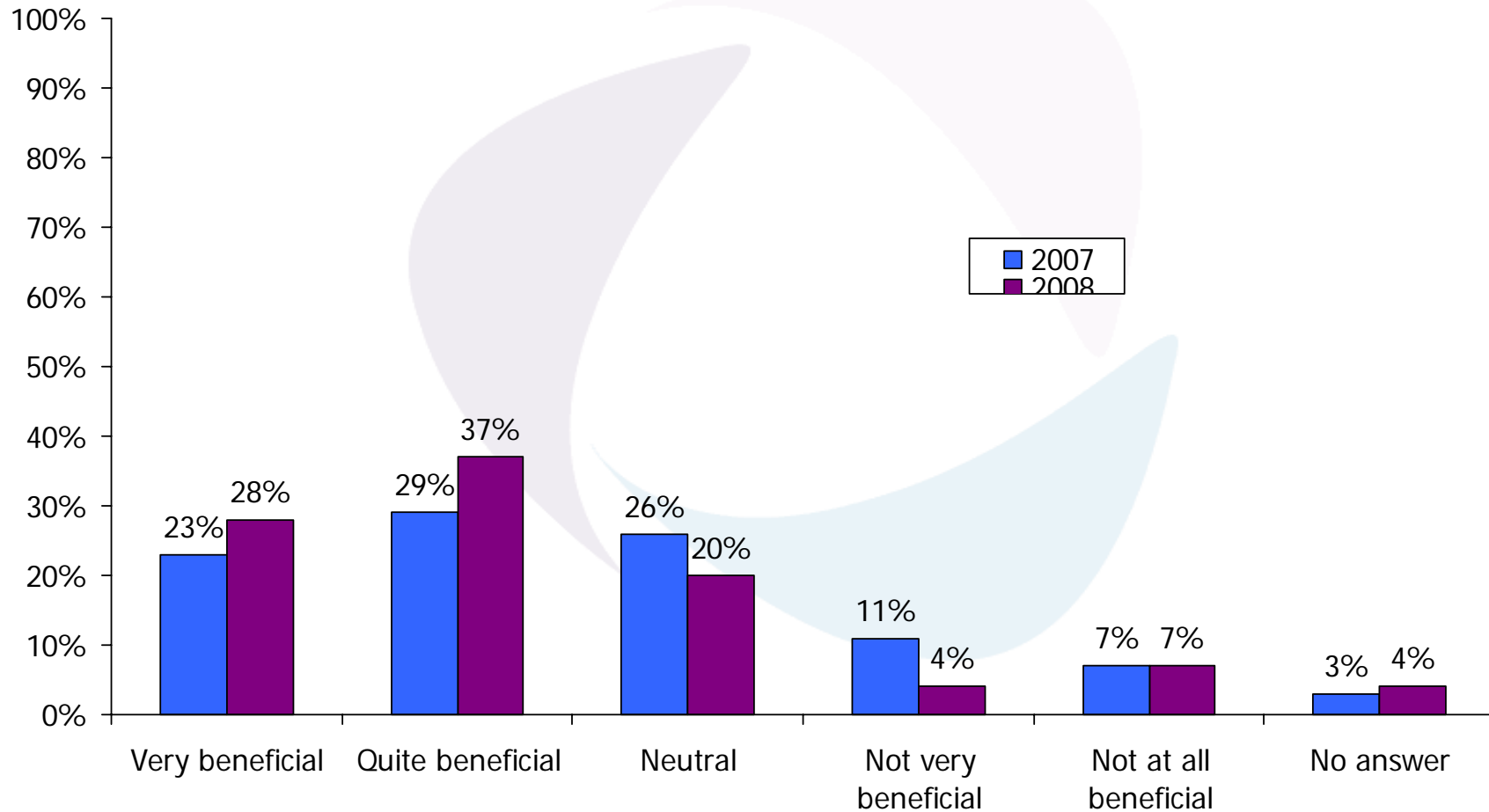
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



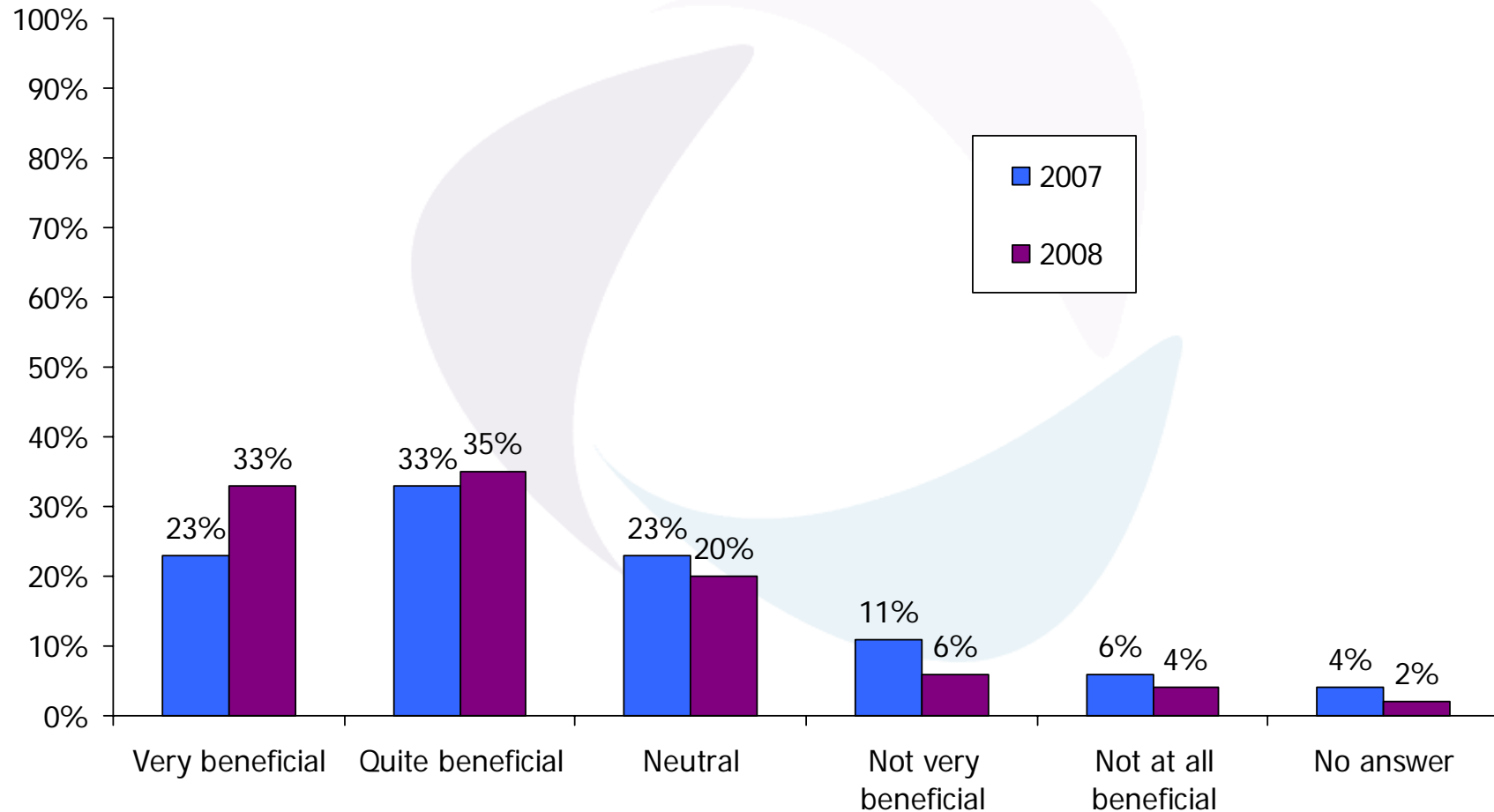
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



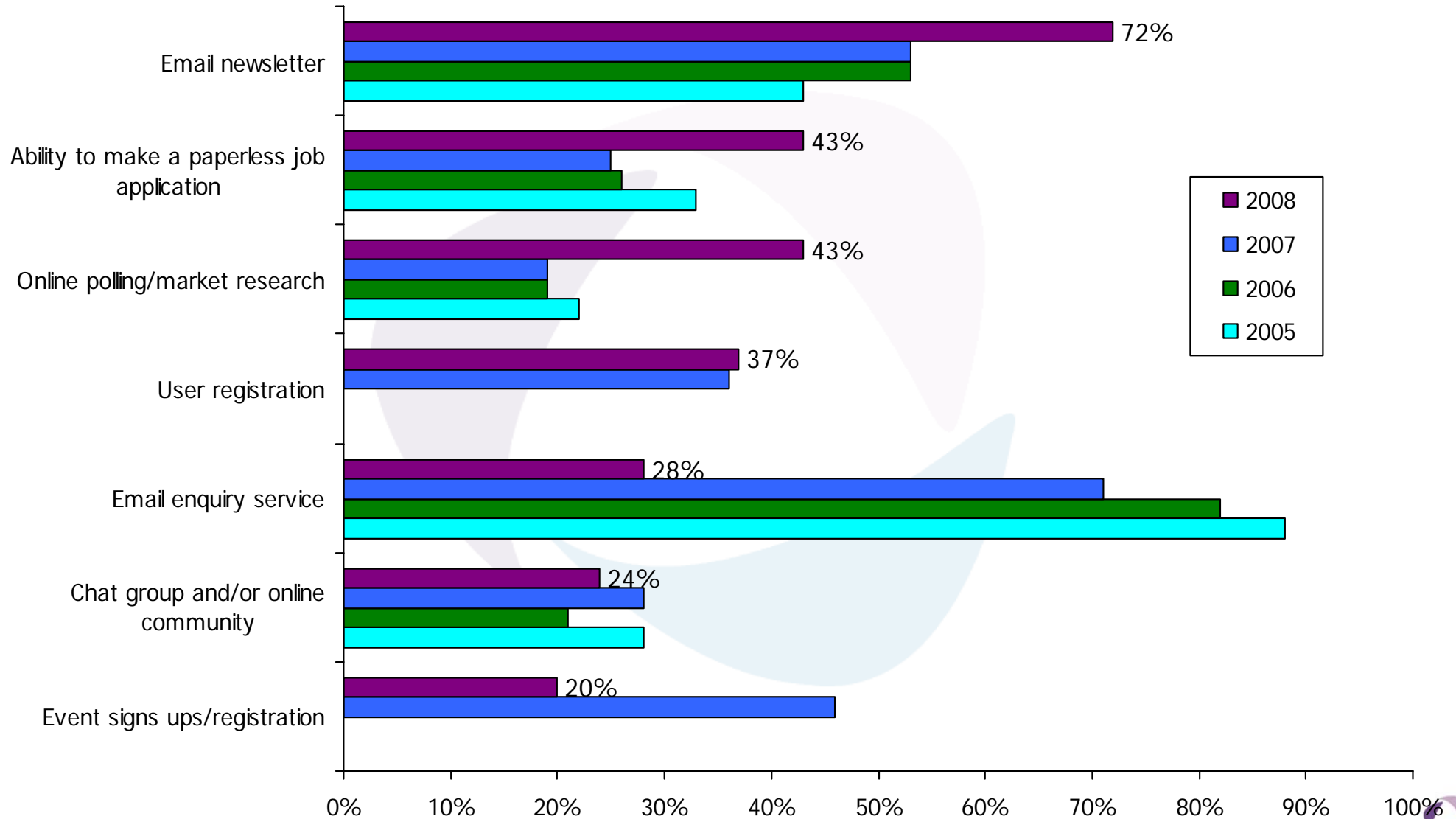
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



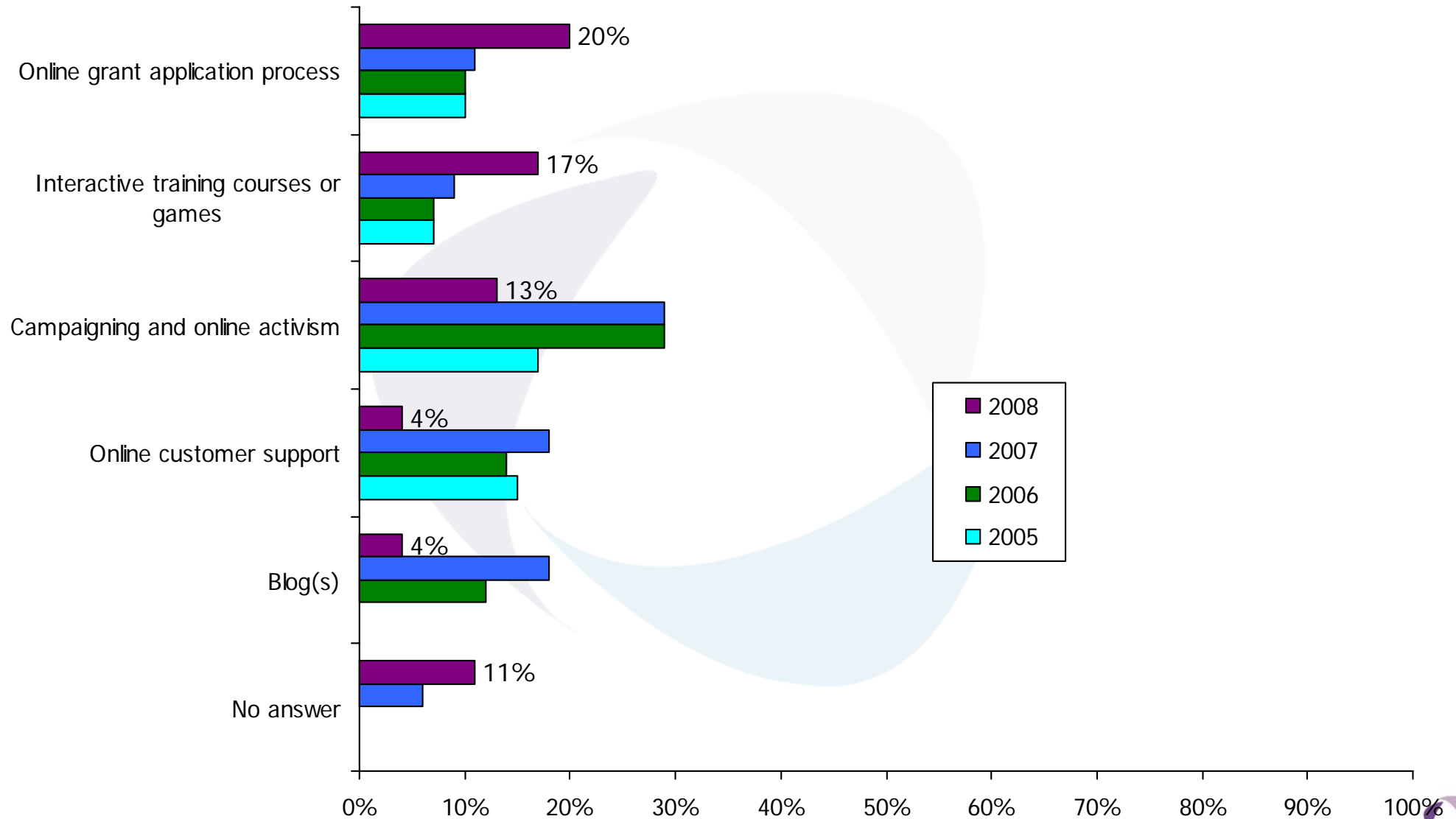
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



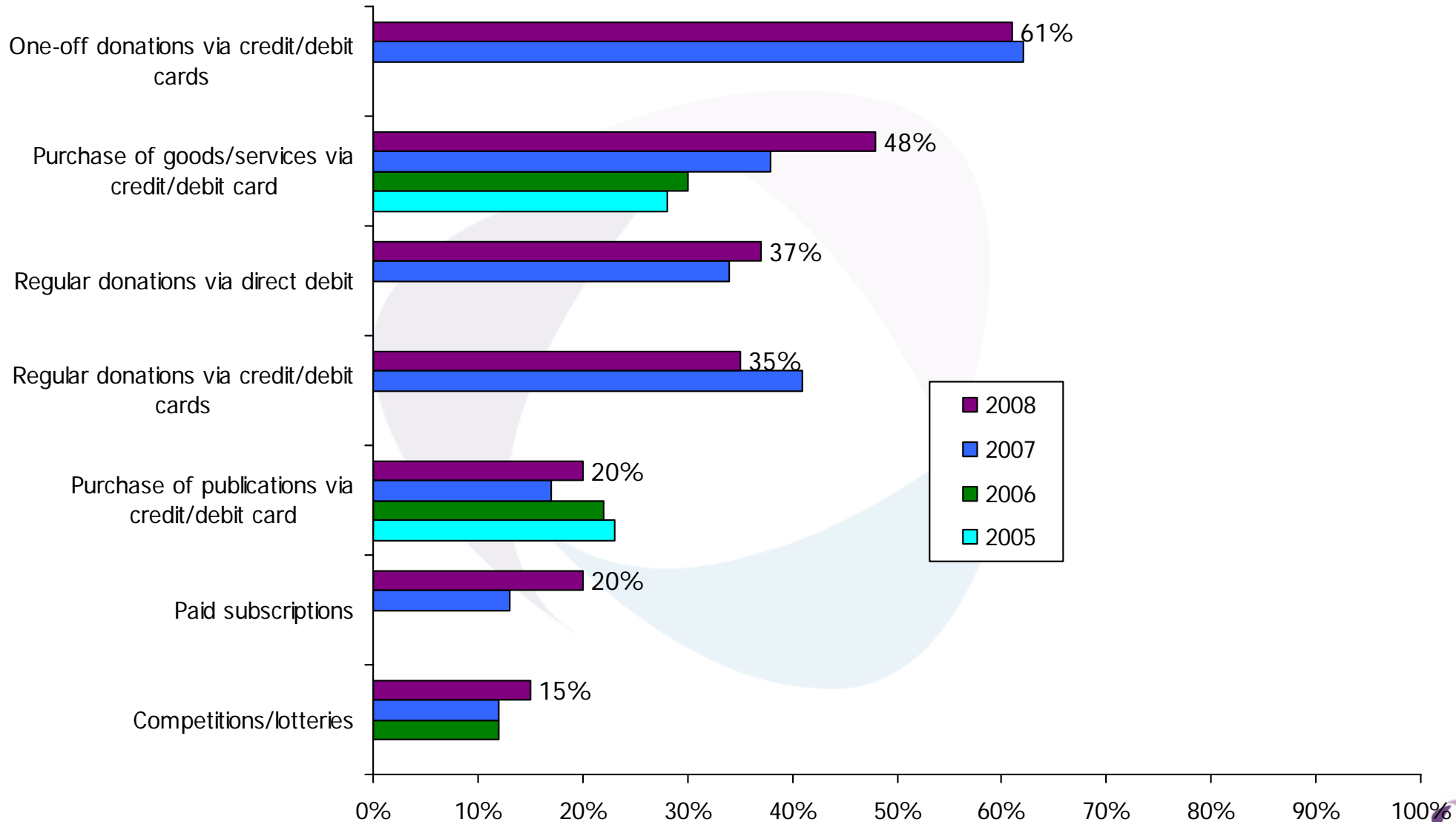
Base: 54 organisations with an income between £1-10m, 2008
 Source: Virtual Promise, nfpSynergy

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



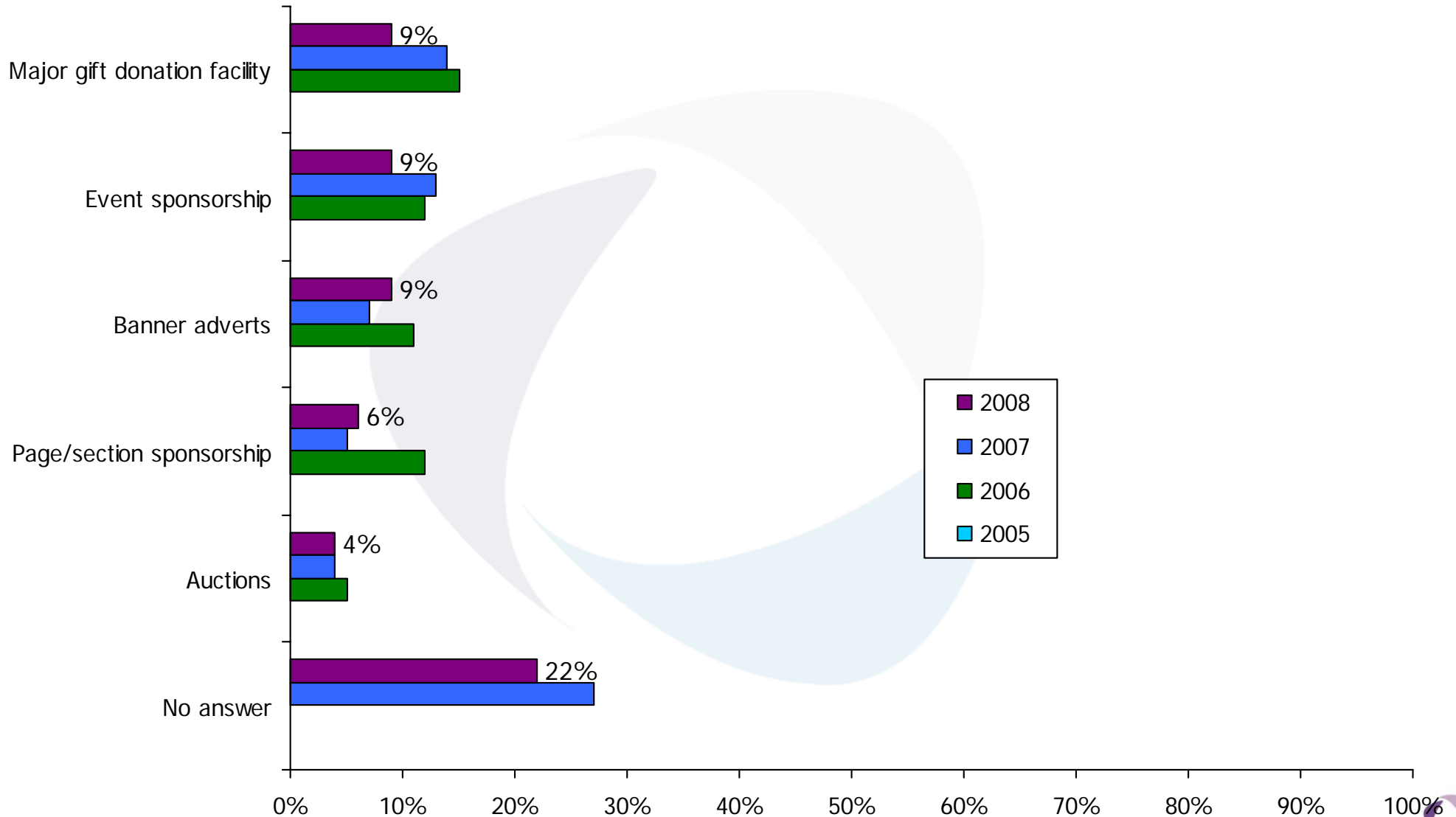
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



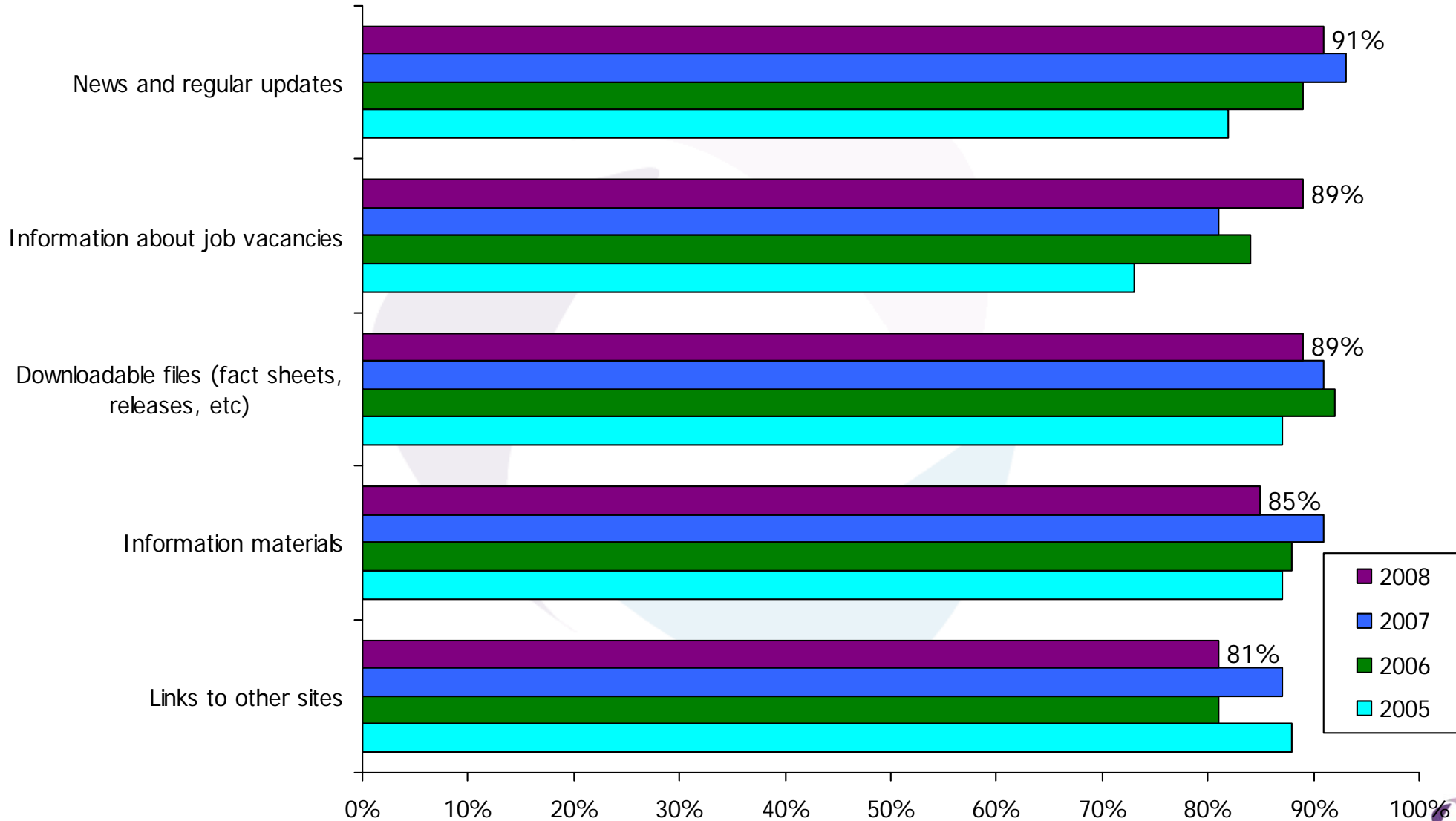
Base: 54 organisations with an income between £1-10m, 2008
 Source: Virtual Promise, nfpSynergy

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



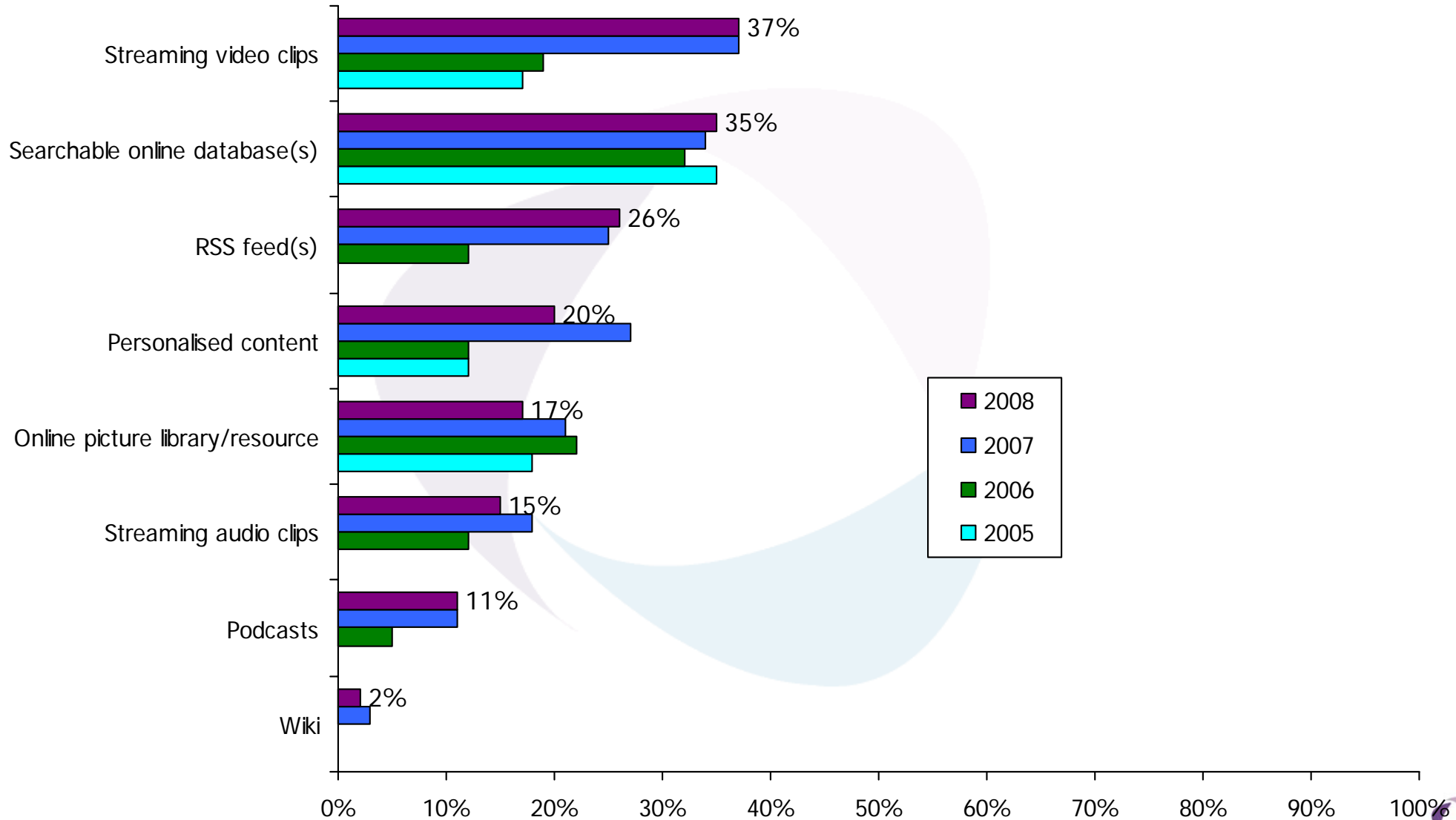
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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

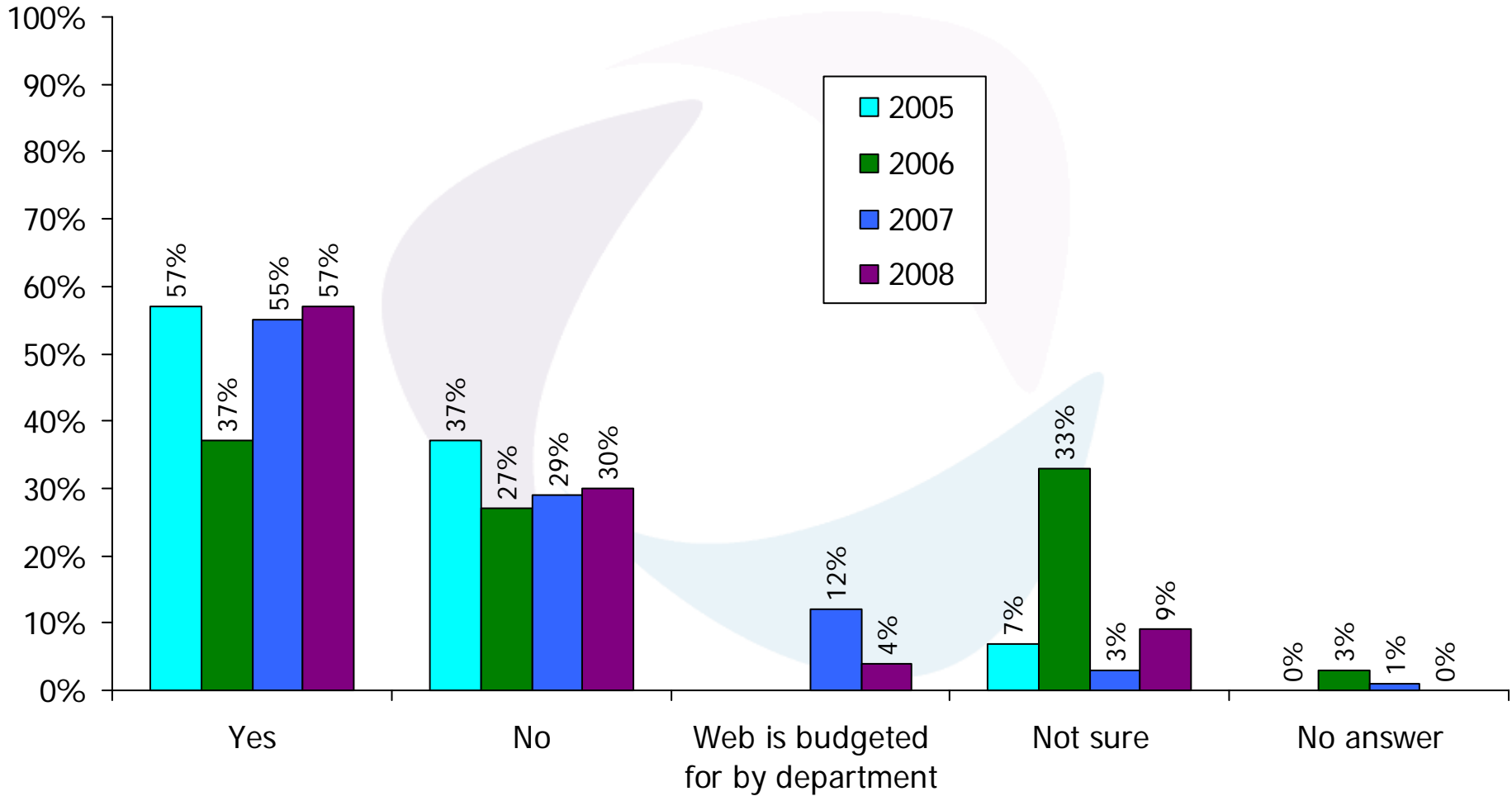


Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy



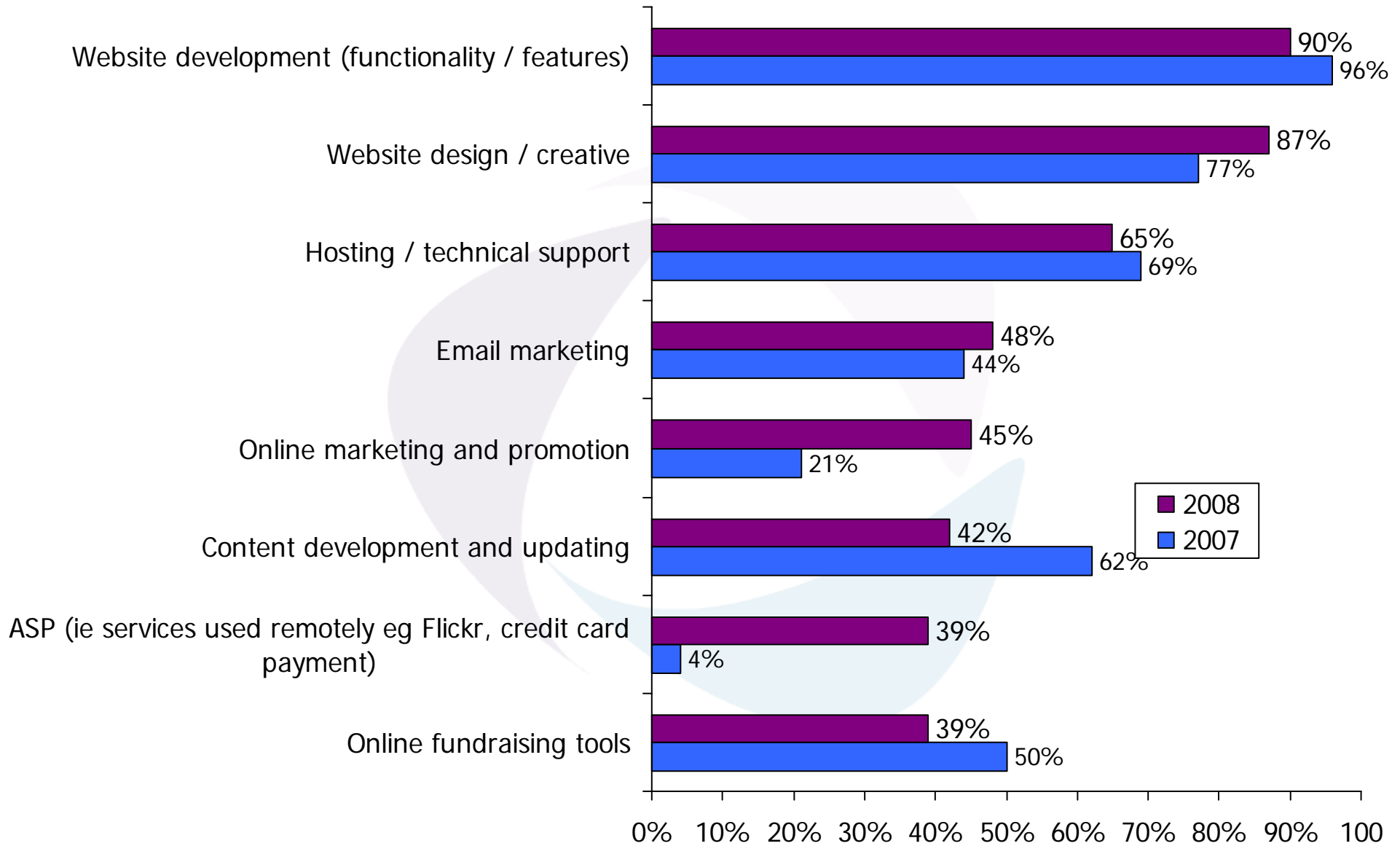
Website and web team resource allocation and characteristics

Do you have a dedicated budget for your website?



Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

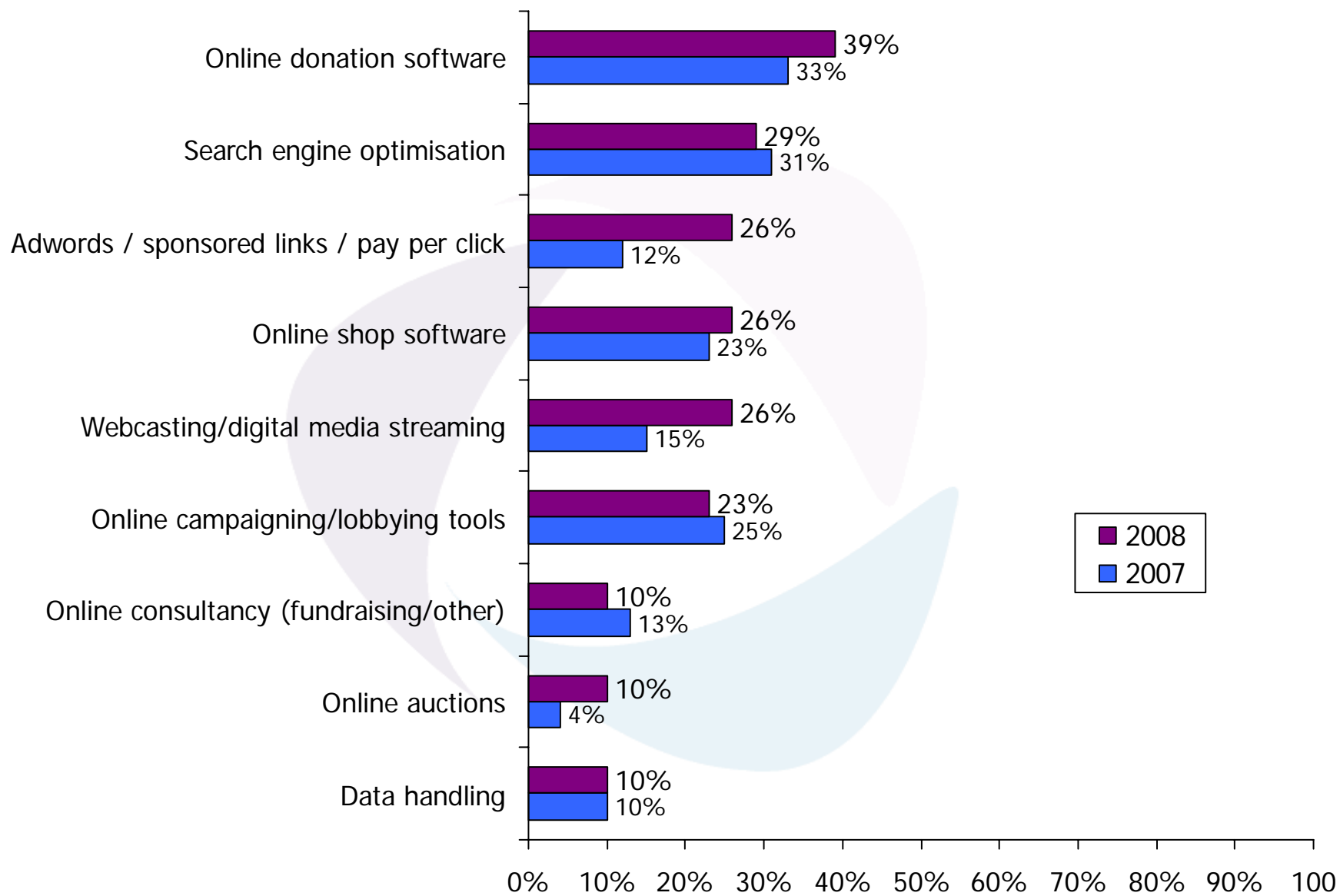
For what purposes do you use your budget? (i)



Base: 22 organisations with a dedicated website budget and an income between £1-10m, 2008

Source: Virtual Promise, nfpSynergy

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



Base: 22 organisations with a dedicated website budget and an income between £1-10m, 2008

Source: Virtual Promise, nfpSynergy

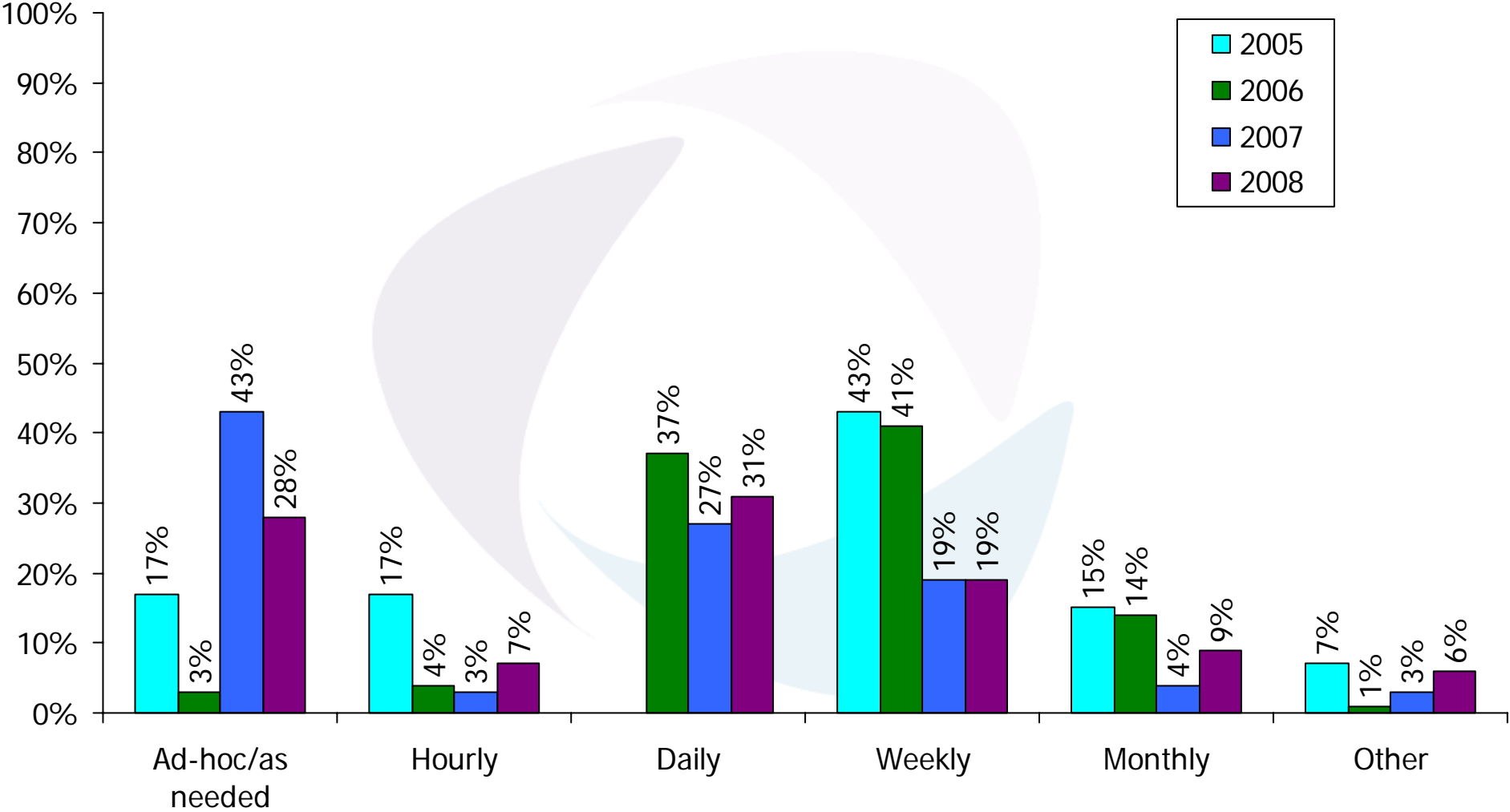
In total how many staff and volunteers (in full-time equivalents) work on your website currently?

• **Average number: 5**

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

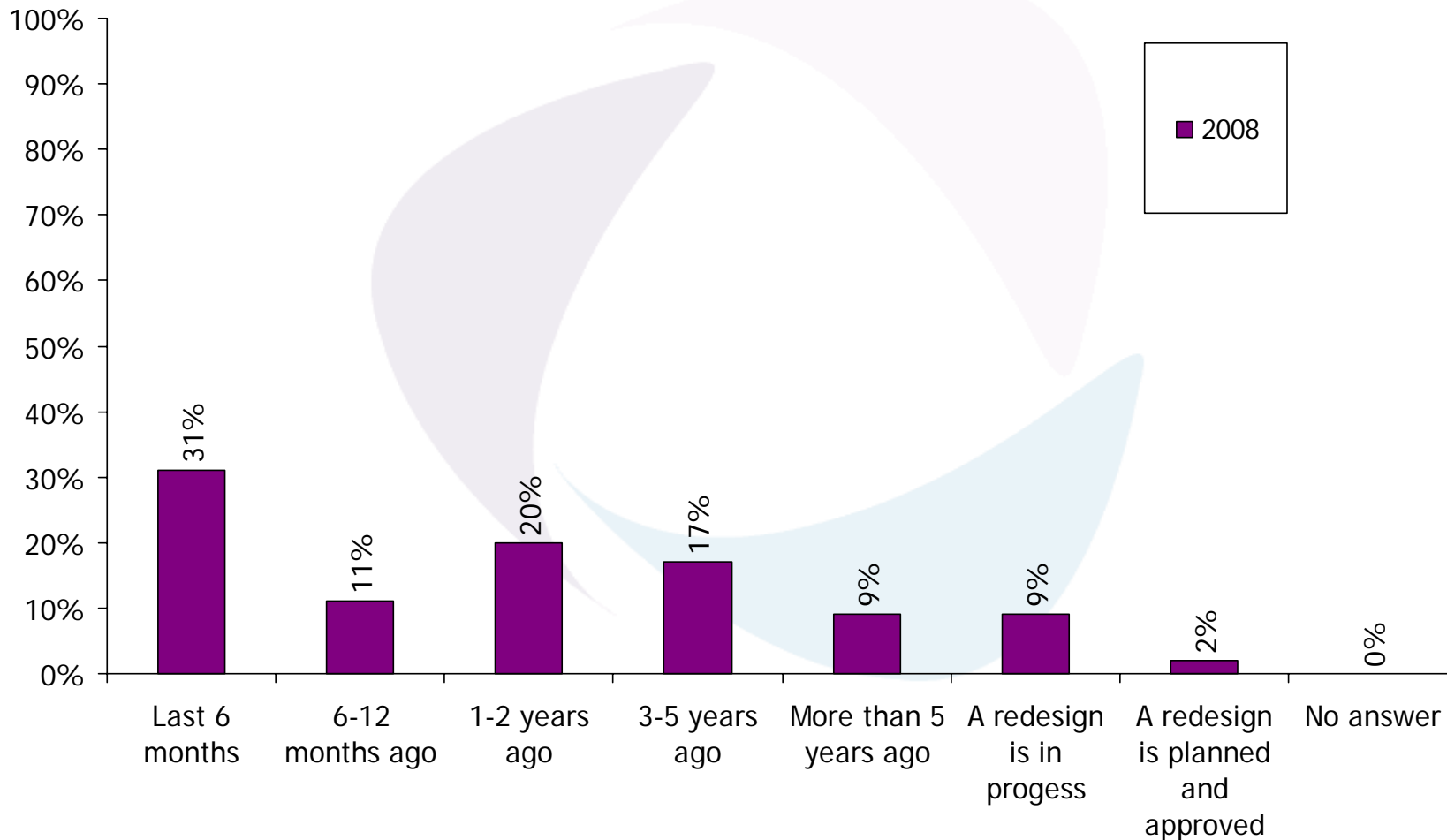
• **Average number: 7**

How often is your site generally updated on average?



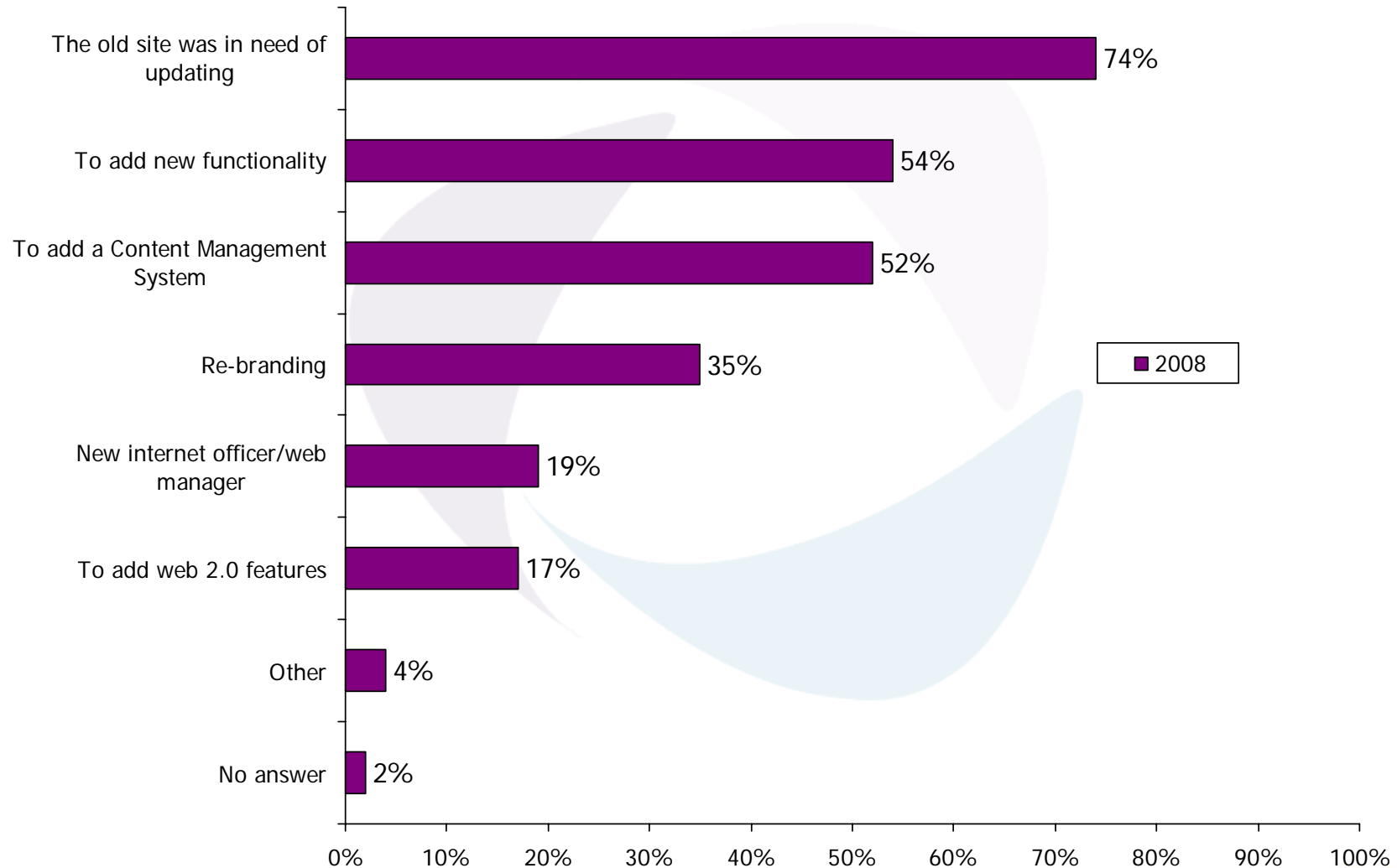
Base: 54 organisations with an income between £1-10m, 2008
 Source: Virtual Promise, nfpSynergy

When was your website last redesigned?



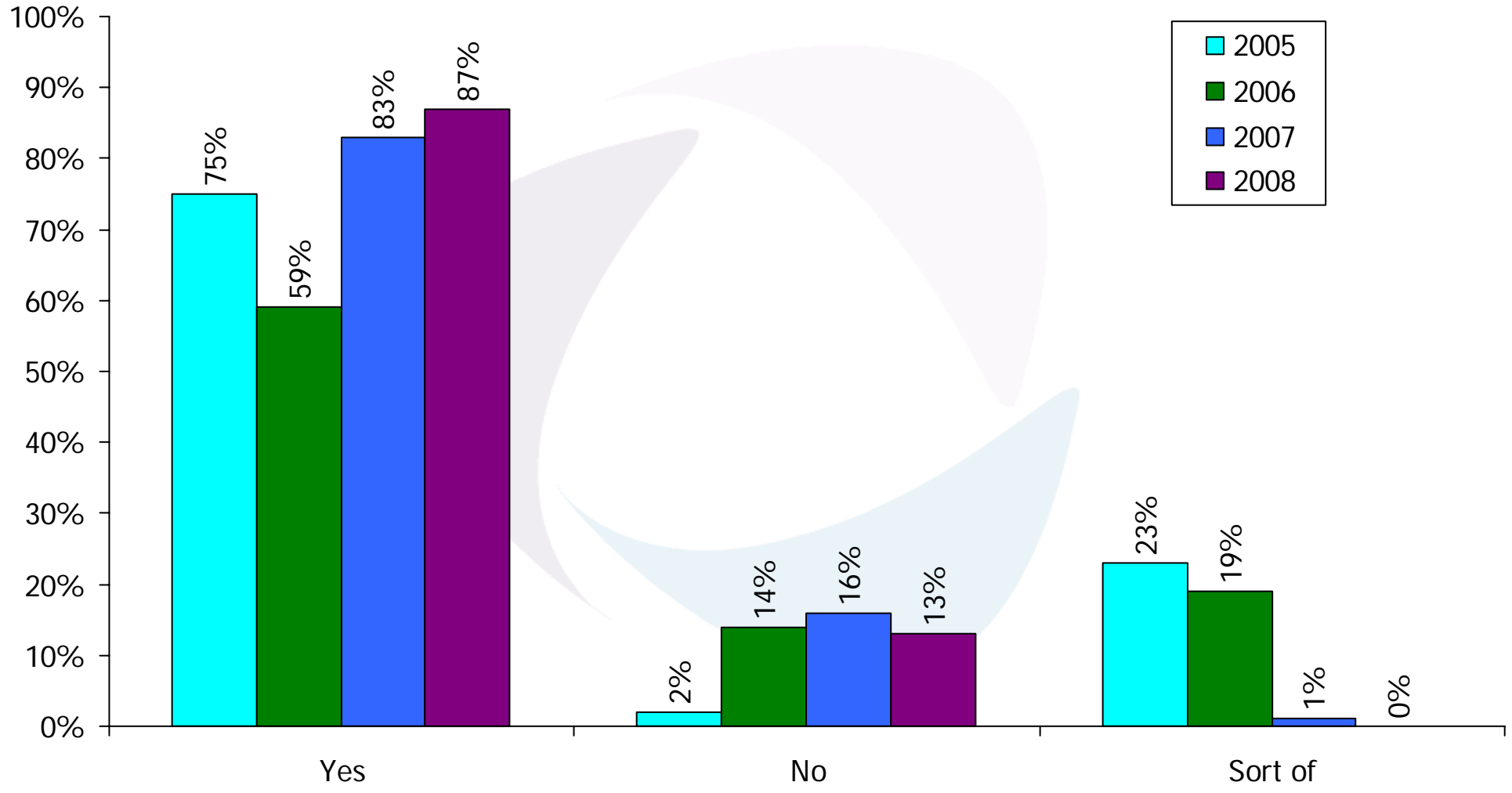
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

What were the main reasons for the latest redesign of your website?



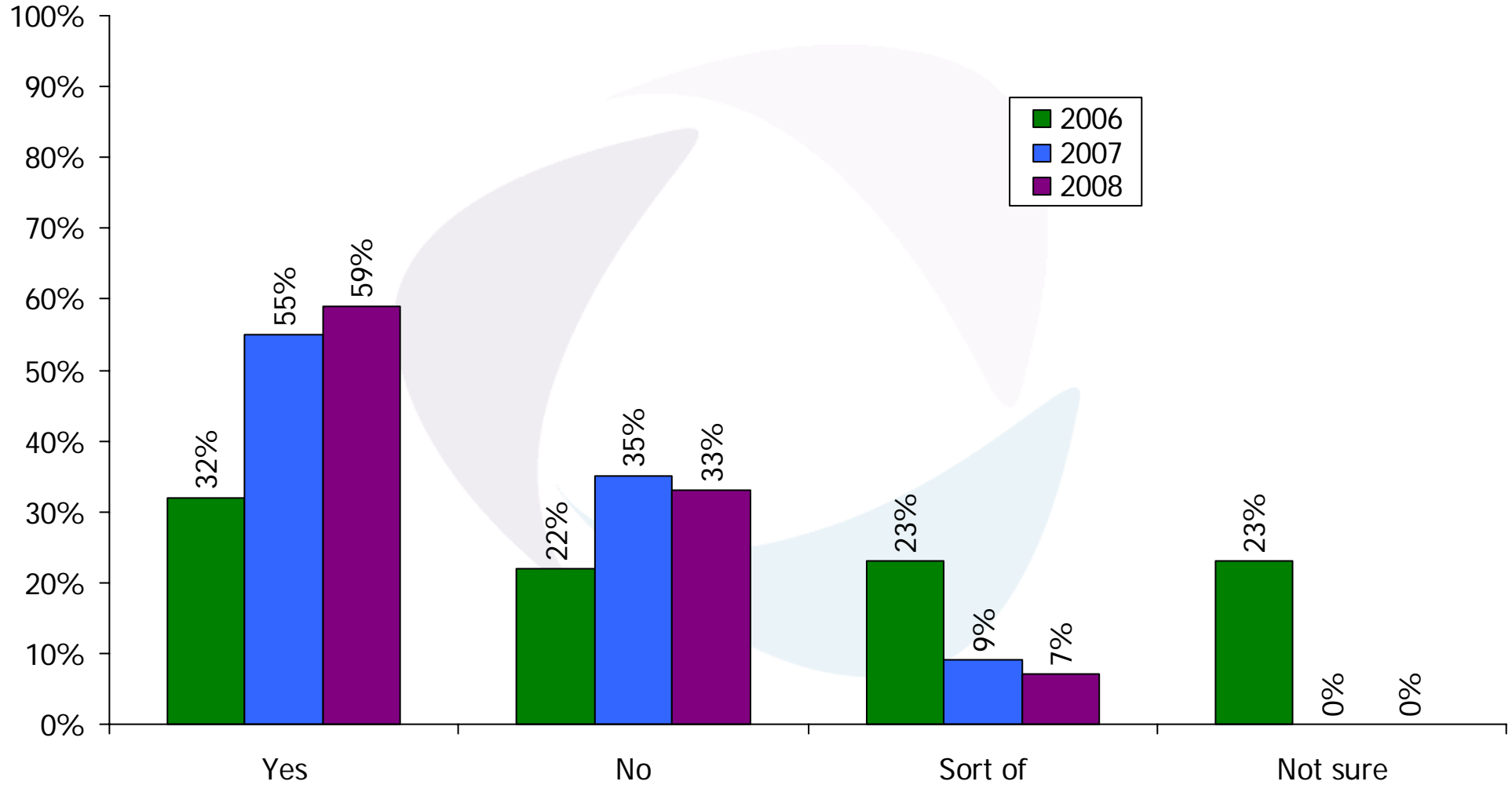
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

Is there a person responsible for content consistency?



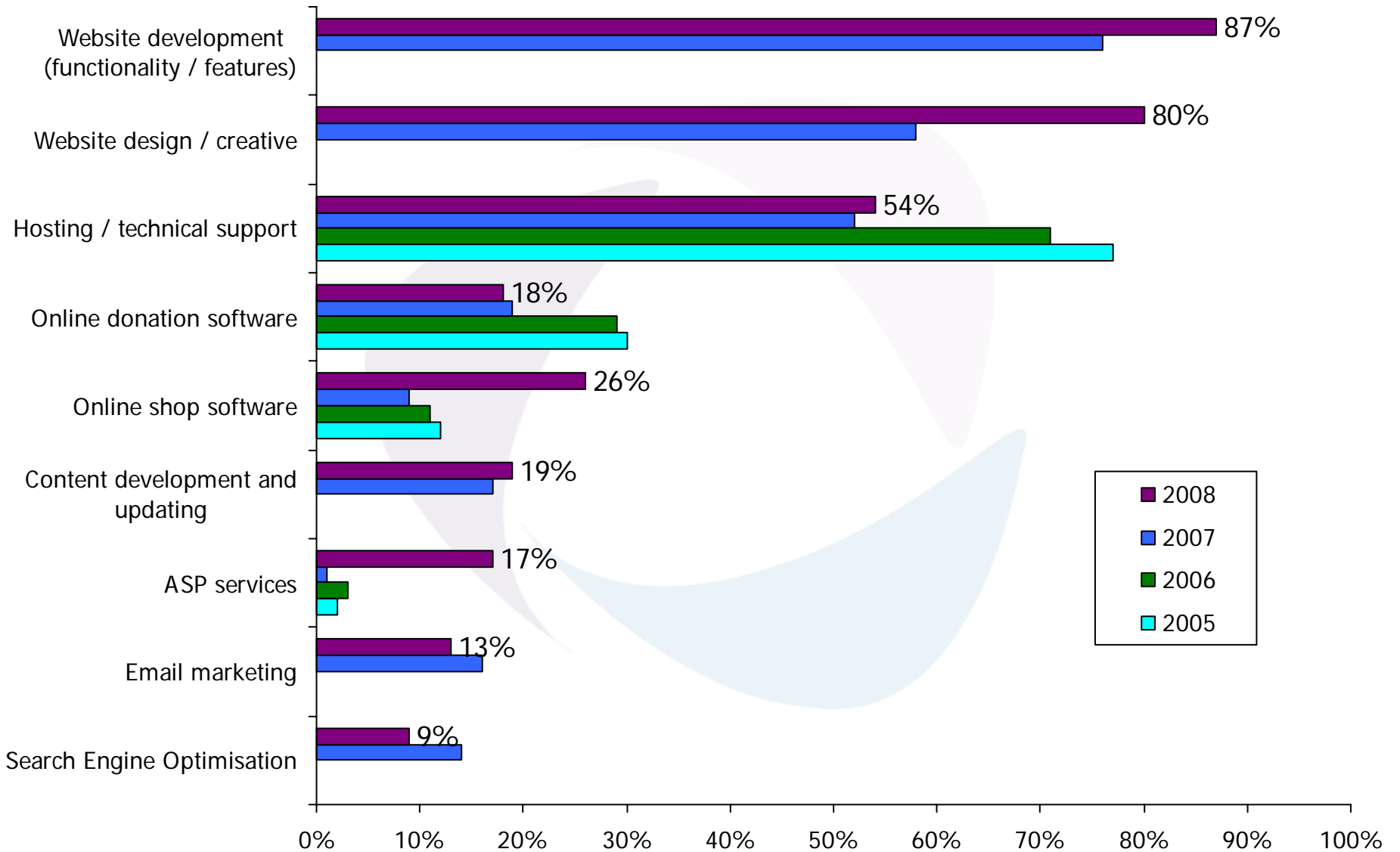
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

Is there a person responsible for legal compliance?



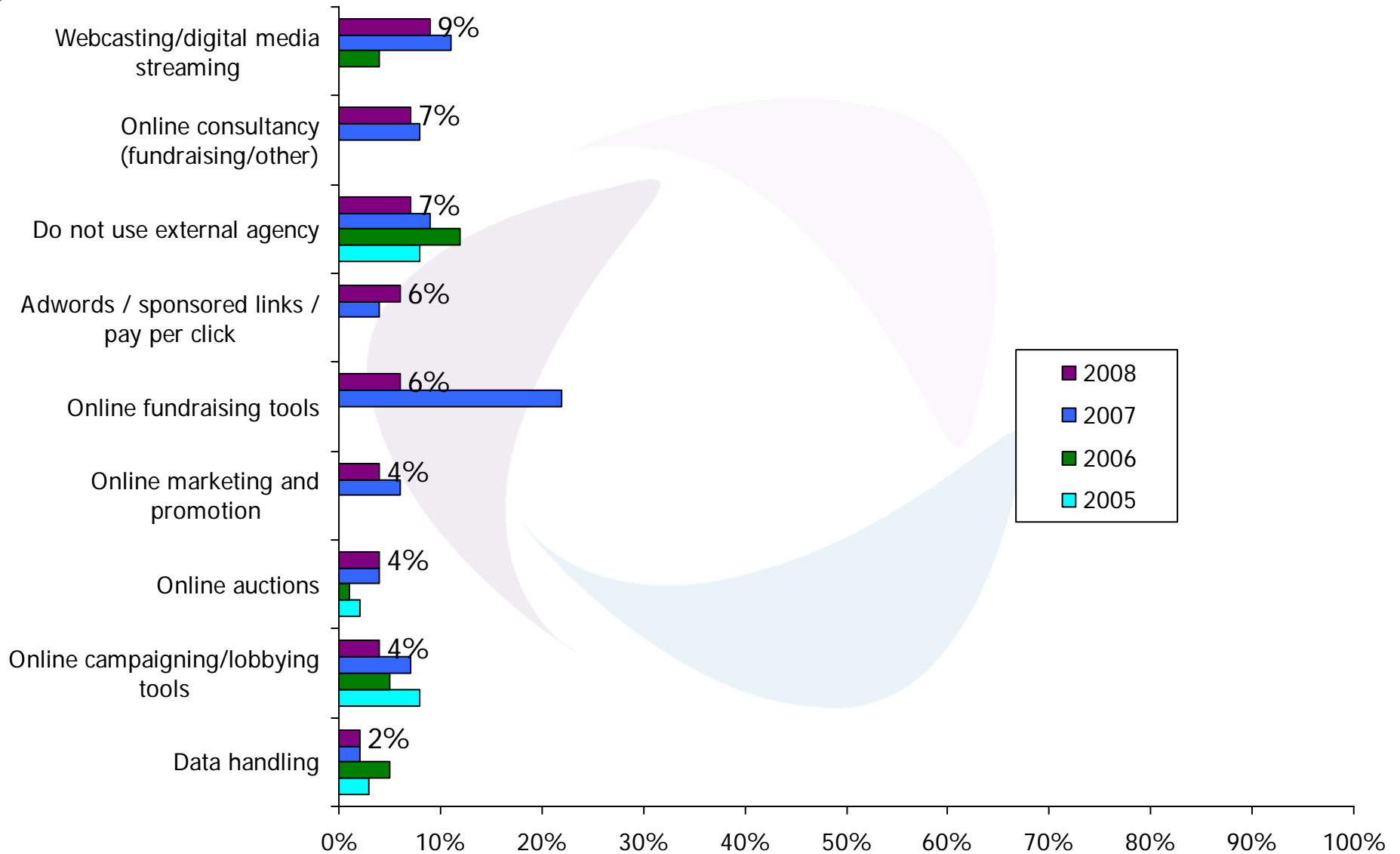
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



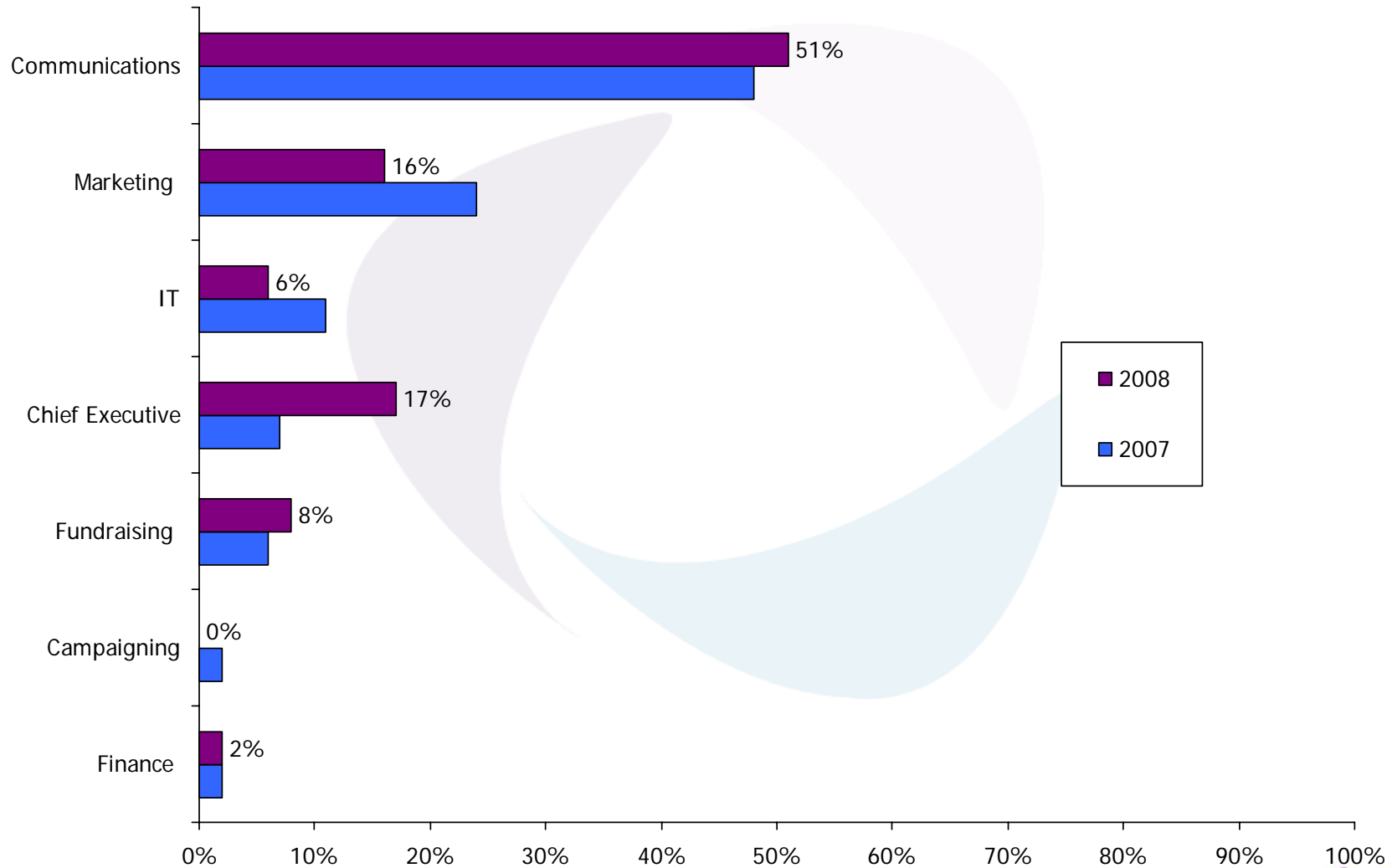
Base: 54 organisations with an income between £1-10m, 2008
 Source: Virtual Promise, nfpSynergy

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



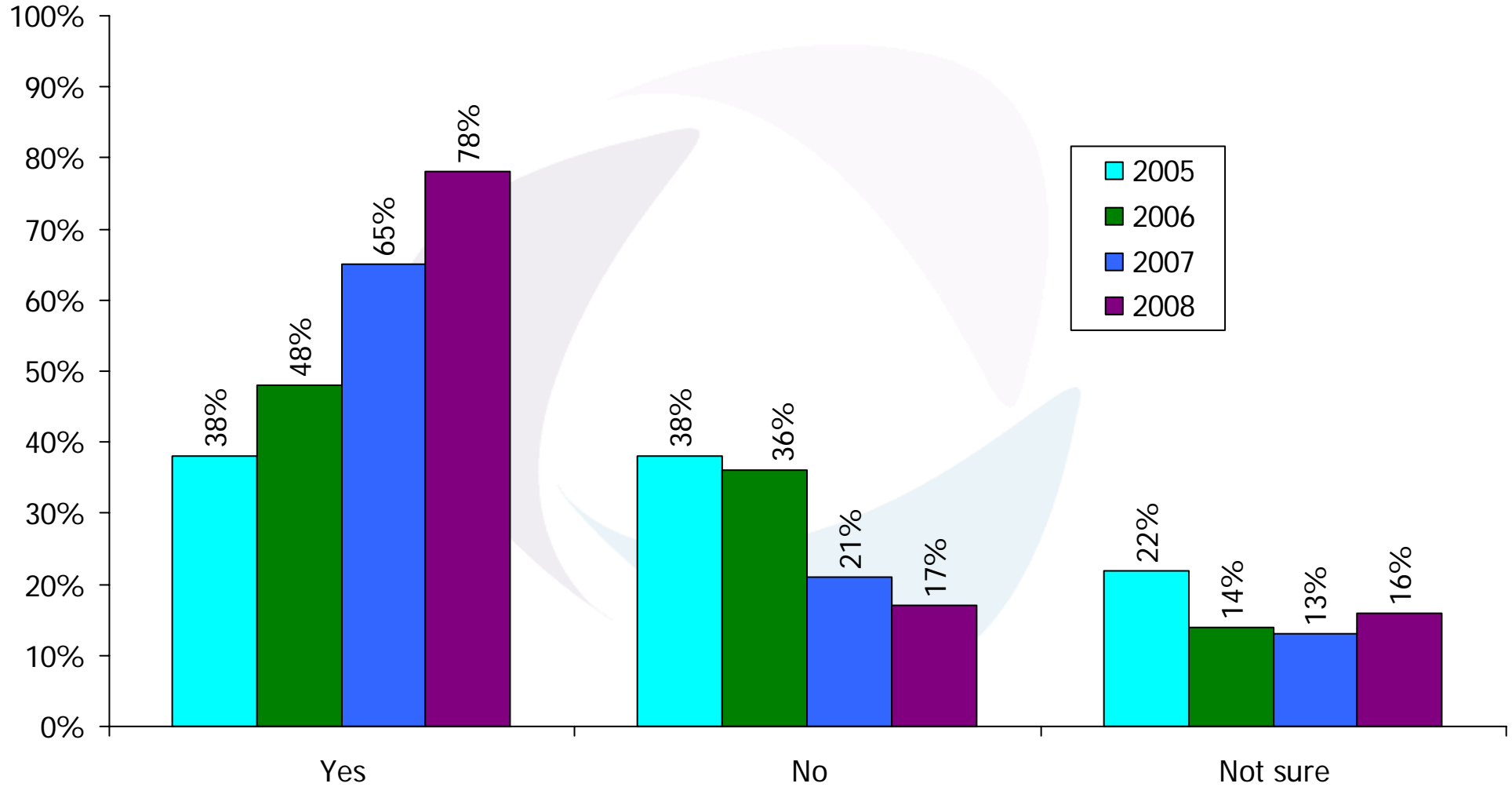
Base: 54 organisations with an income between £1-10m, 2008
 Source: Virtual Promise, nfpSynergy

Who has overall responsibility for your web presence?



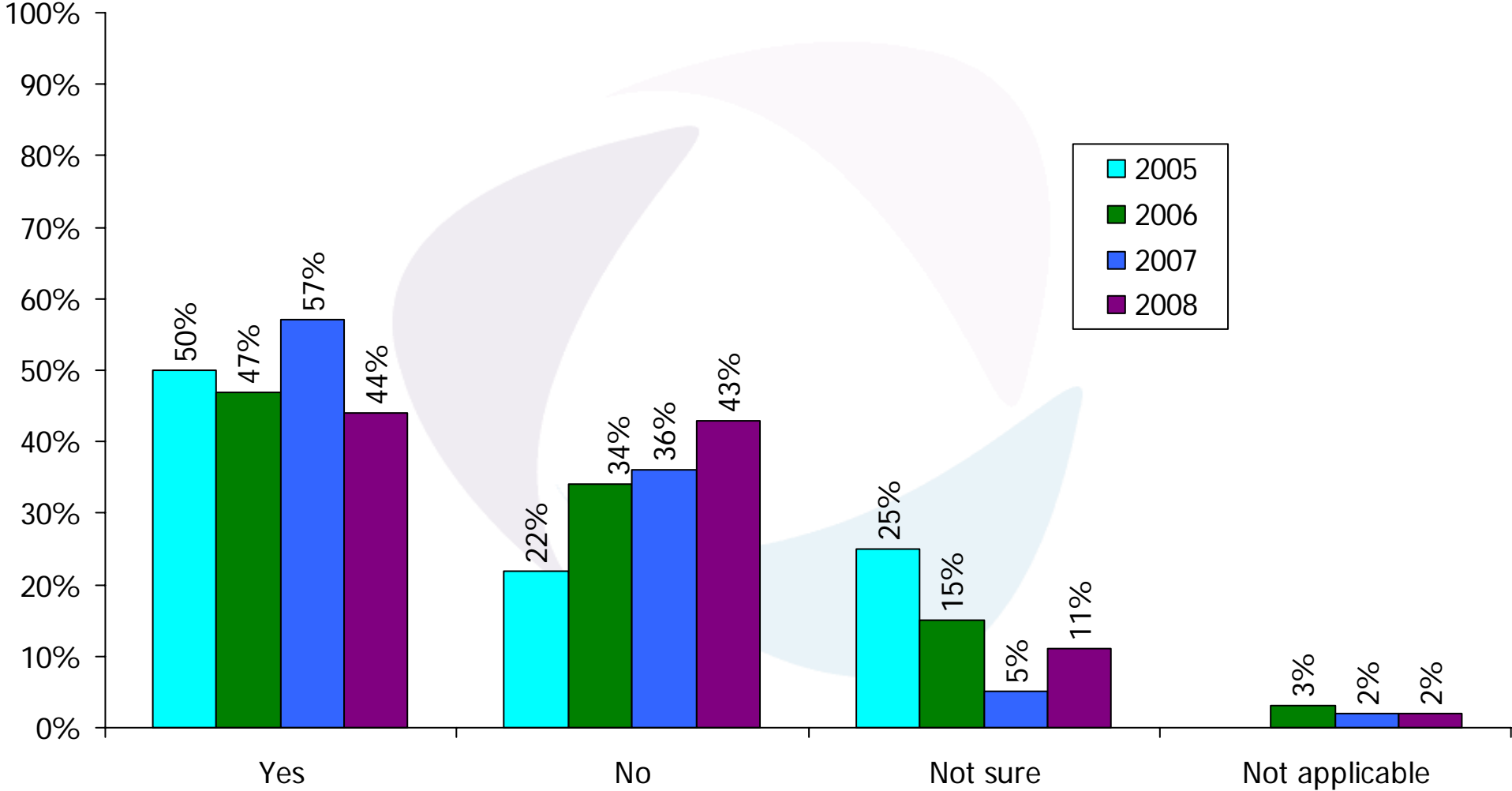
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

Do you use a content management system?



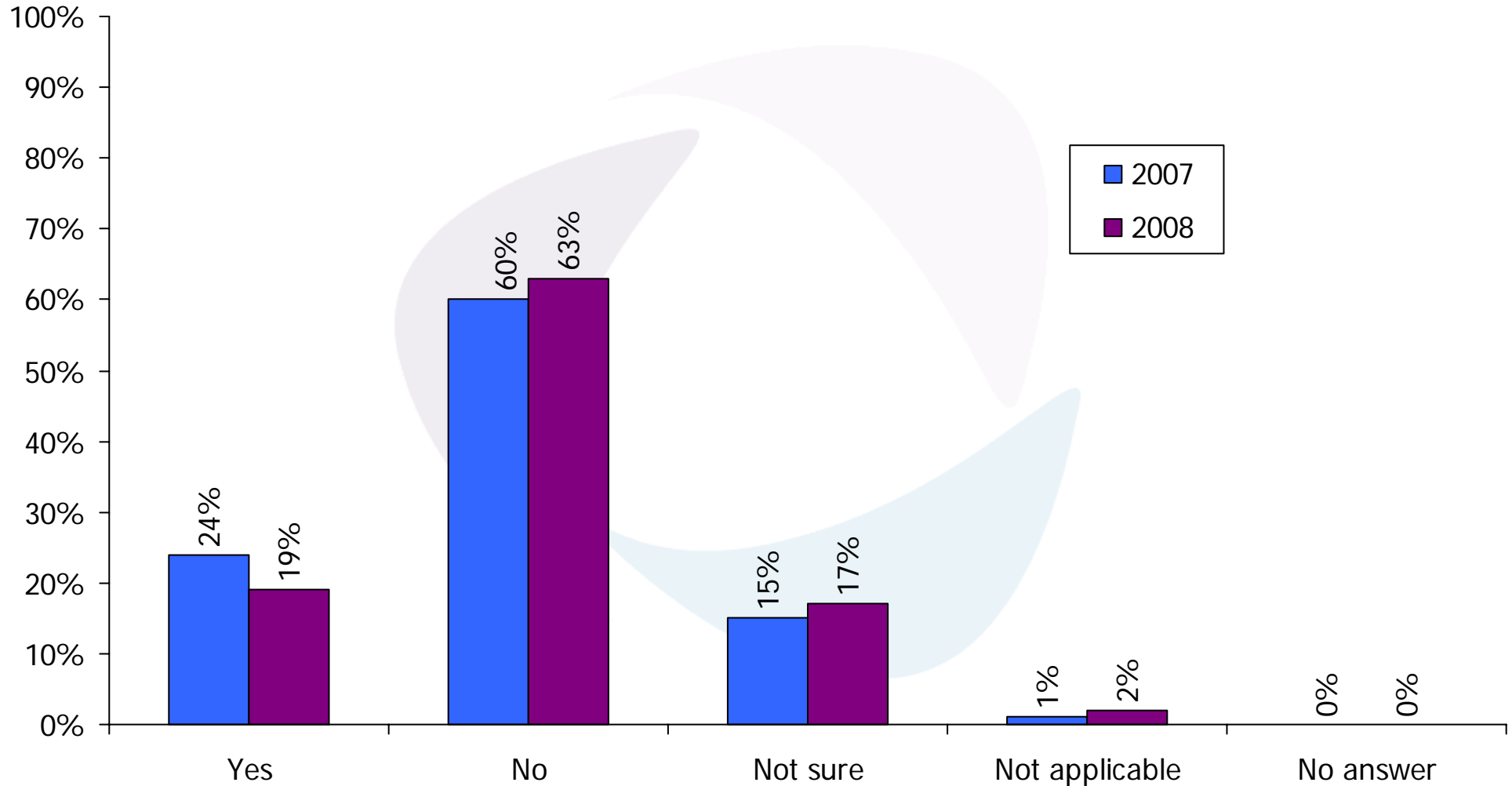
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

Do you update your site (directly) using HTML?



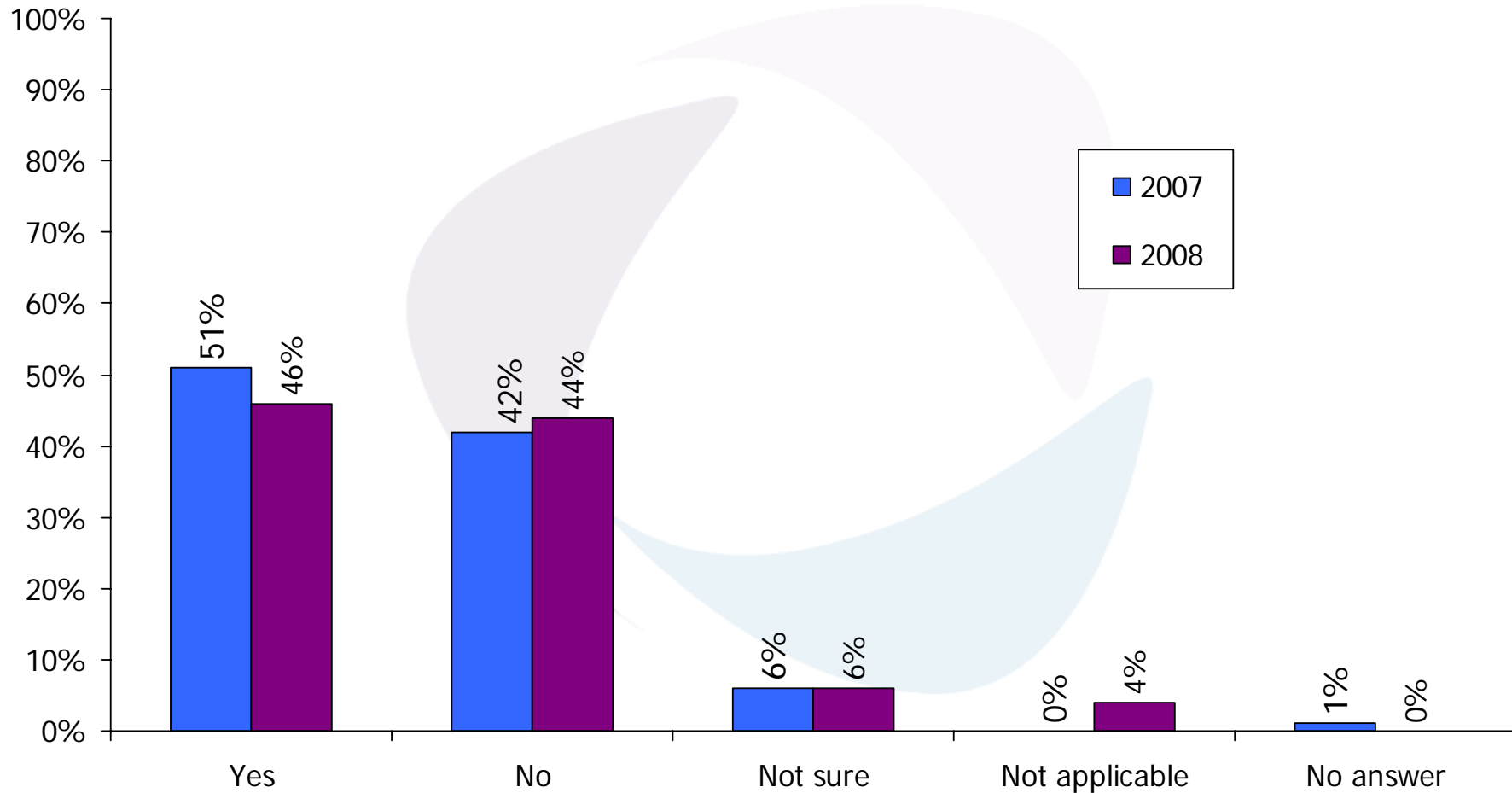
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



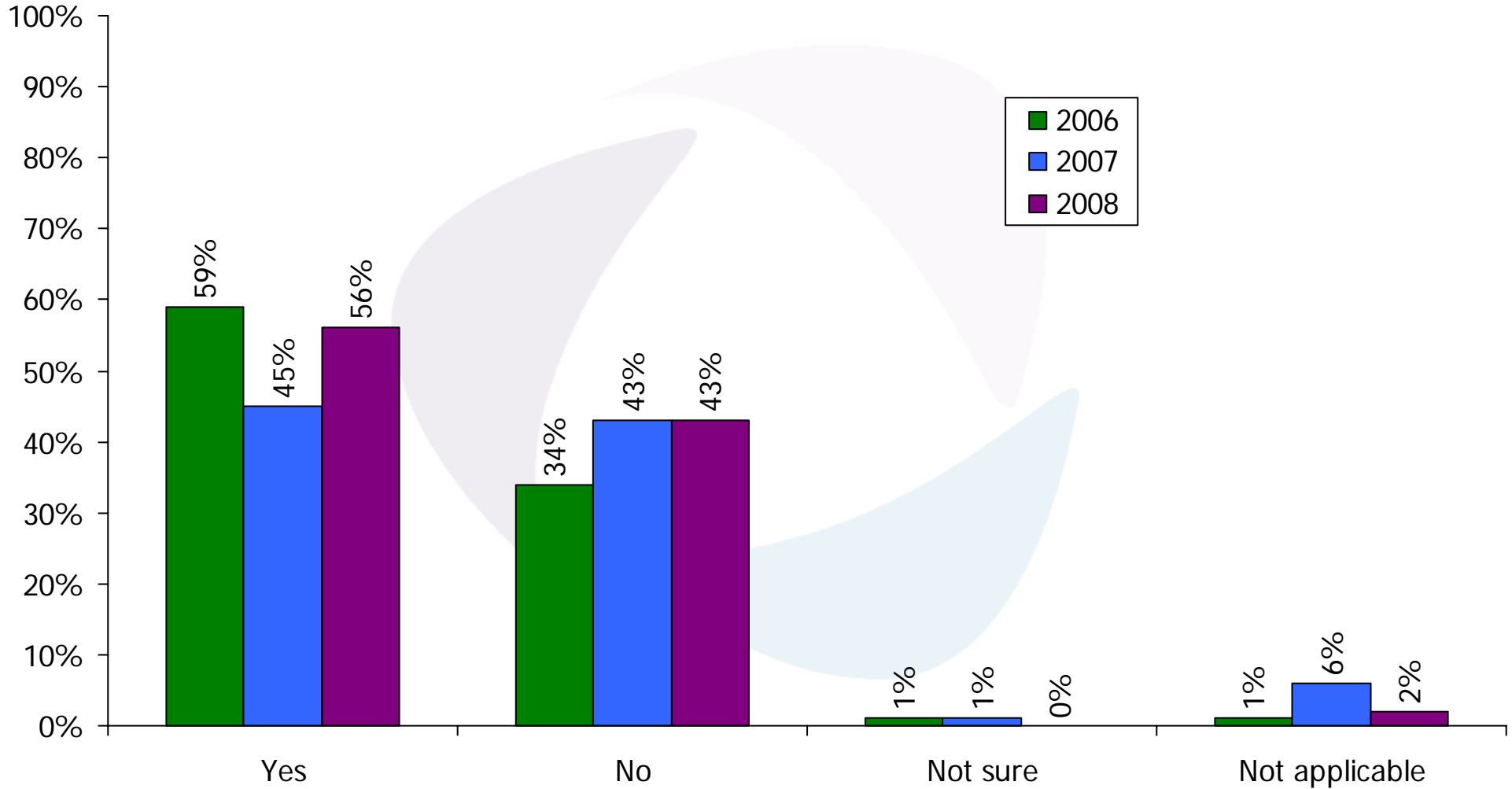
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

Do you use emails for fundraising?



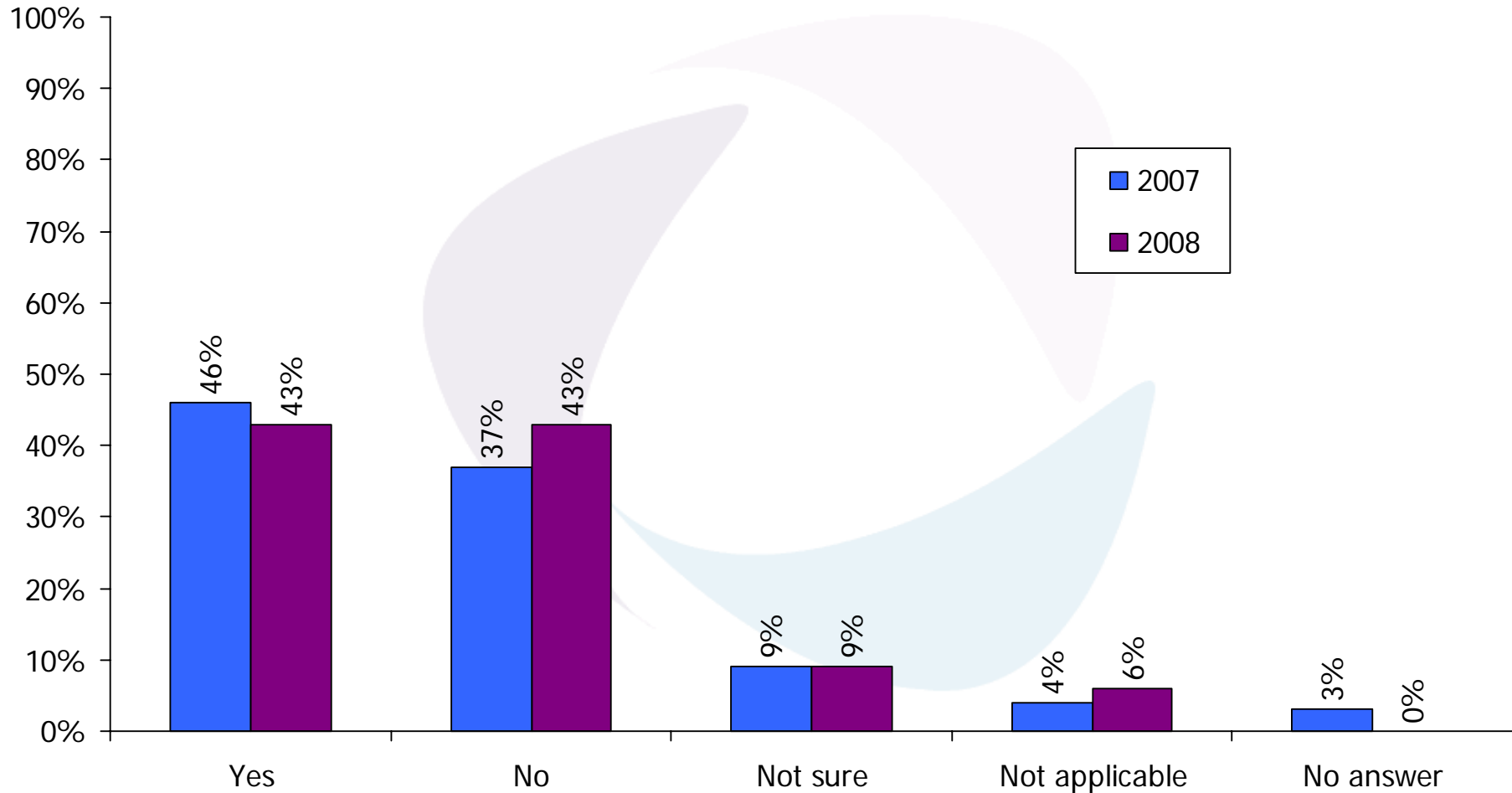
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

Do you use emails for campaigning?



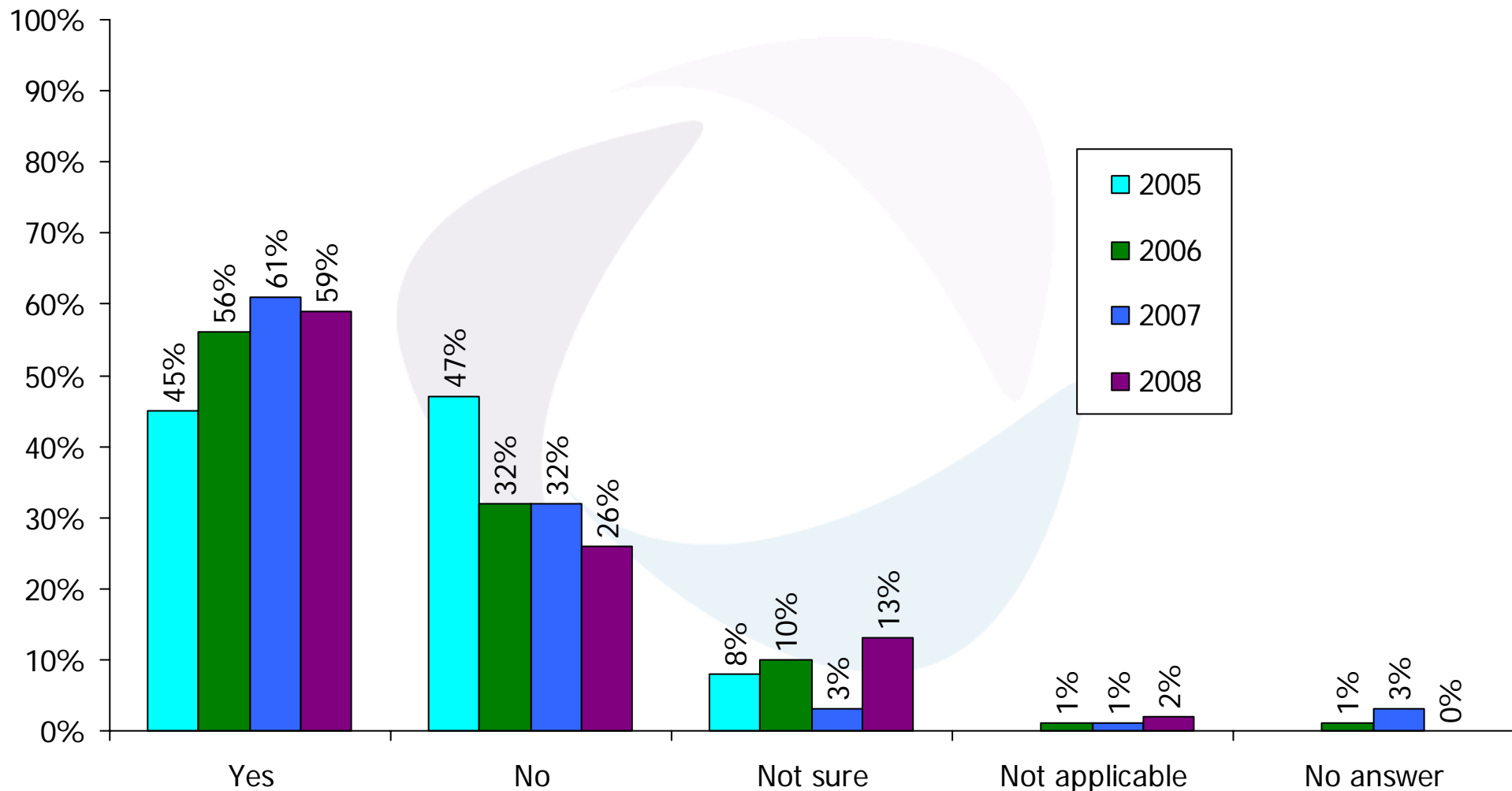
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

Do you use emails for your beneficiaries?



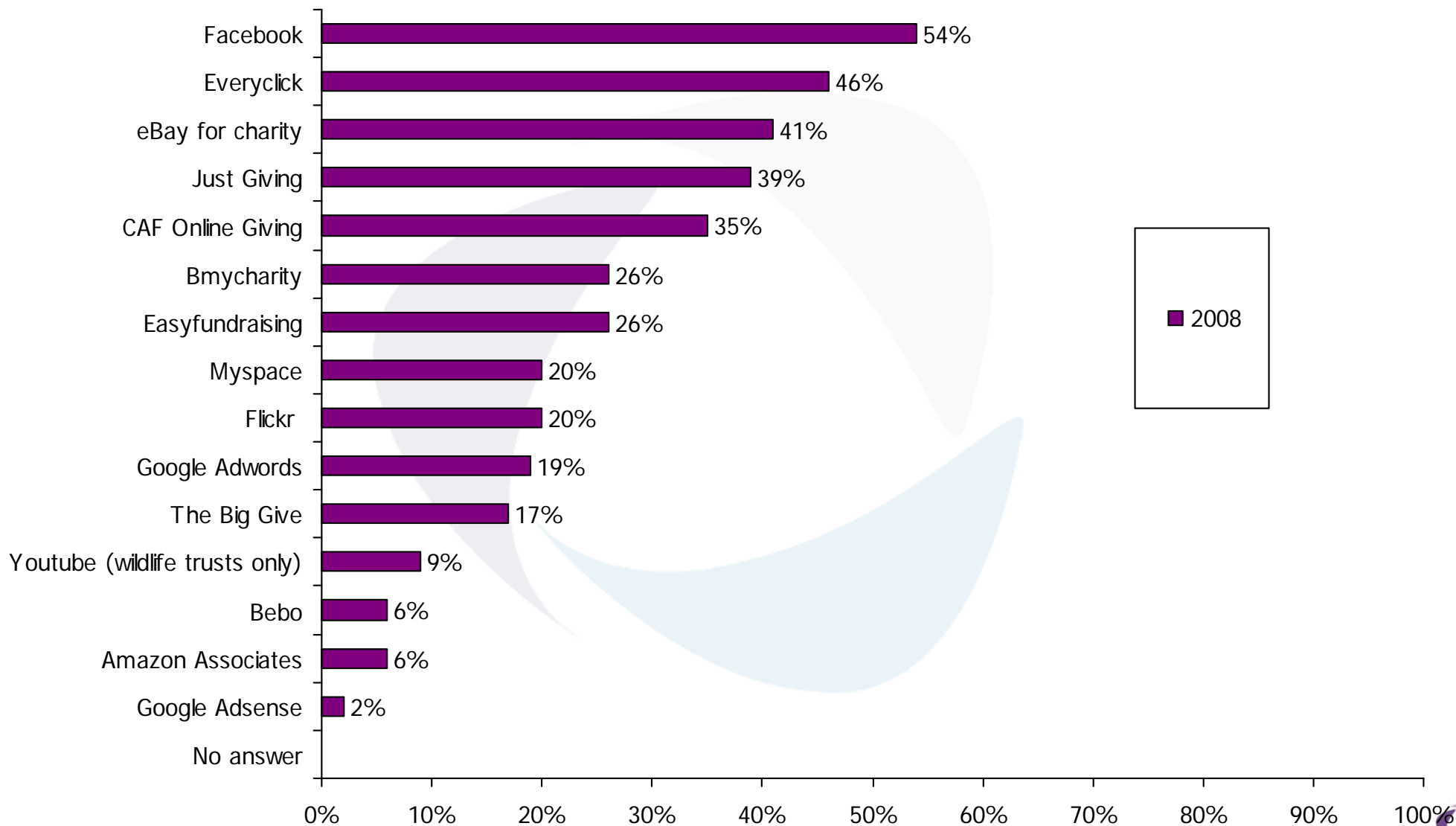
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



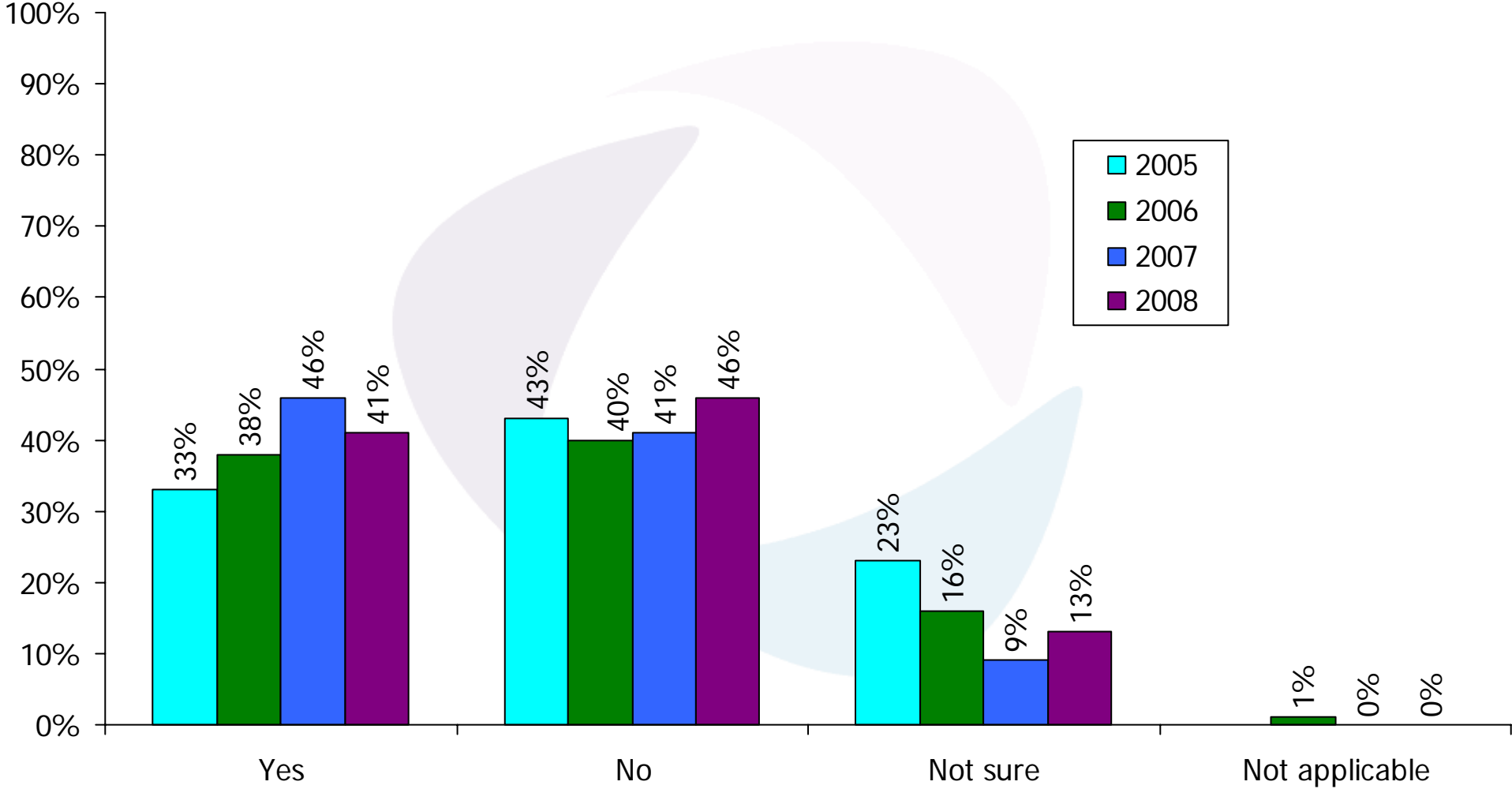
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



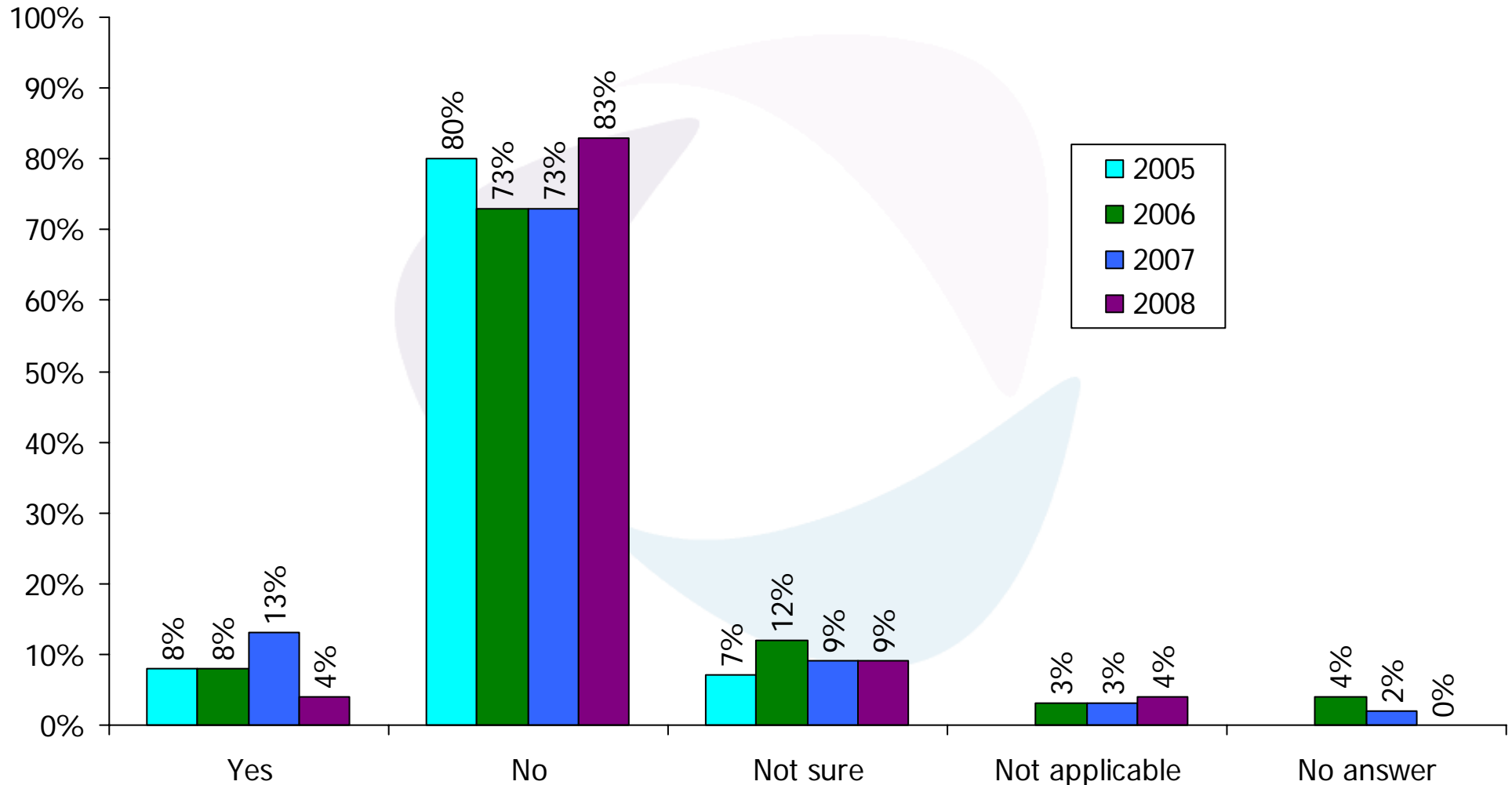
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

Do you have a dedicated web server?



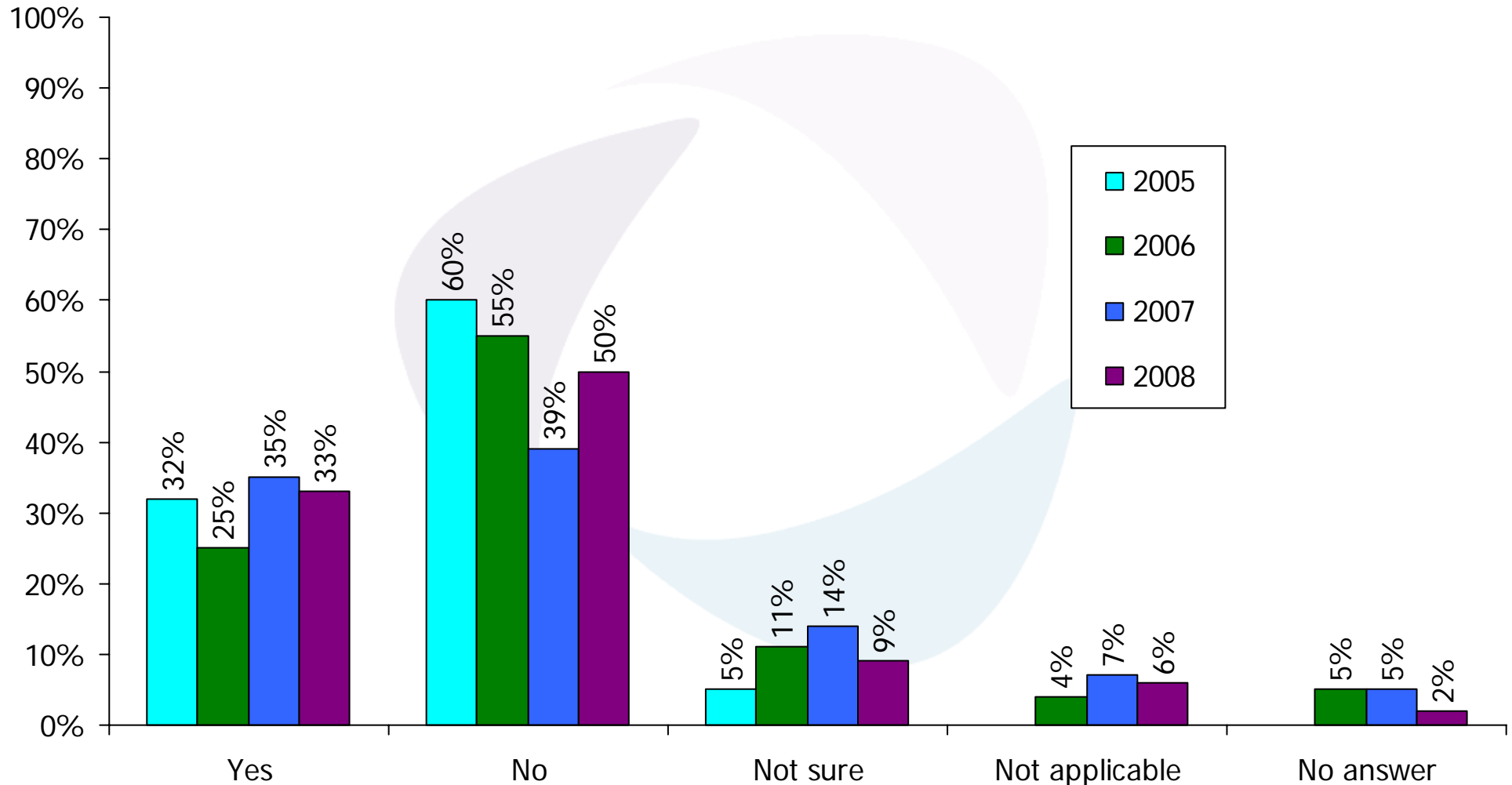
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



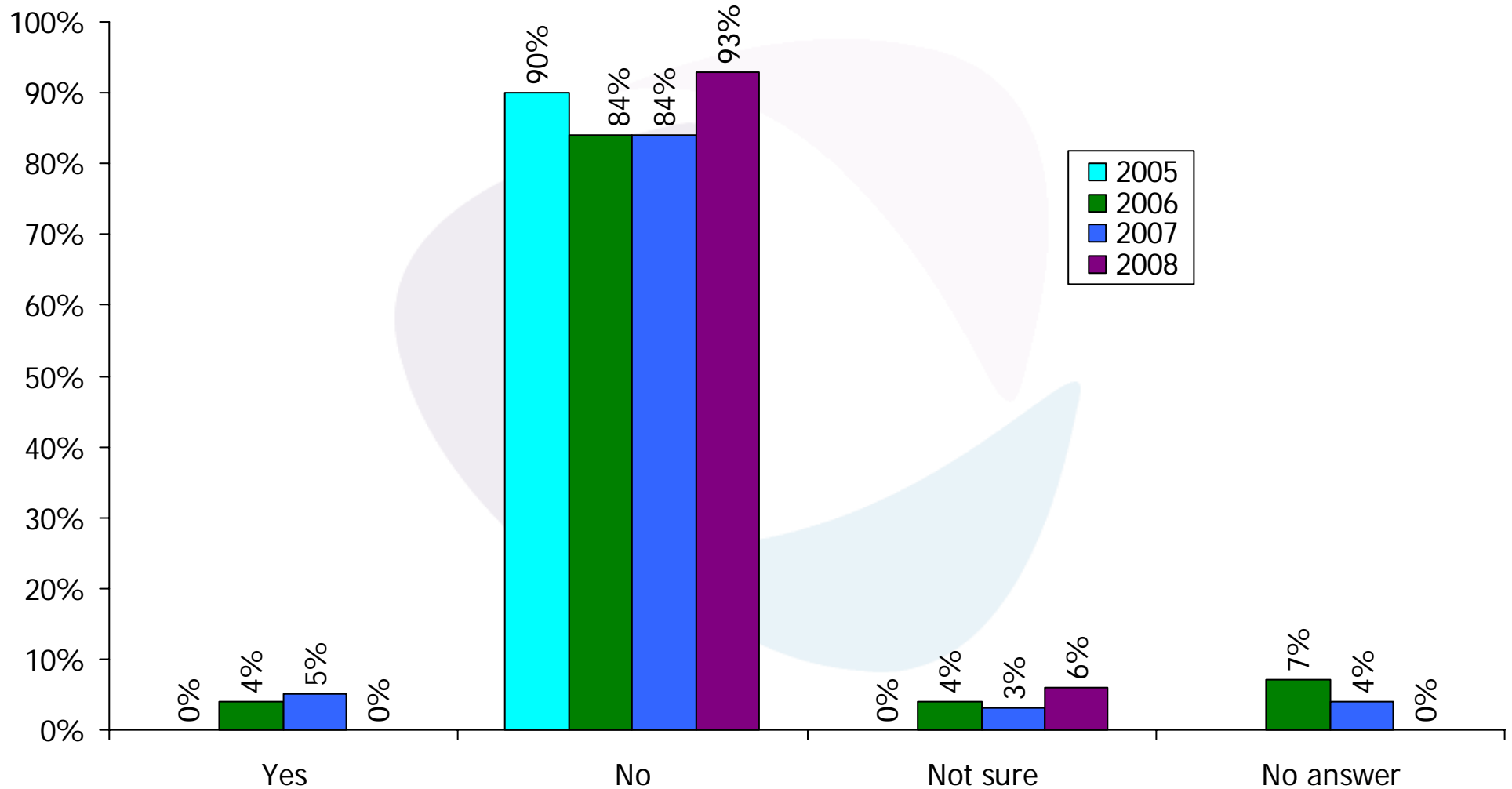
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



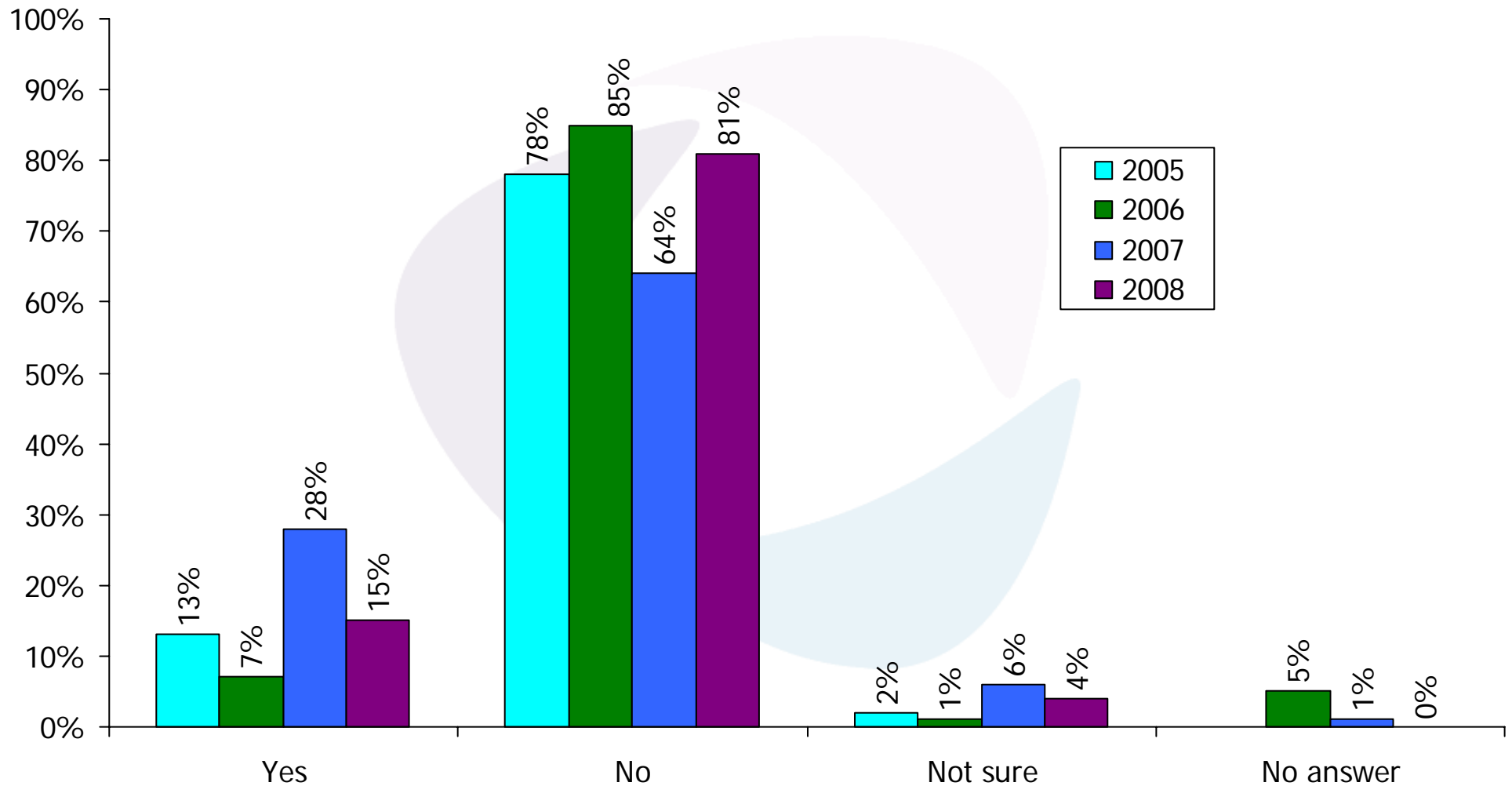
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



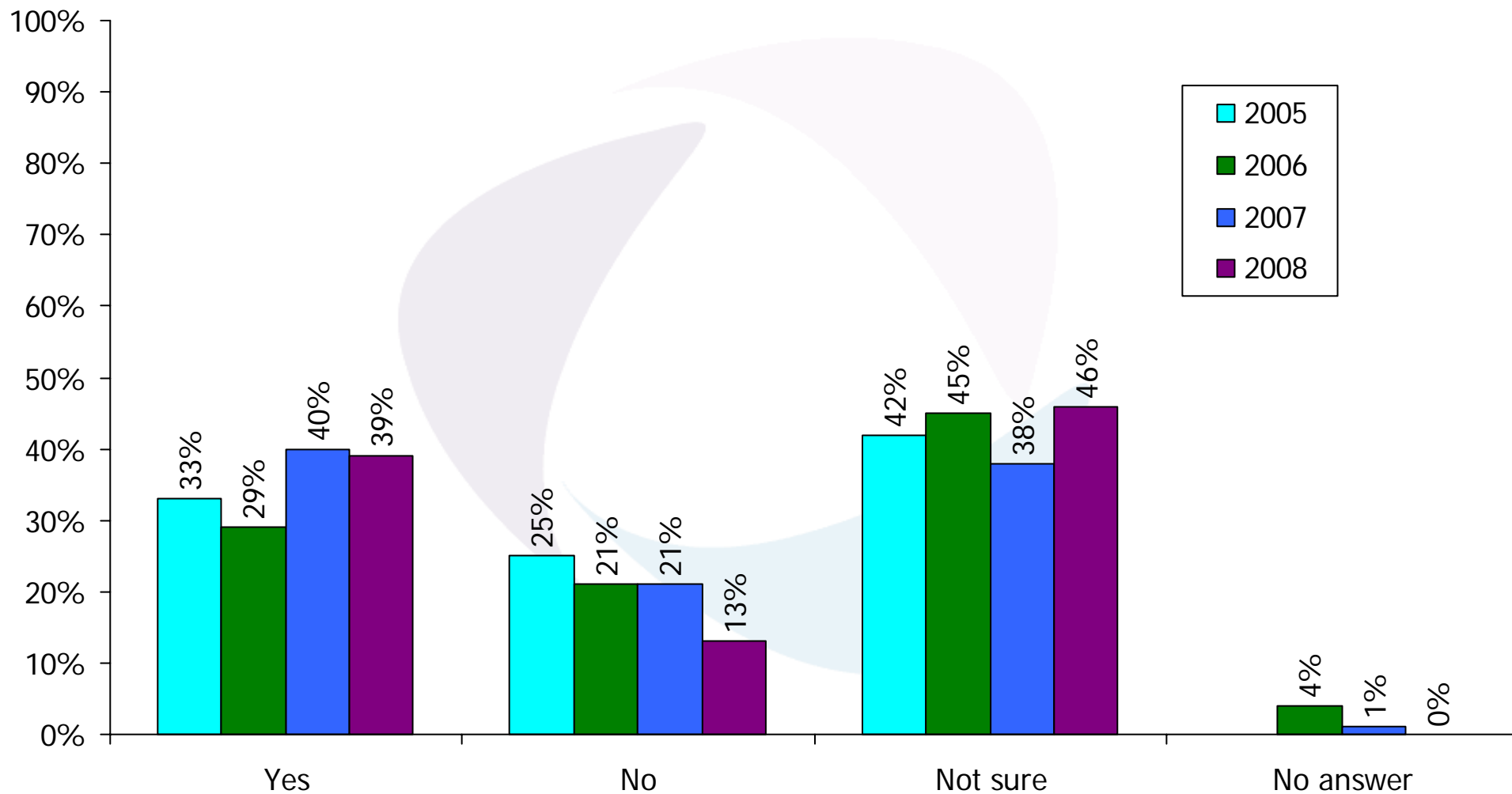
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



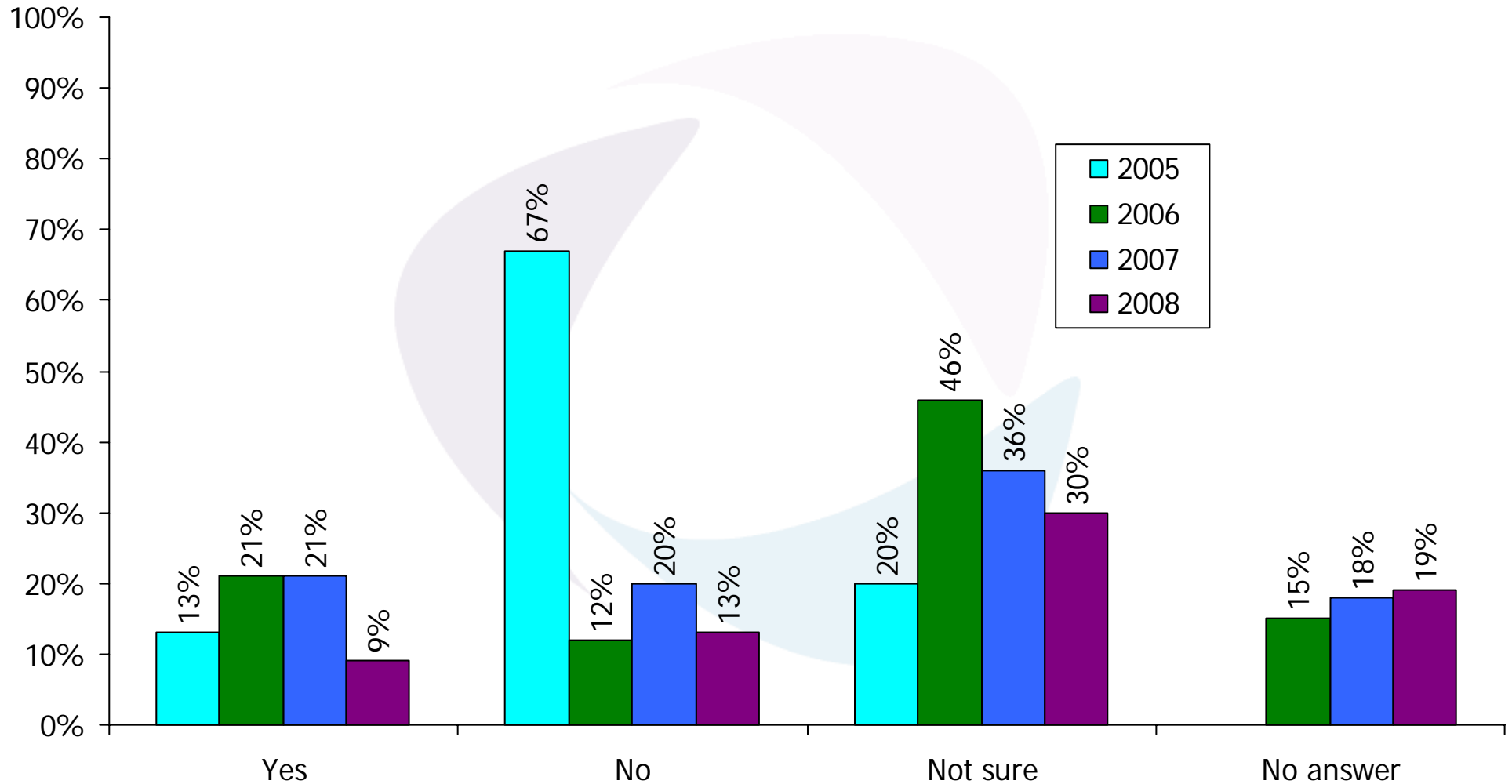
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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

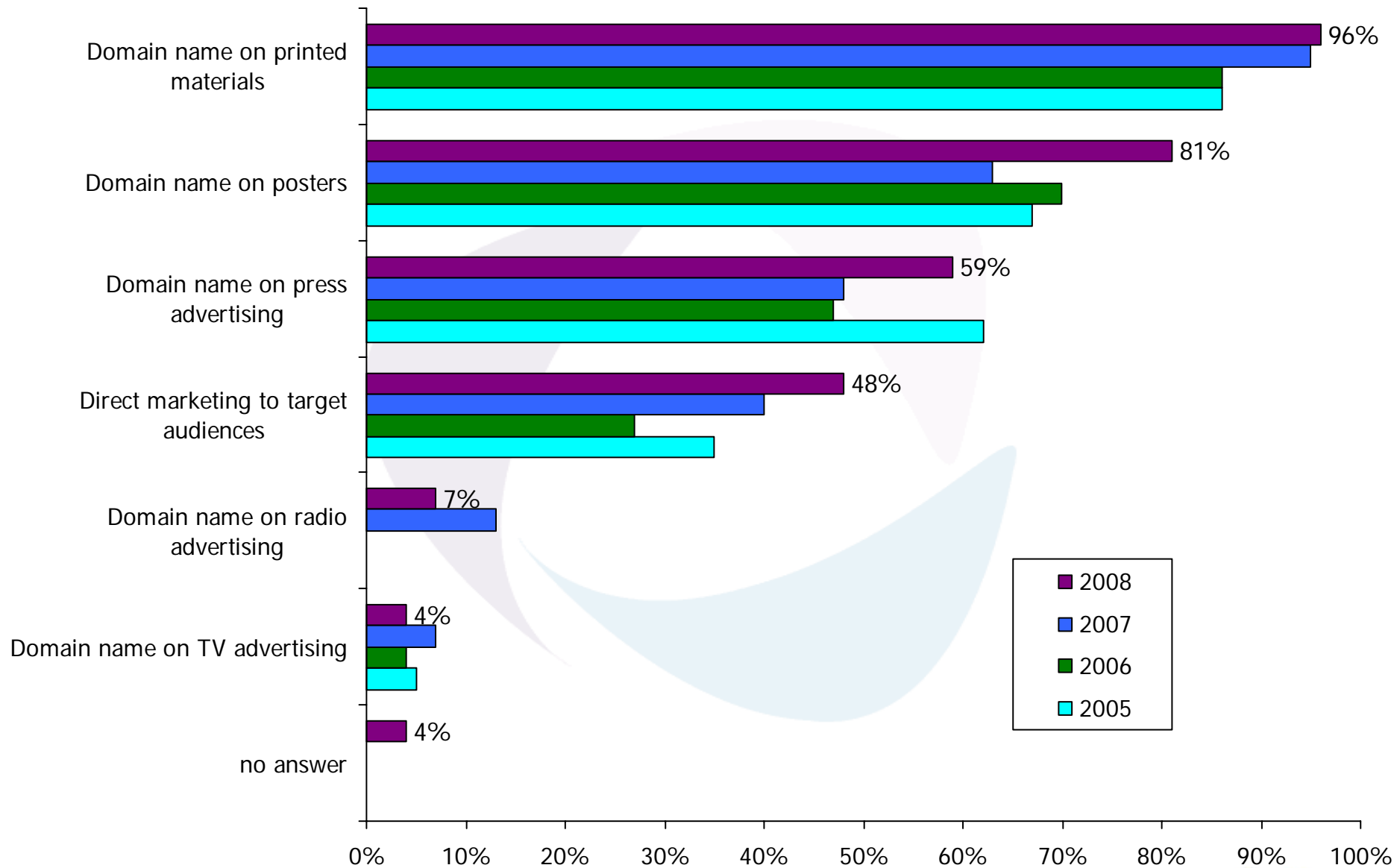


Base: 7 organisations with an income between £1-10m whose site does not conform to W3C guidelines, 2008
Source: Virtual Promise, nfpSynergy



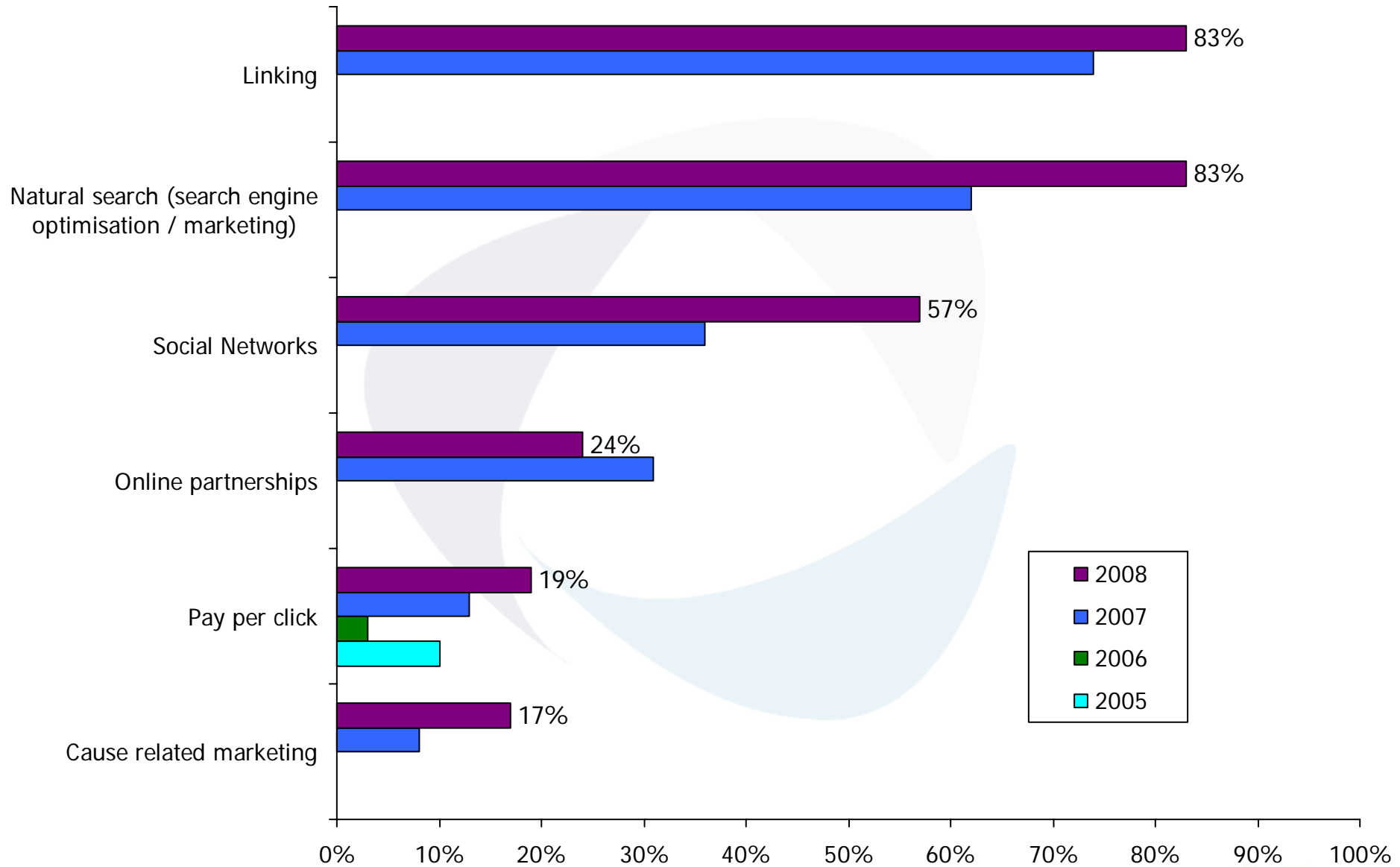
Marketing, usage measurement and user profiling

How are you marketing your website – offline?



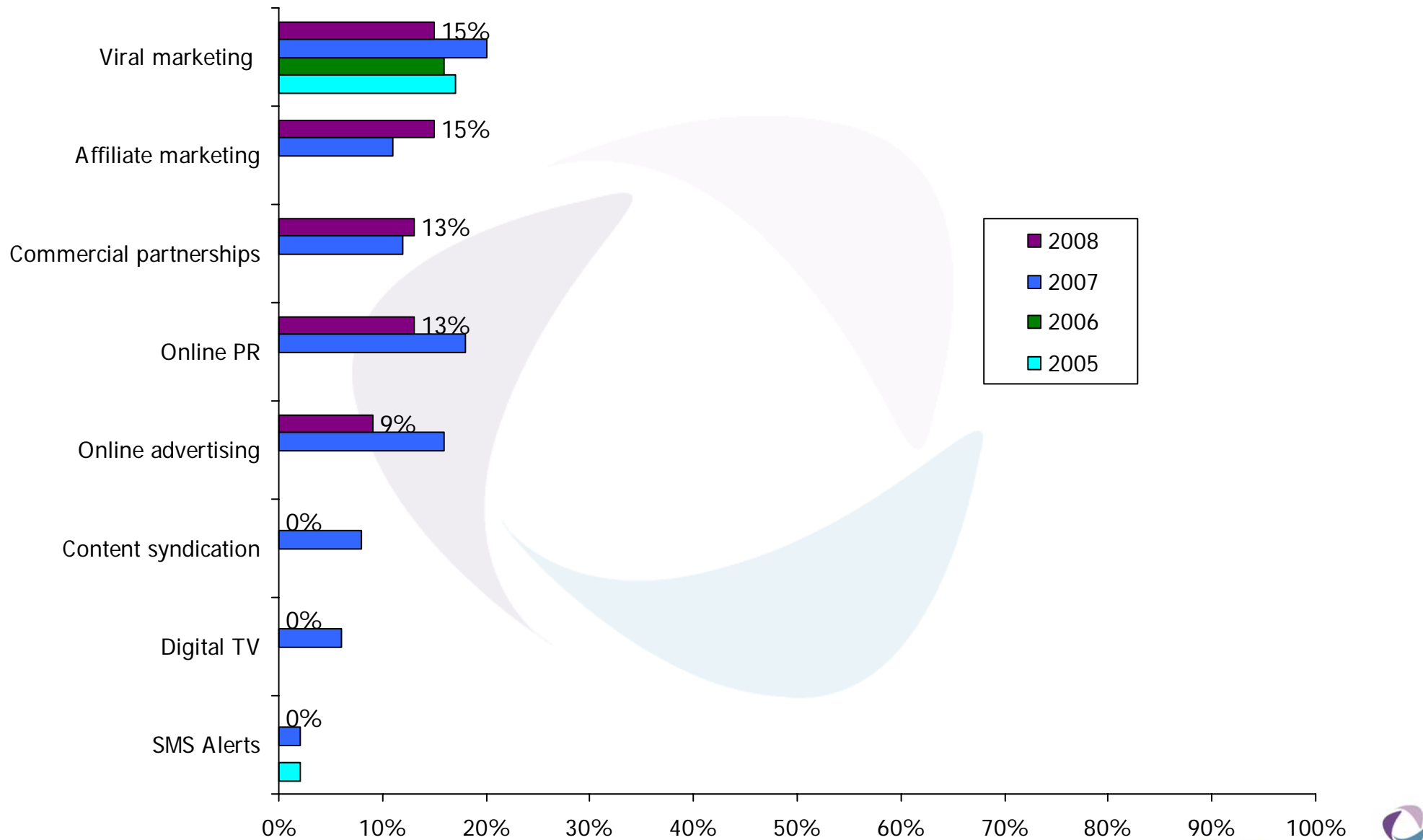
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



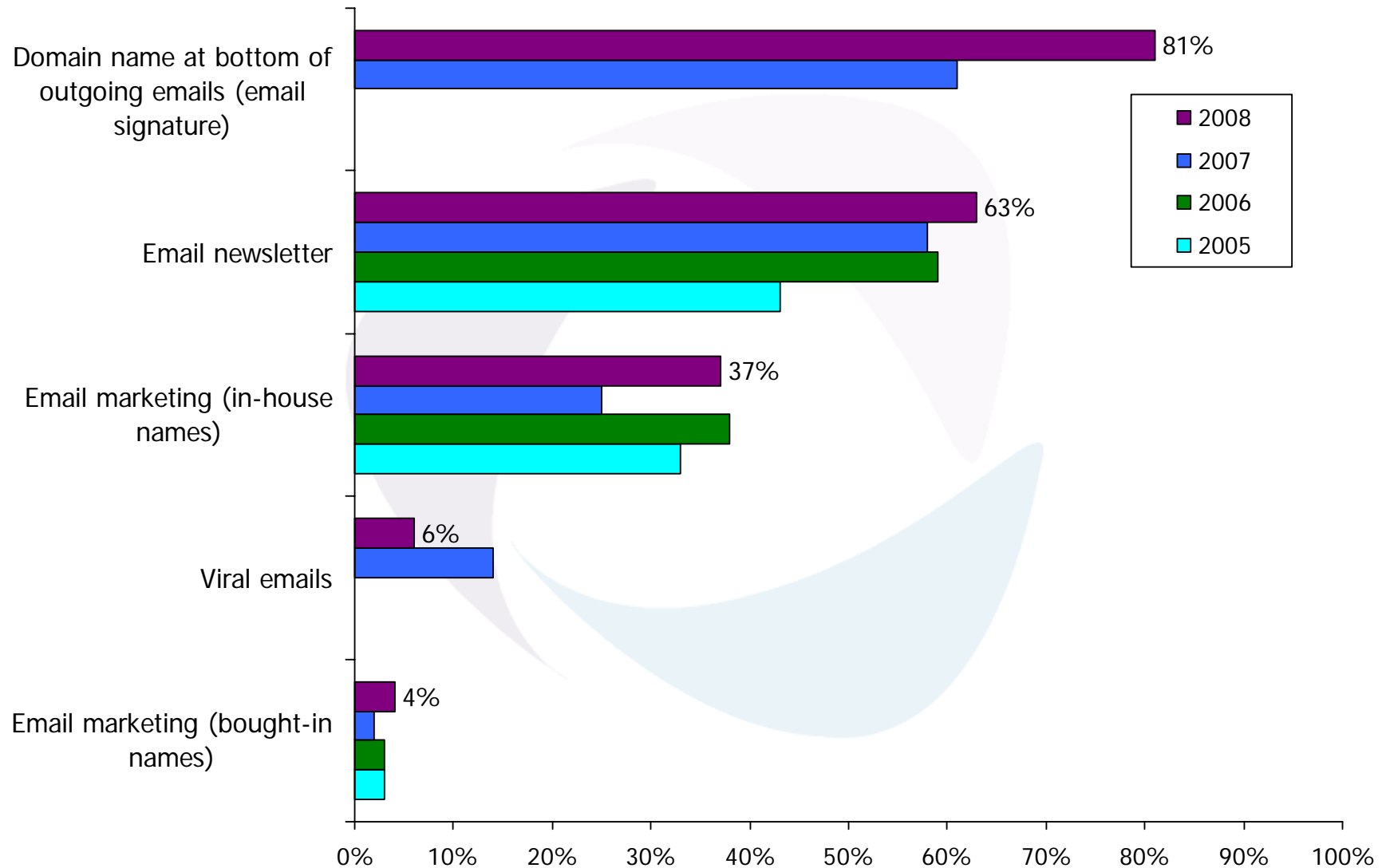
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



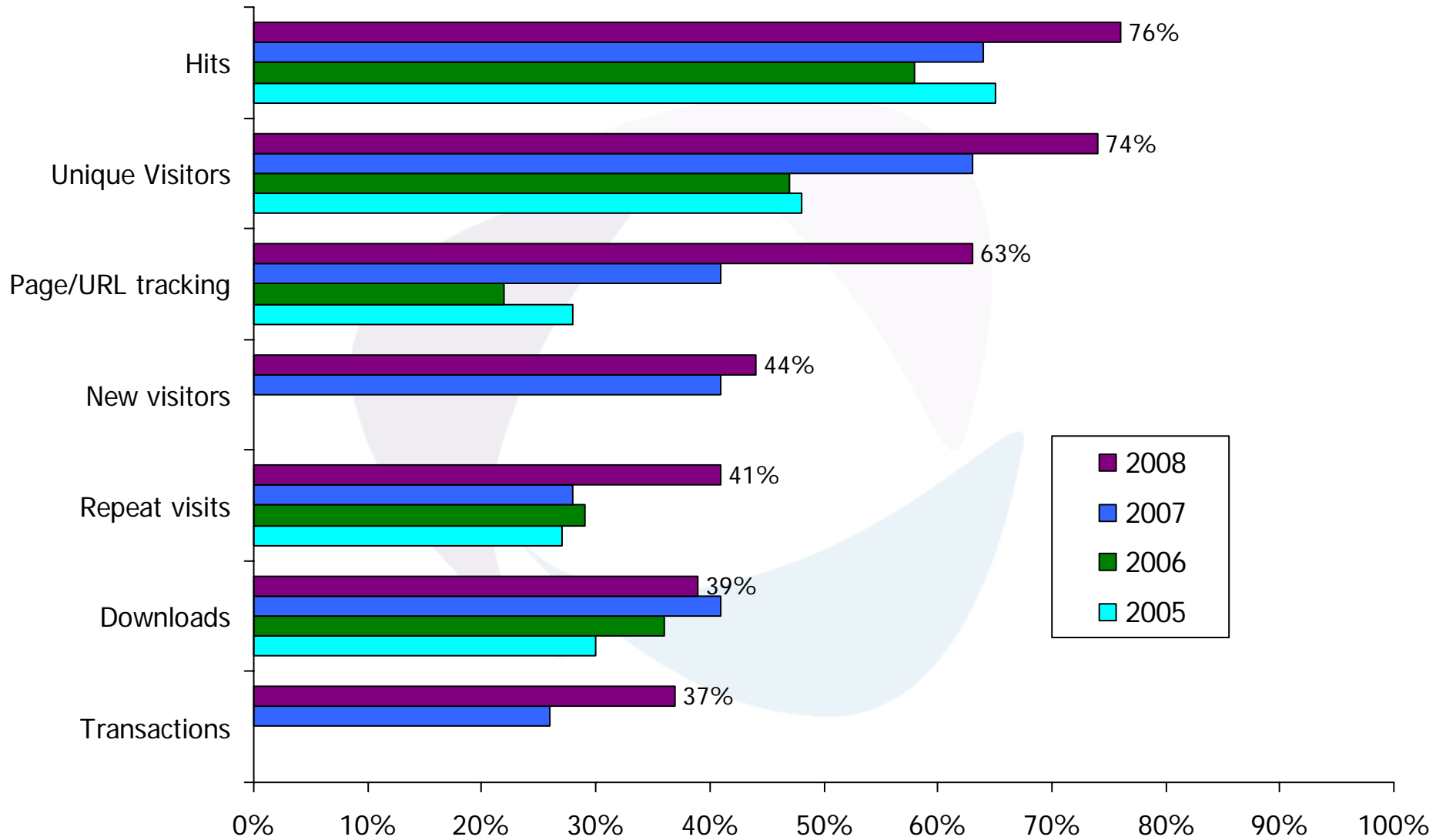
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

How are you marketing your website – email marketing?



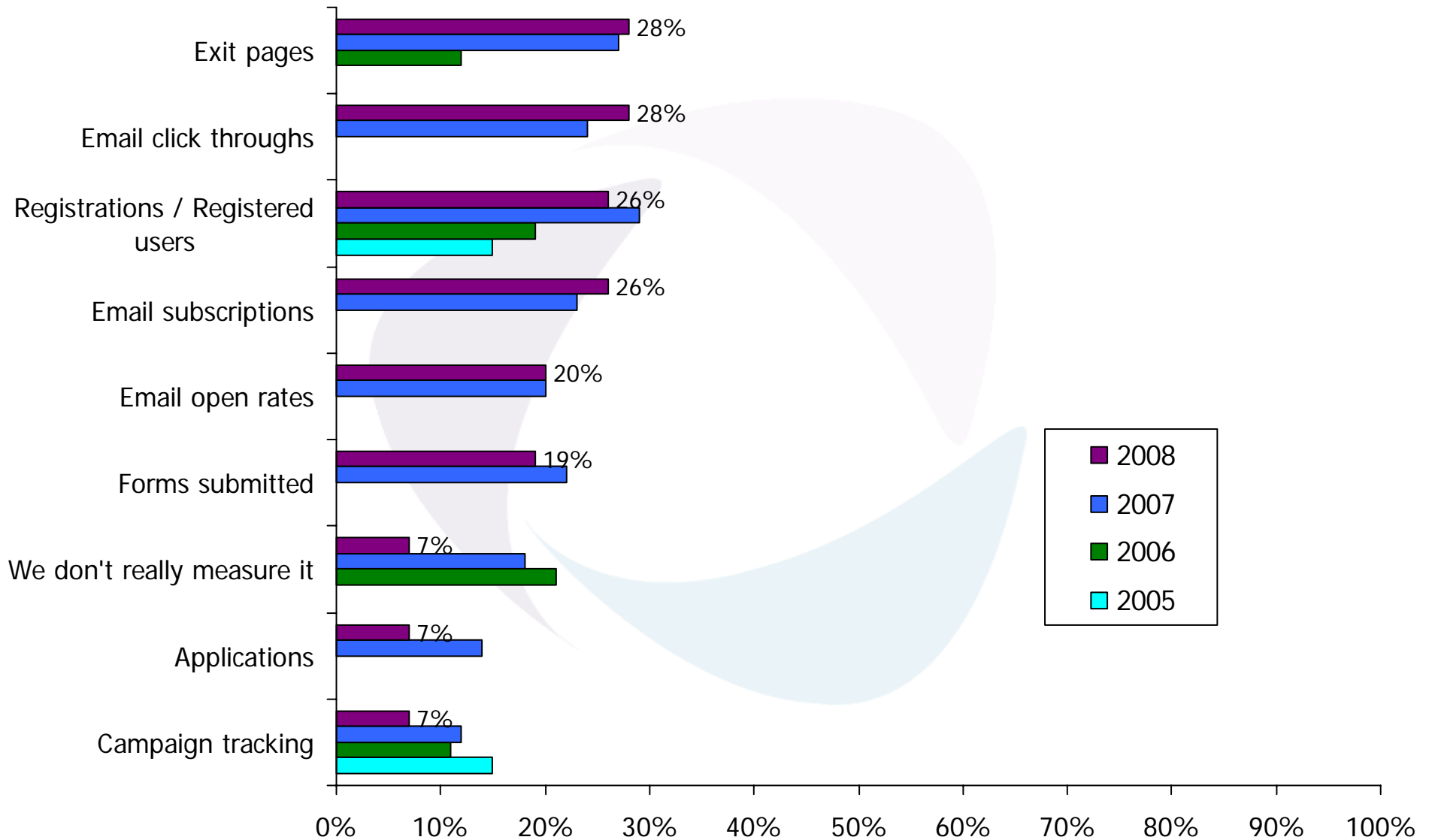
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



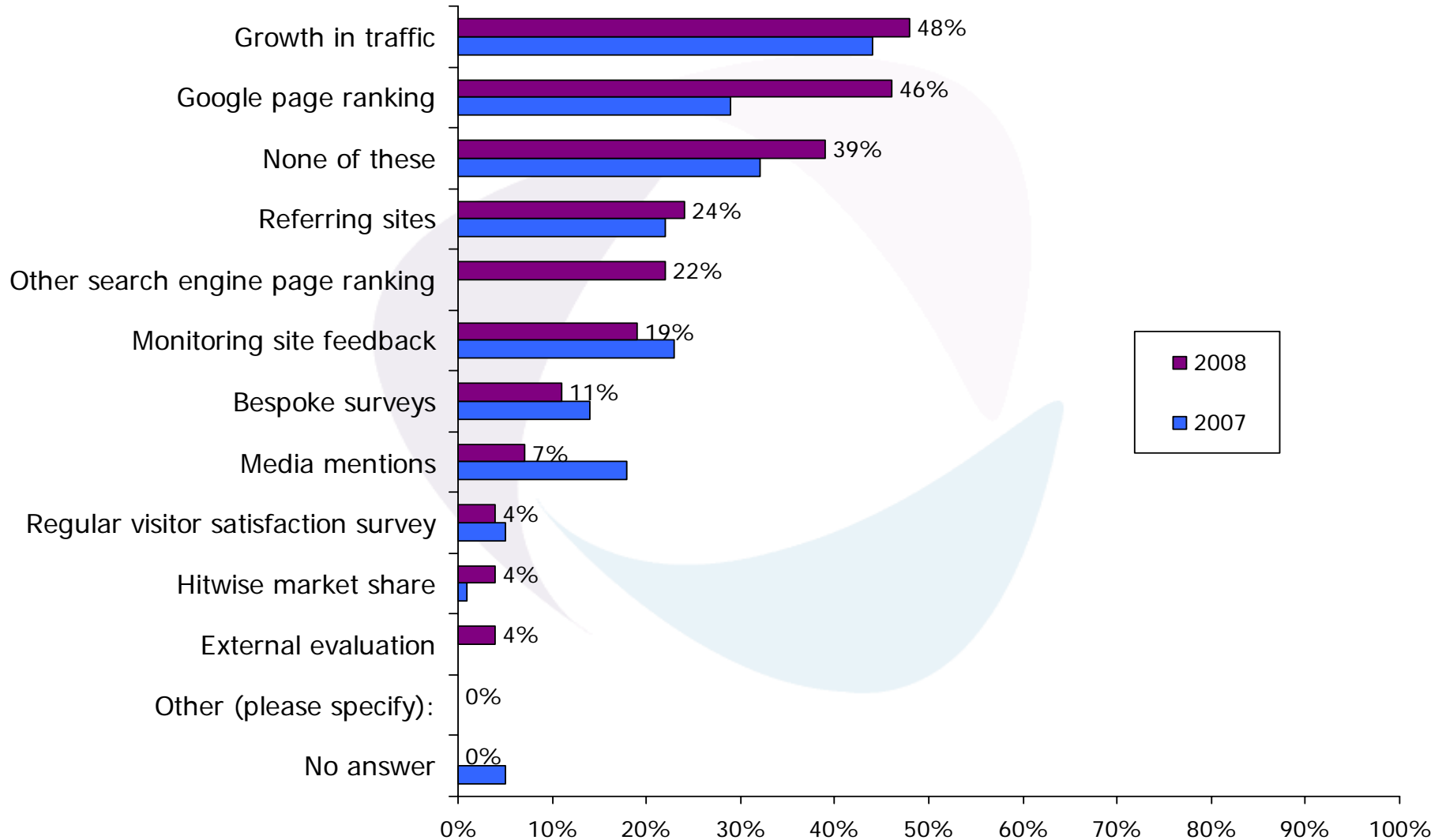
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



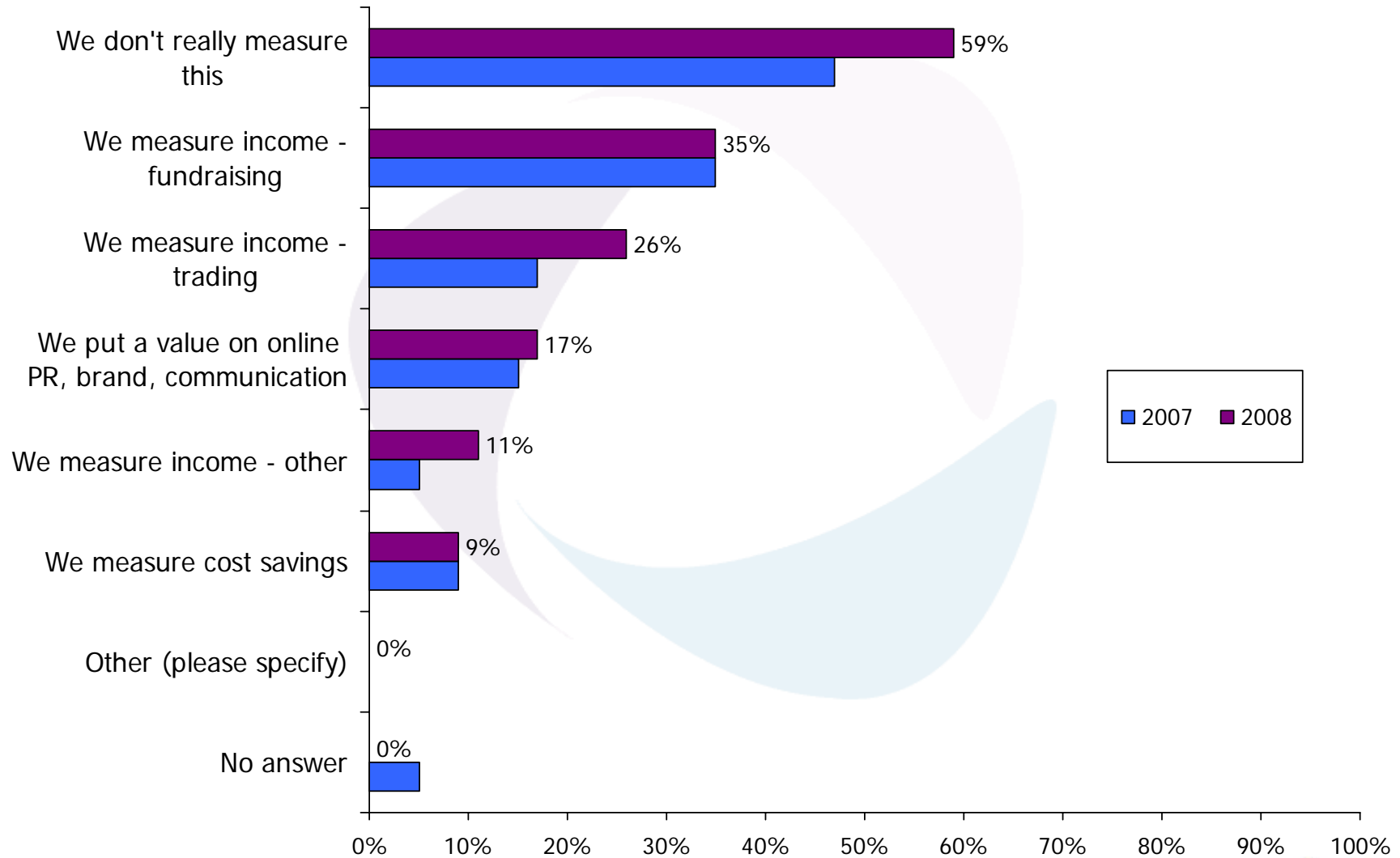
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

How do you measure your website visibility and effectiveness?



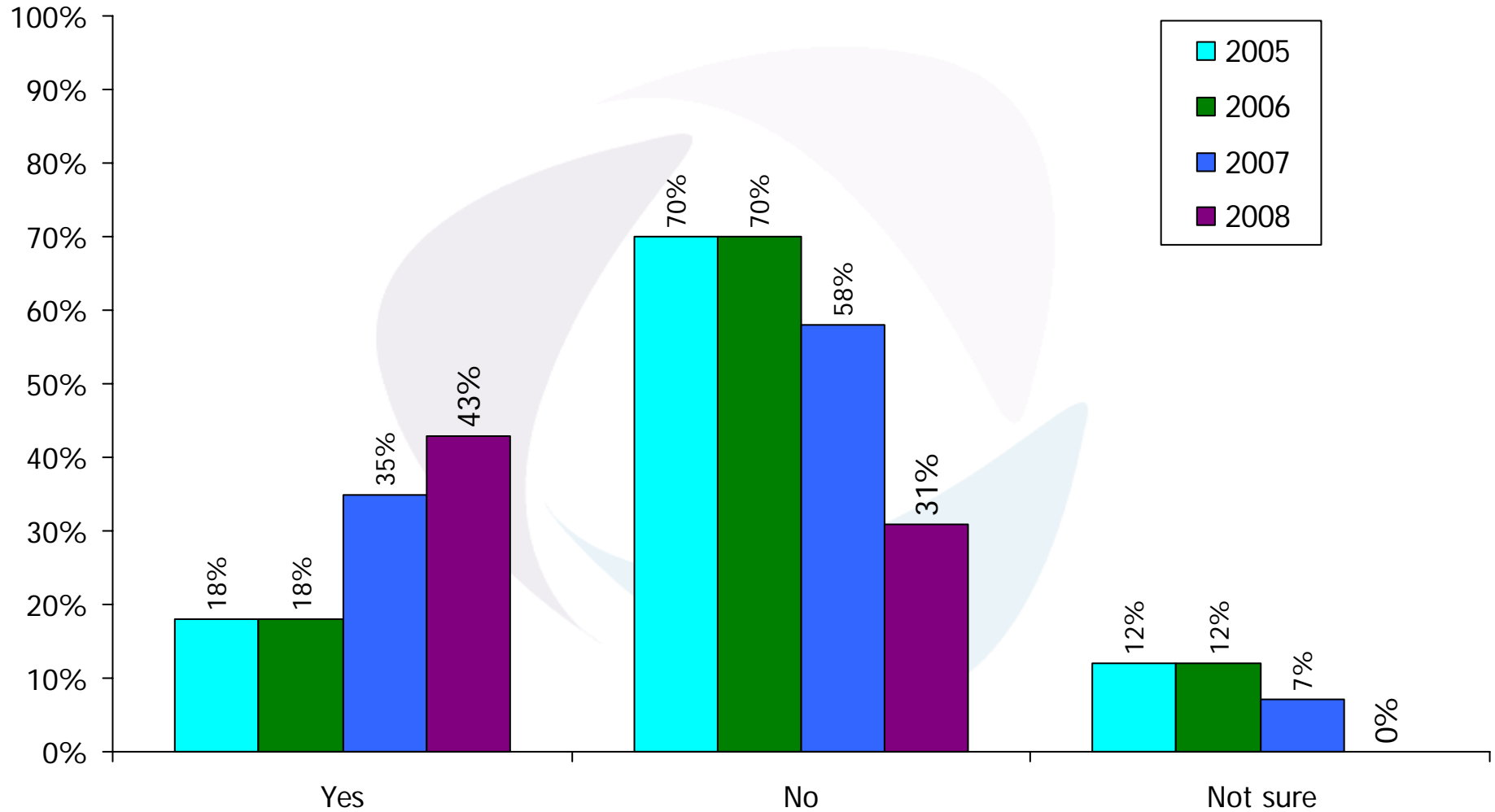
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



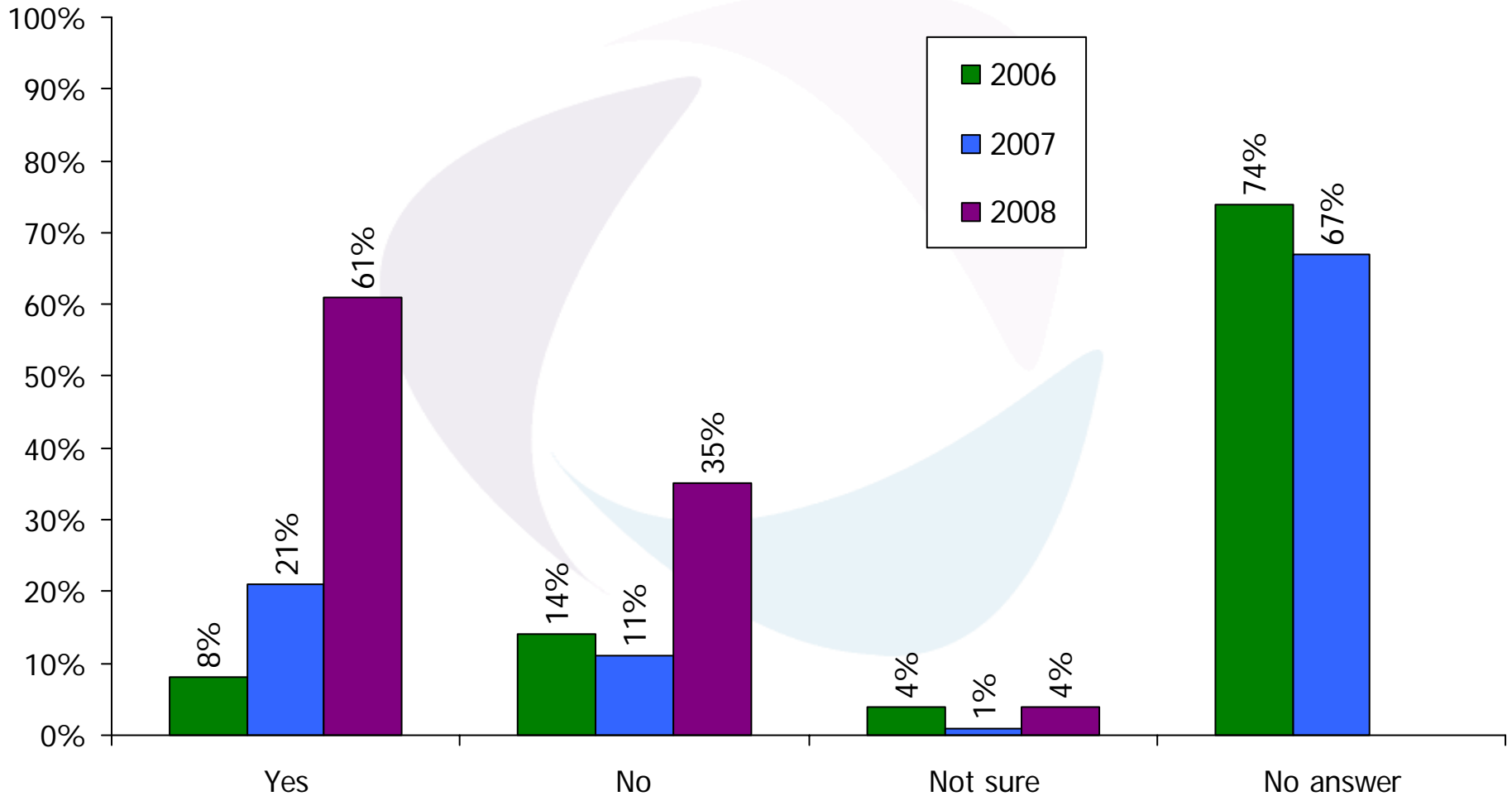
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



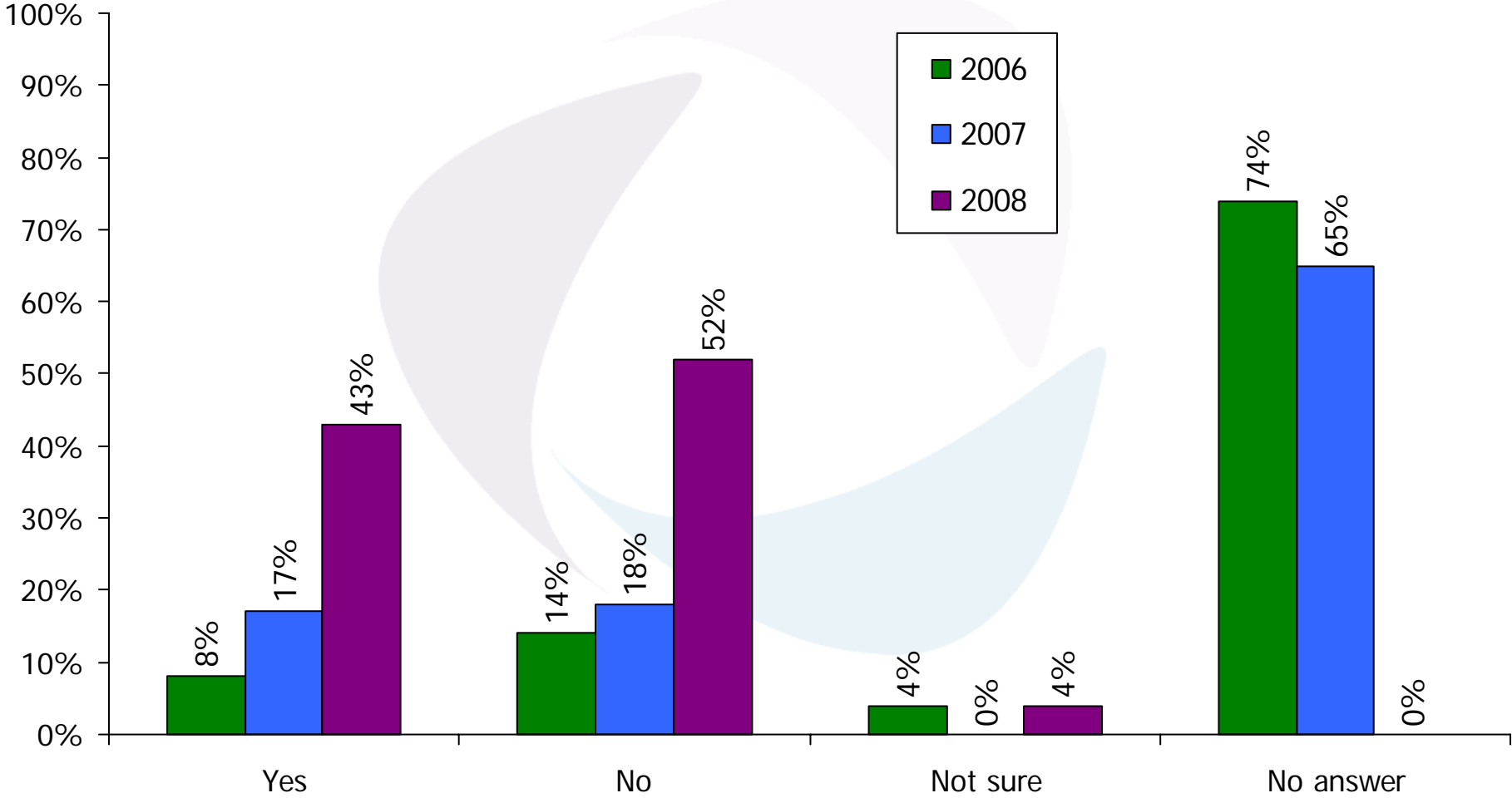
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

Do you segment users into different profiles?



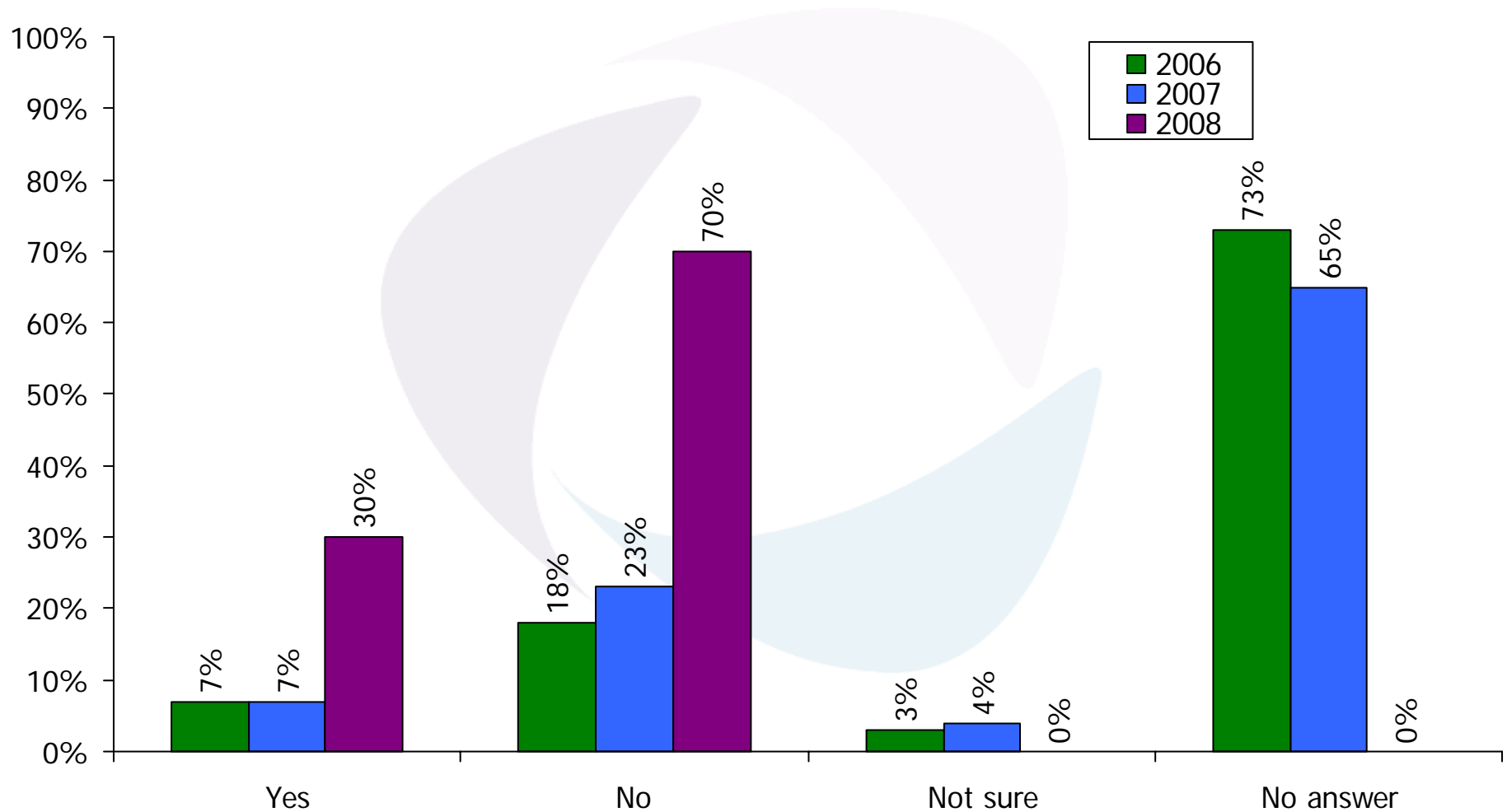
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

Do you tailor content or services to users' profiles?



Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

Are you able to integrate web user data with your offline donor database(s)?

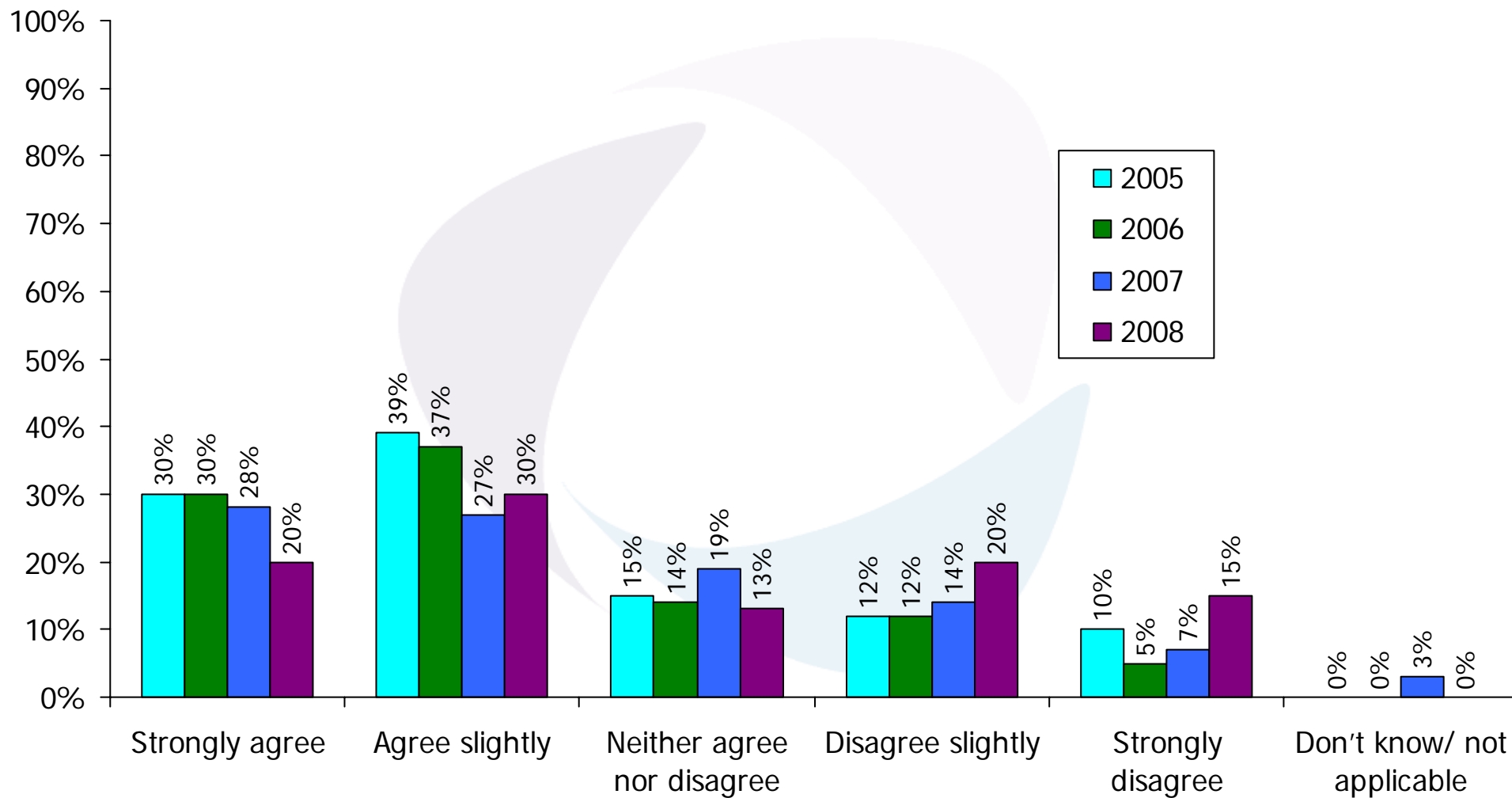


Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy



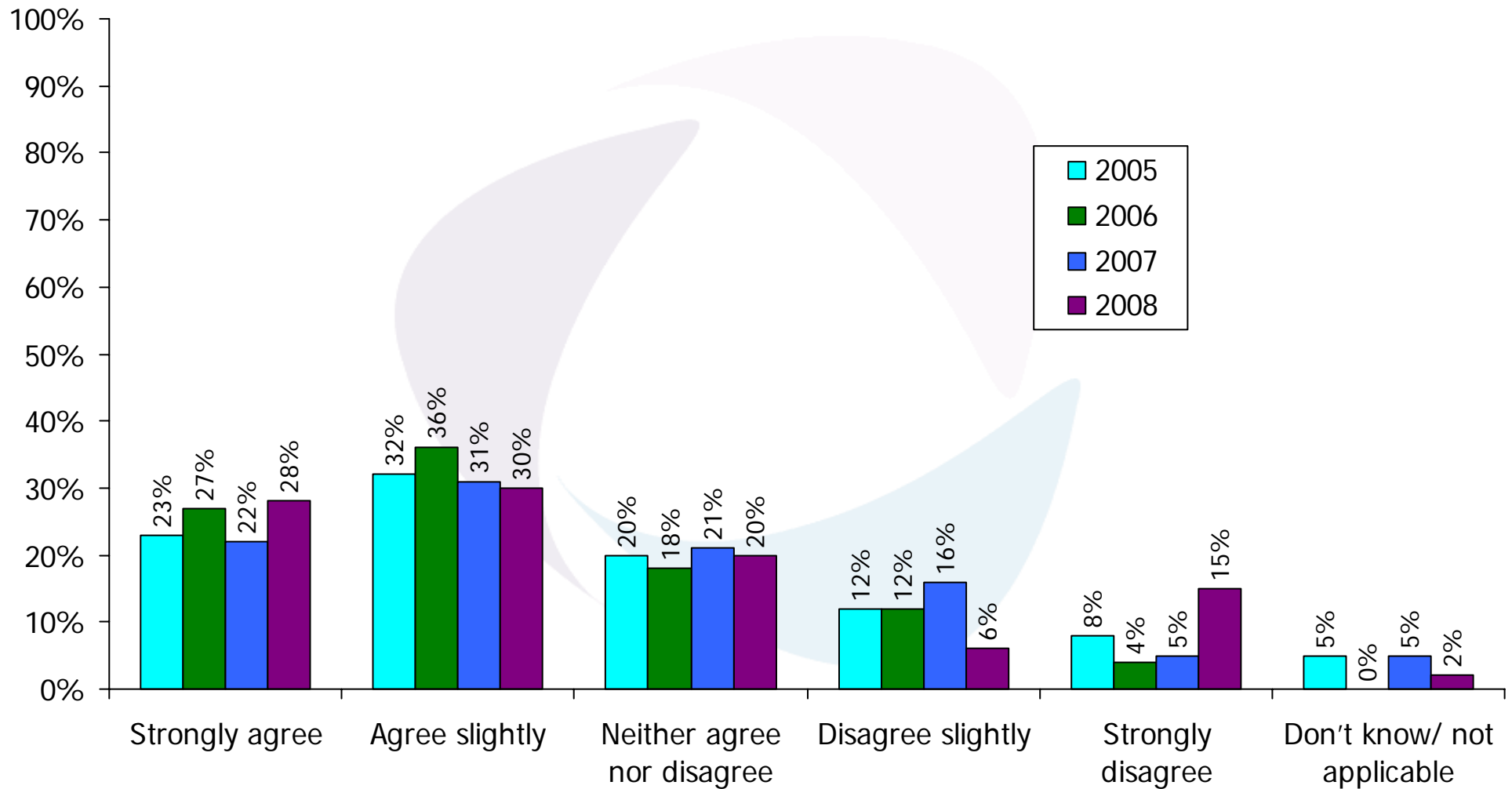
Please indicate how strongly you agree or disagree with the following statements

"The internet has changed the way our charity works"



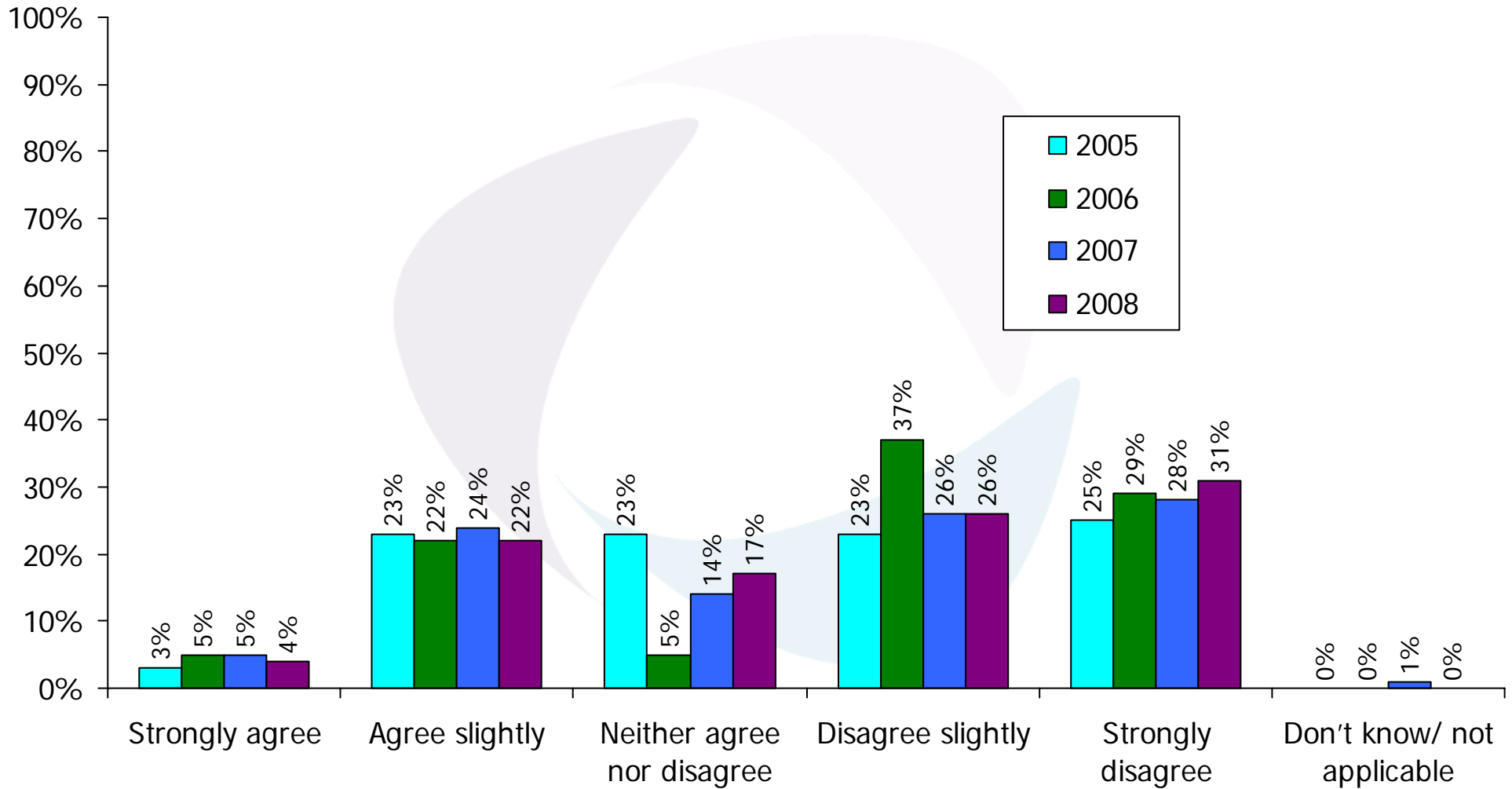
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



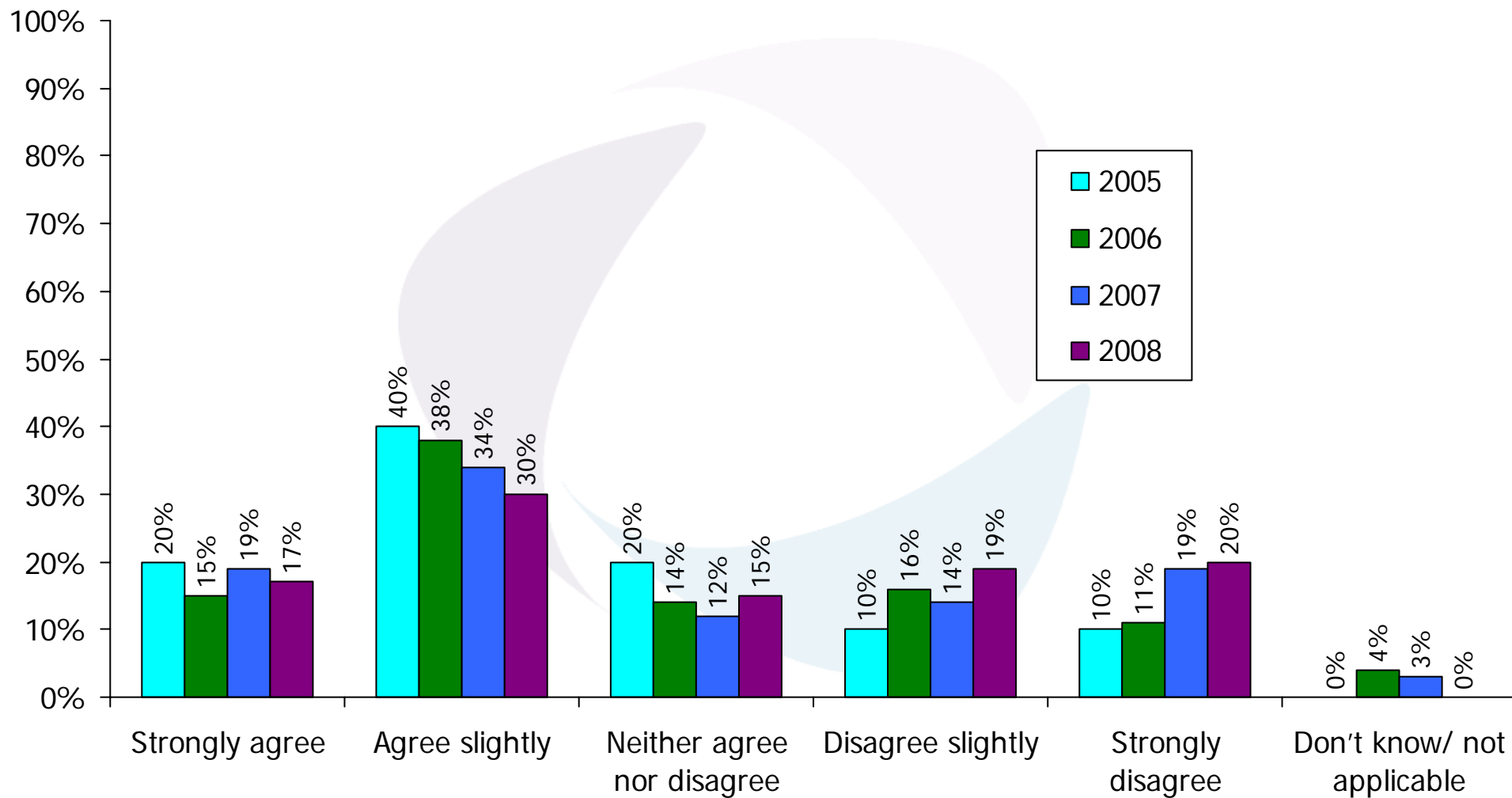
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

"My charity is making the most of the internet"



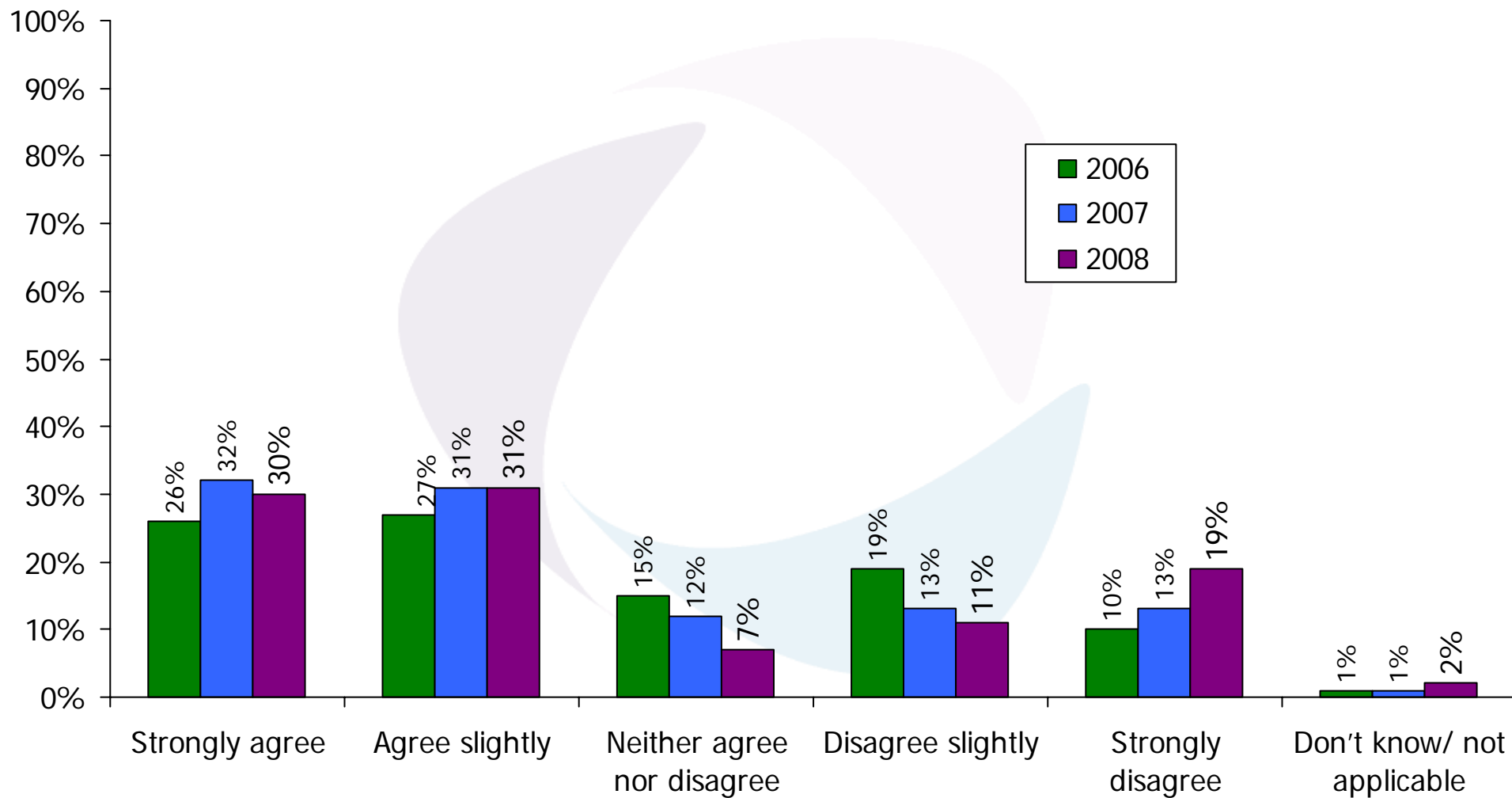
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



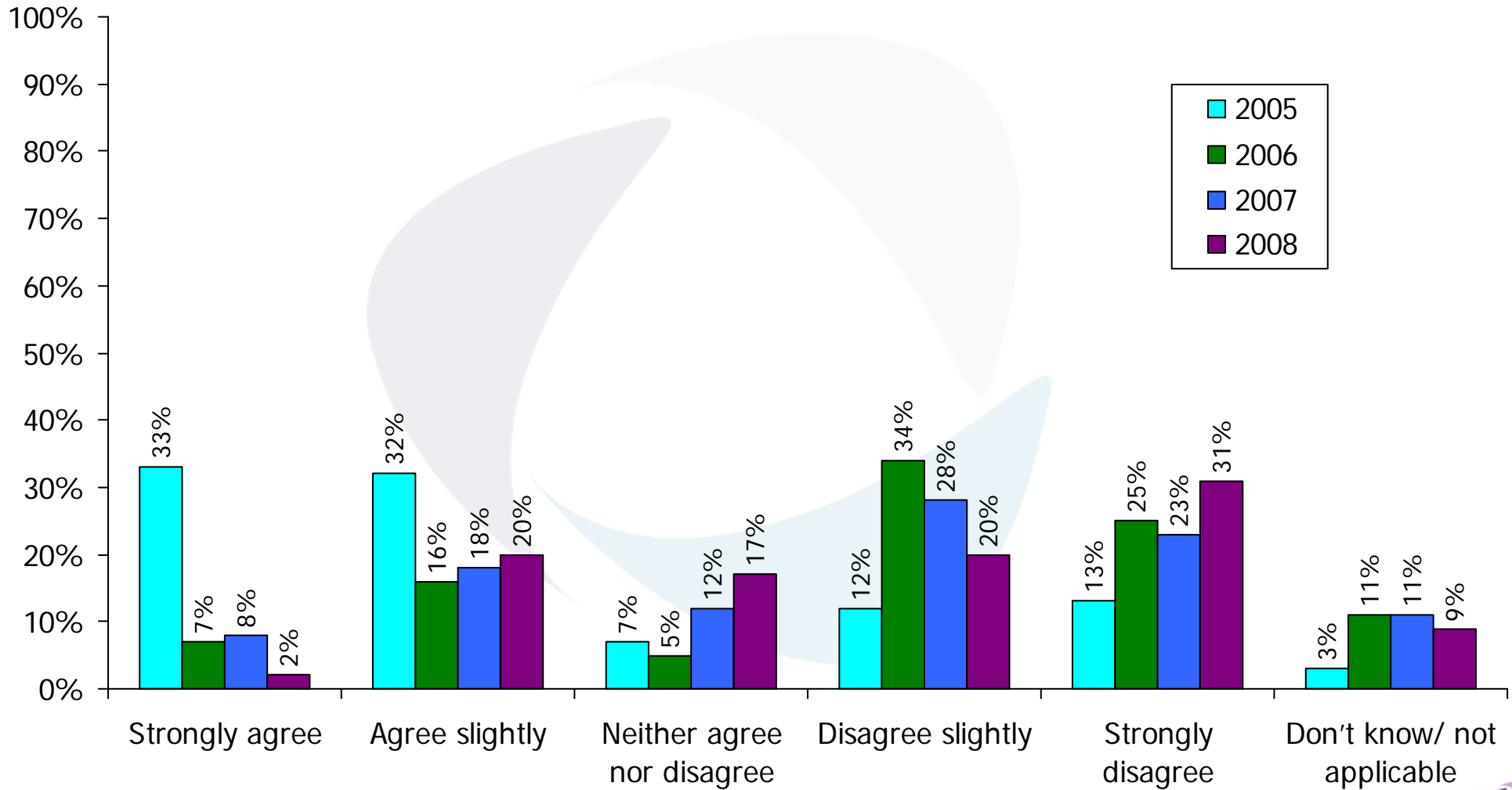
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

"Senior staff are driving our strategy for the internet"



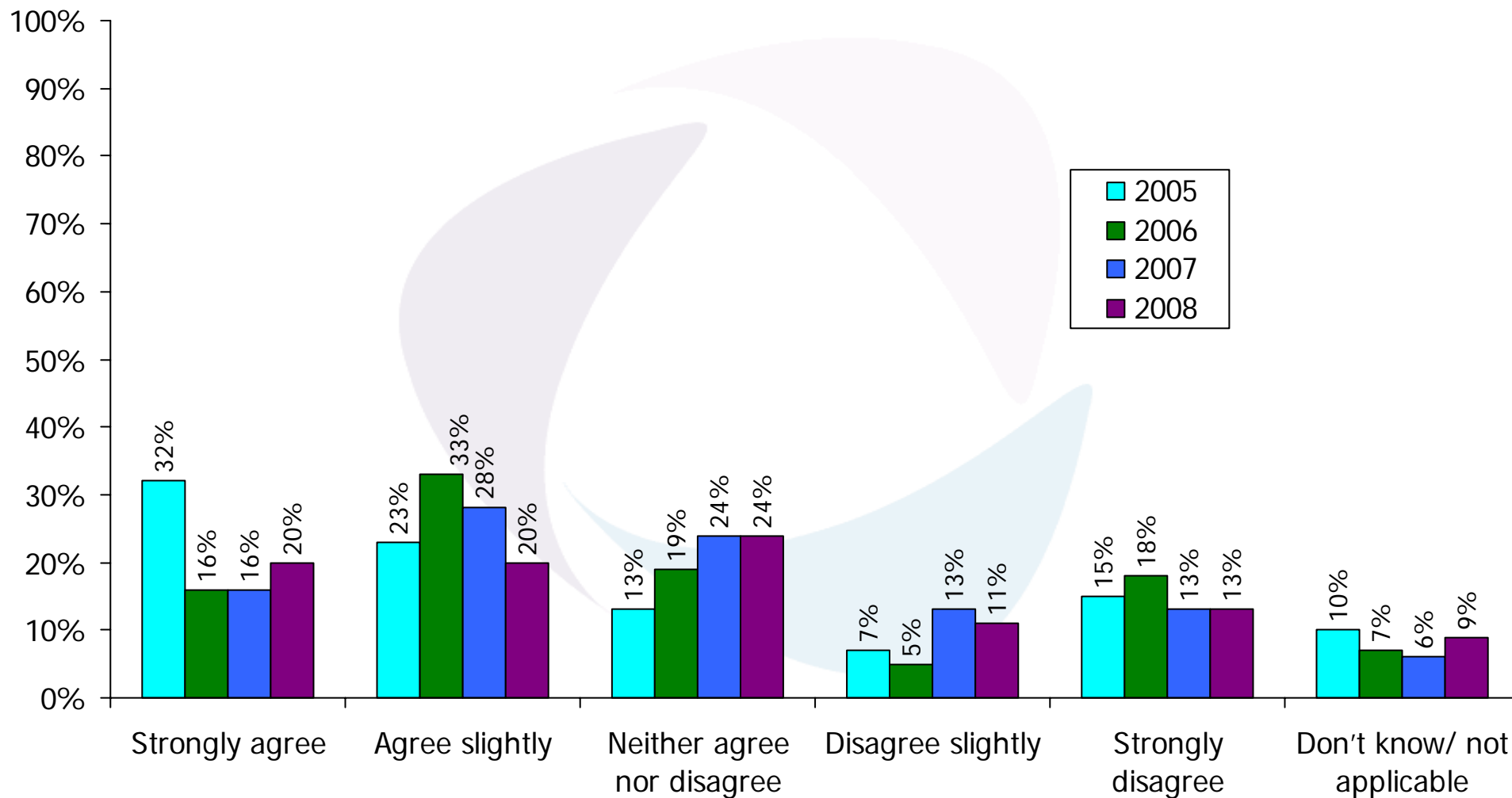
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

"Our trustees are involved with our internet strategy"

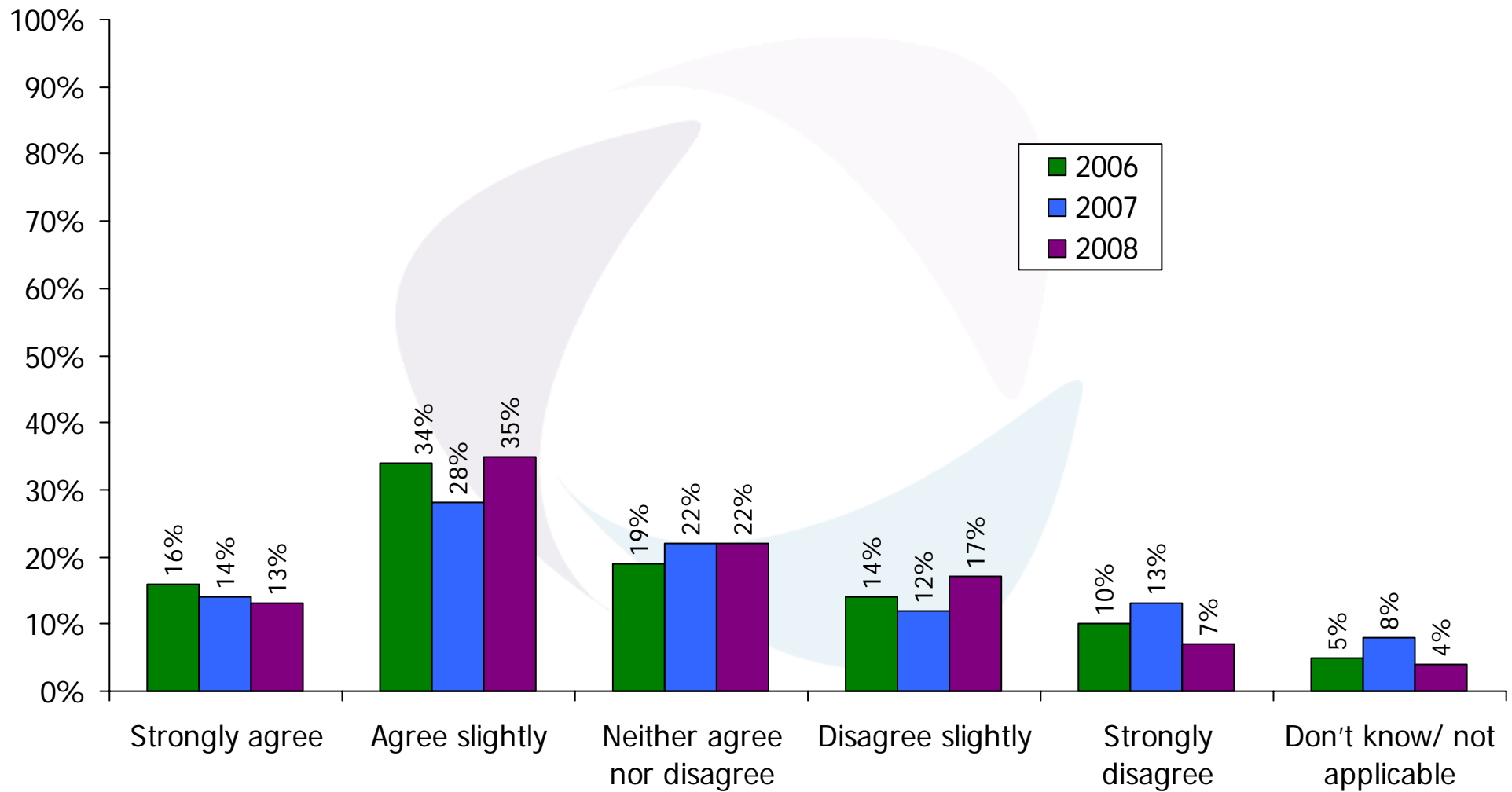


Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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

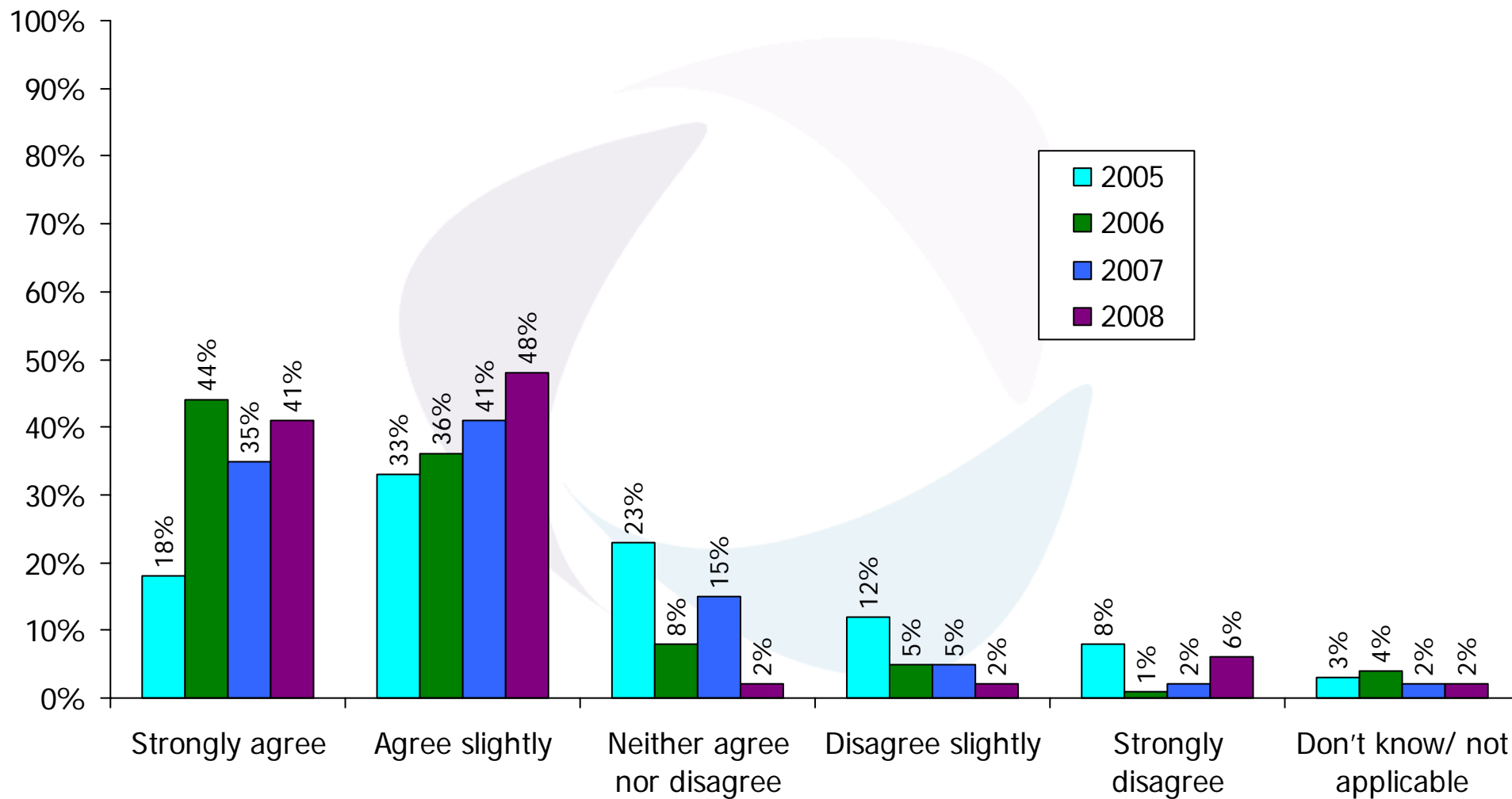


"The internet has become more important as a cost reduction tool in the last 12 months"



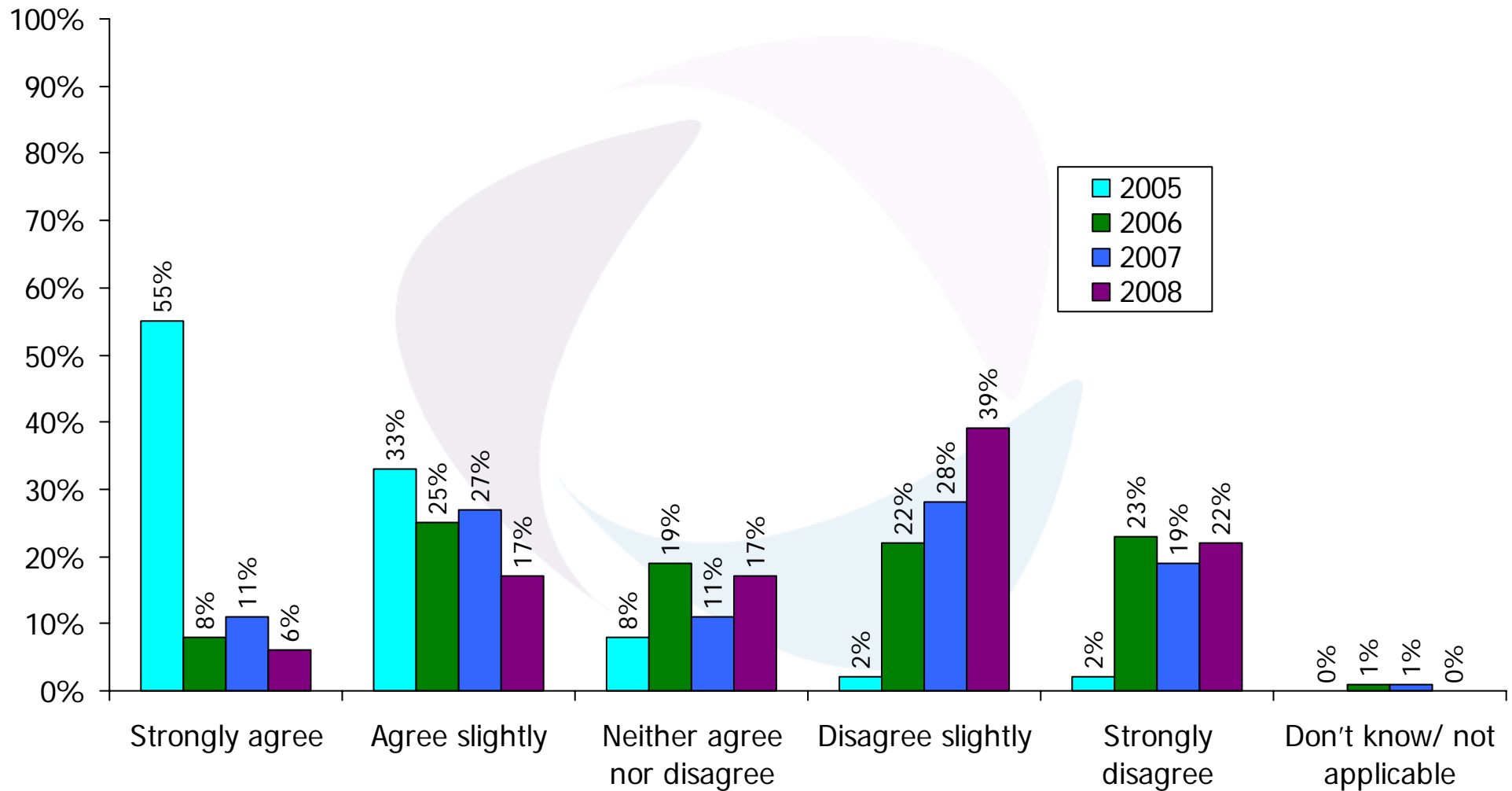
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

"The internet is helping us reach new audiences"



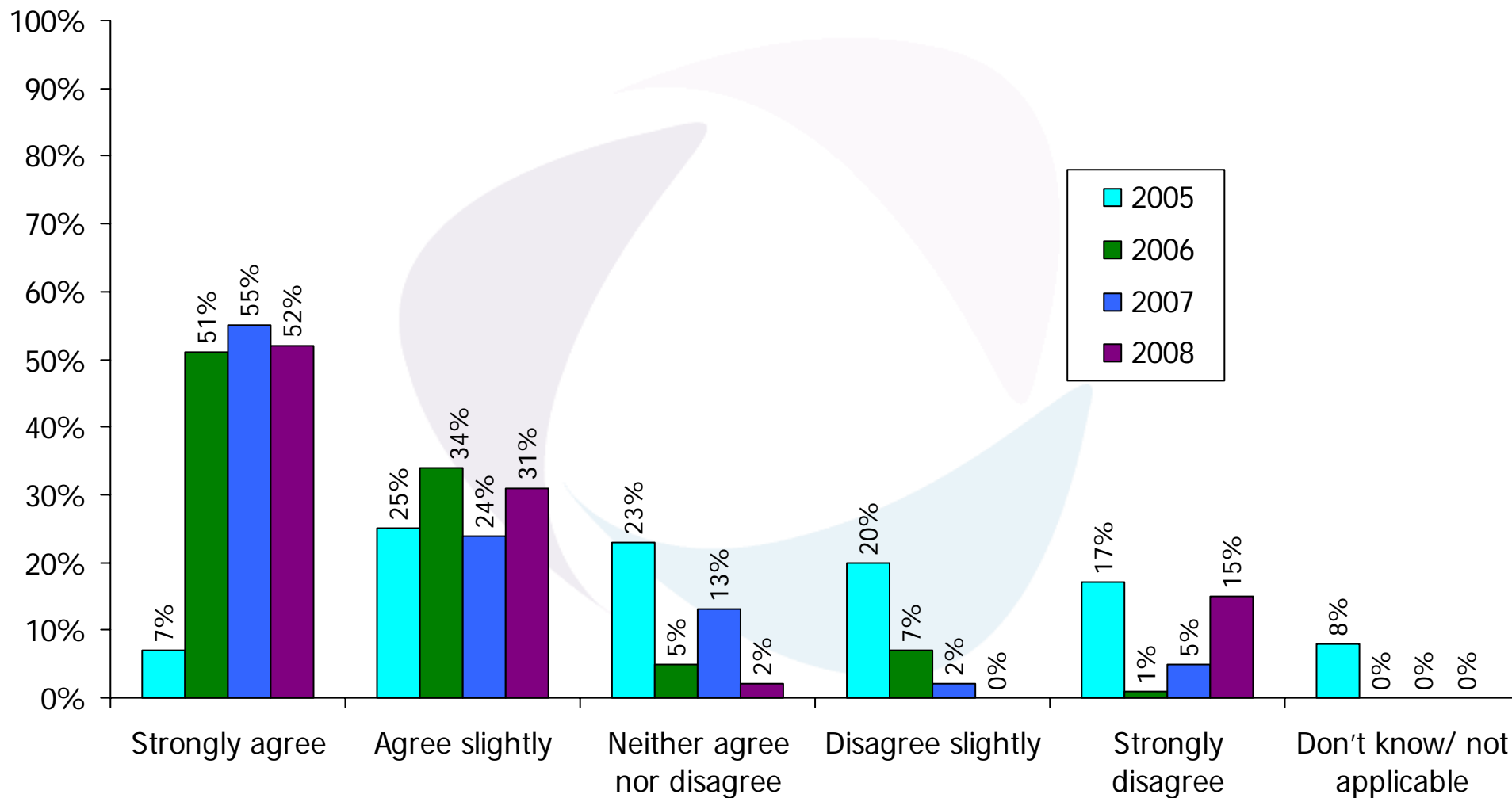
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



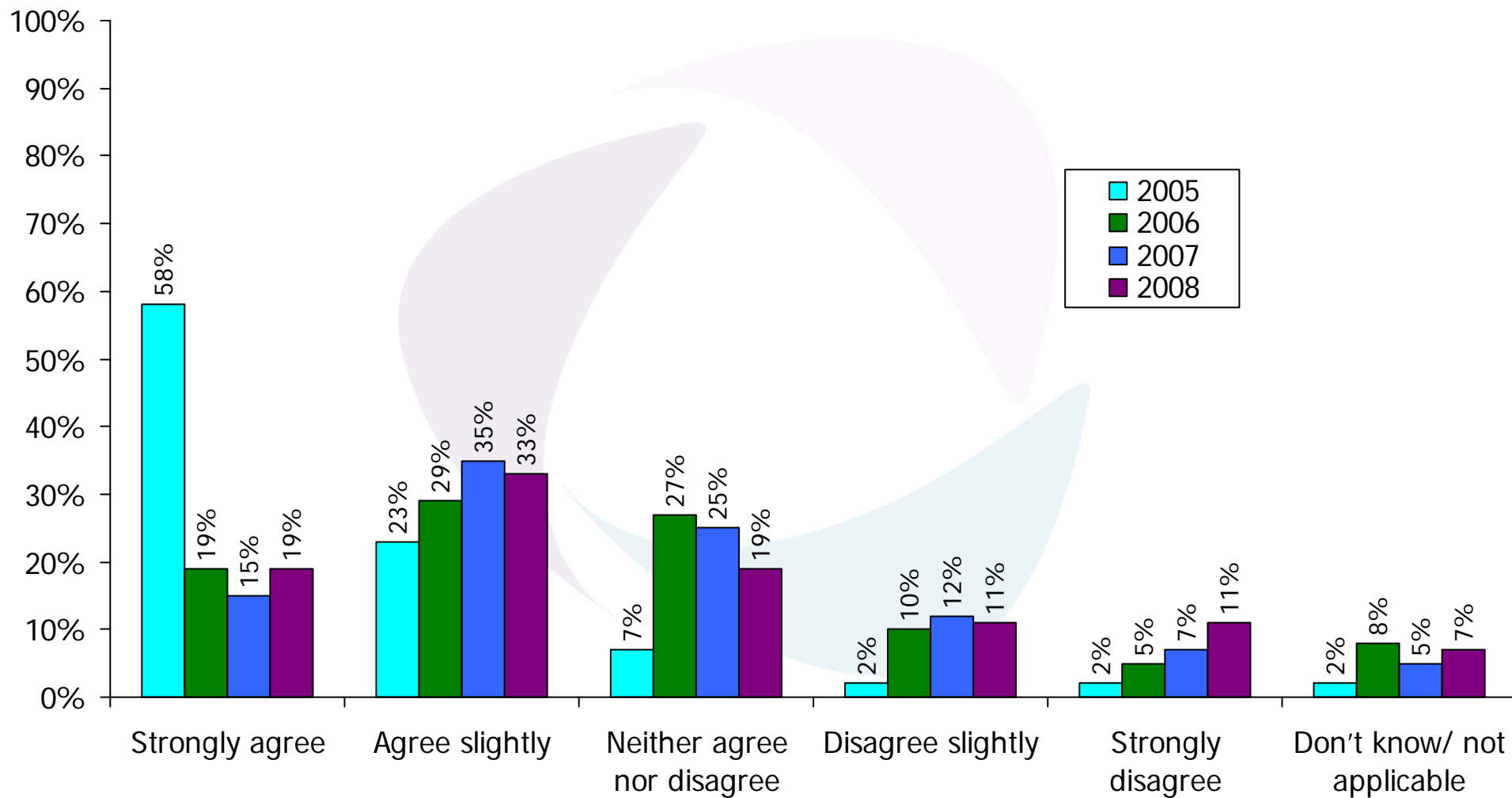
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



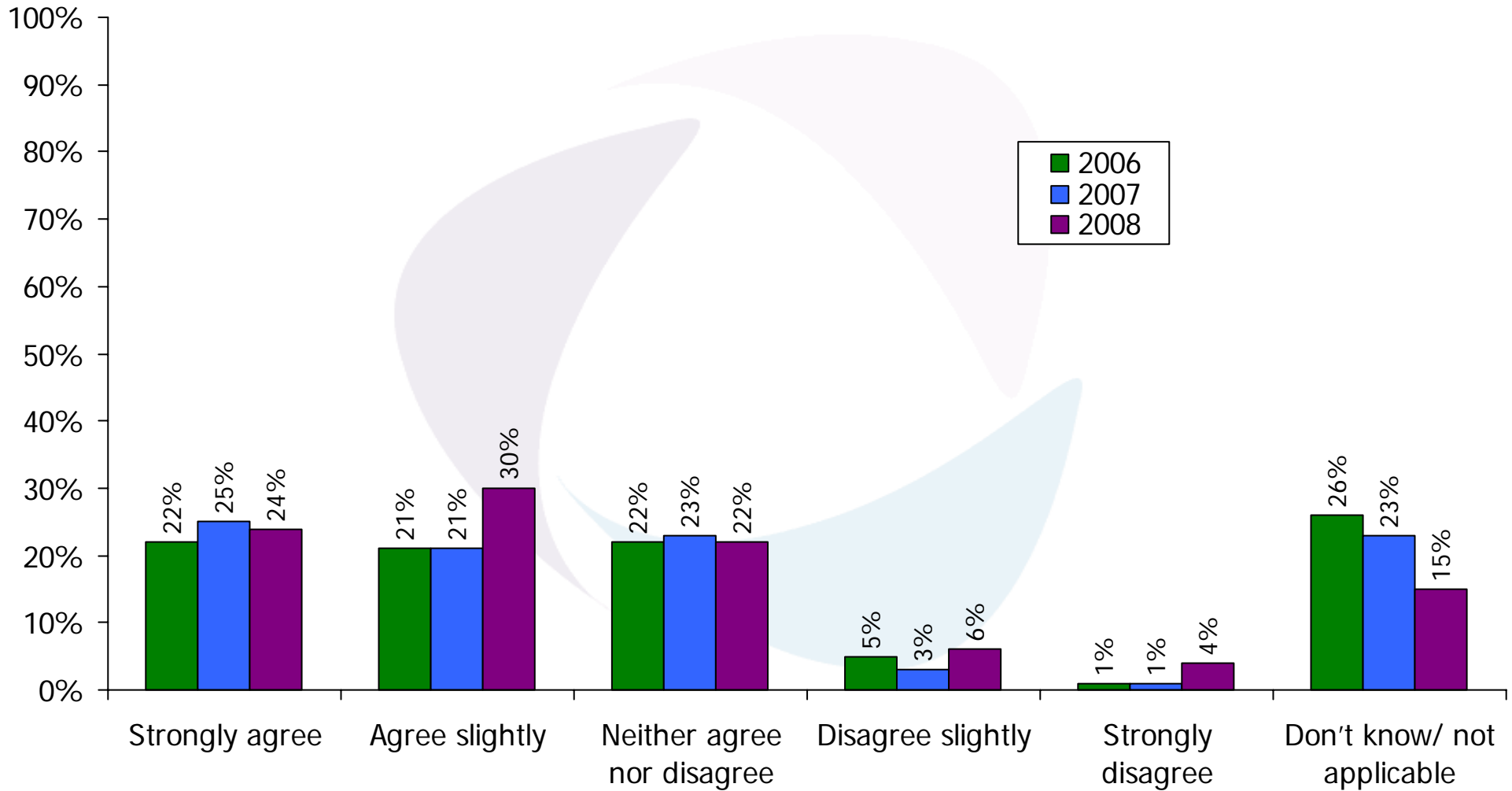
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



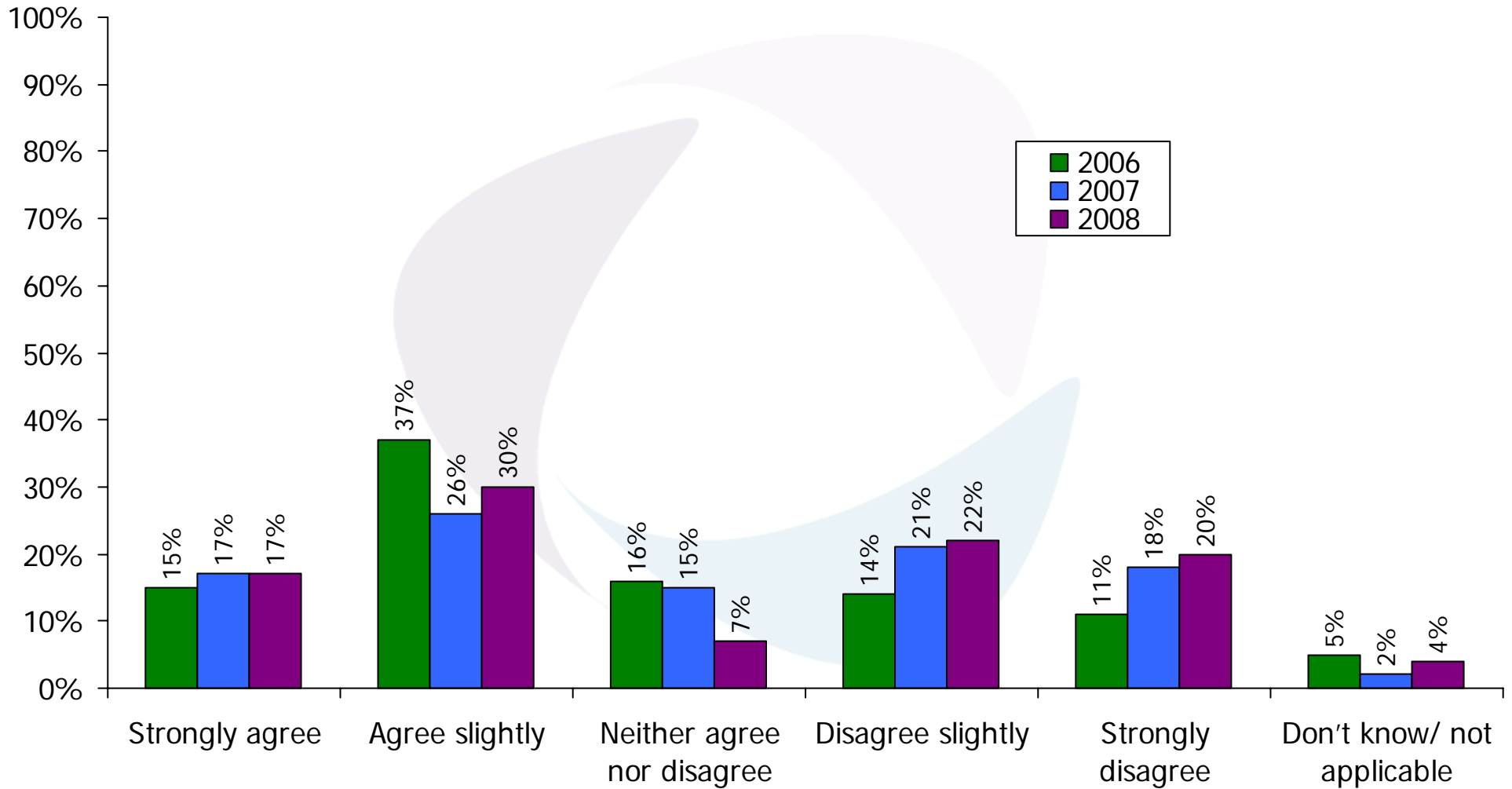
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



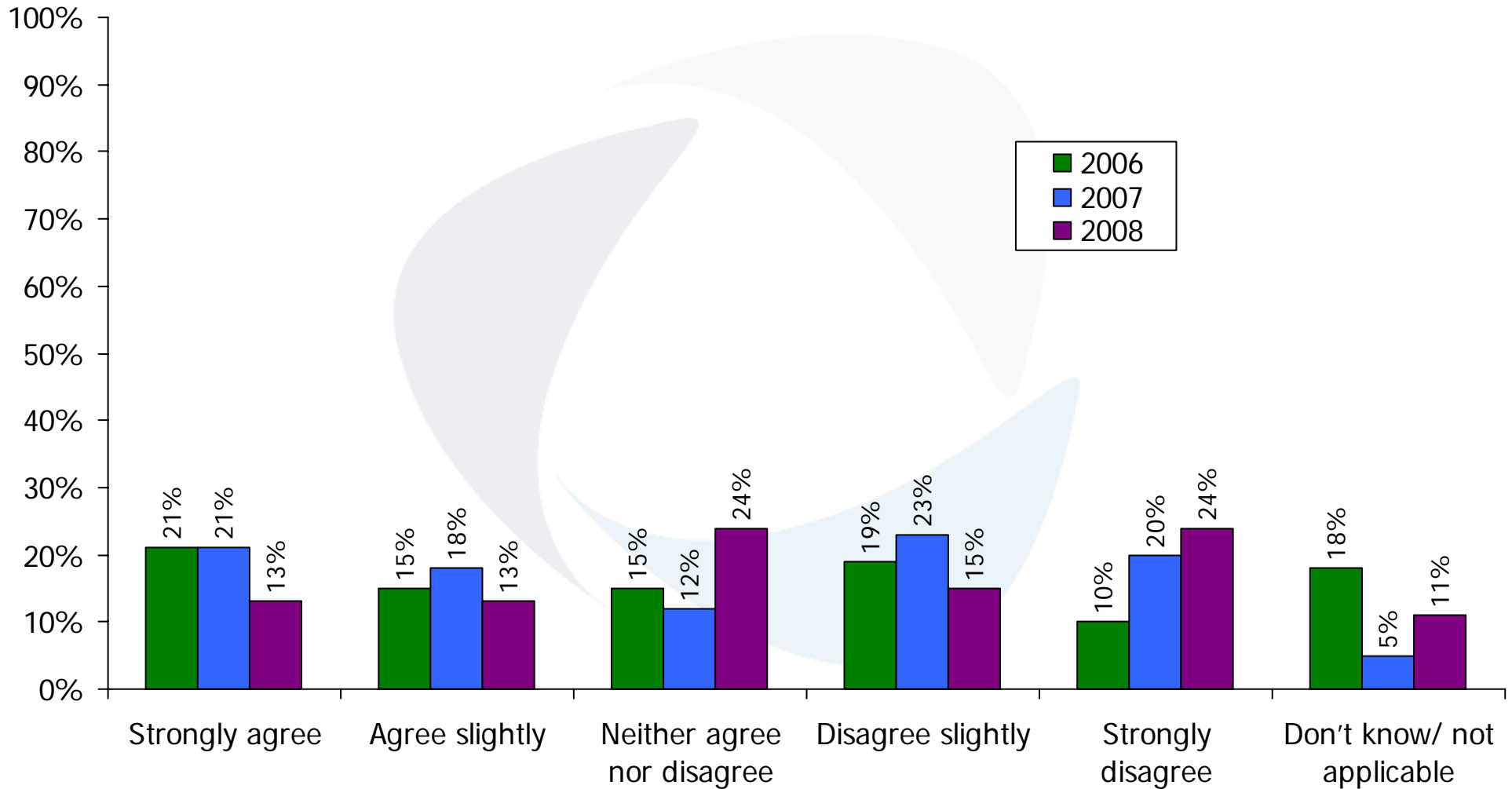
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



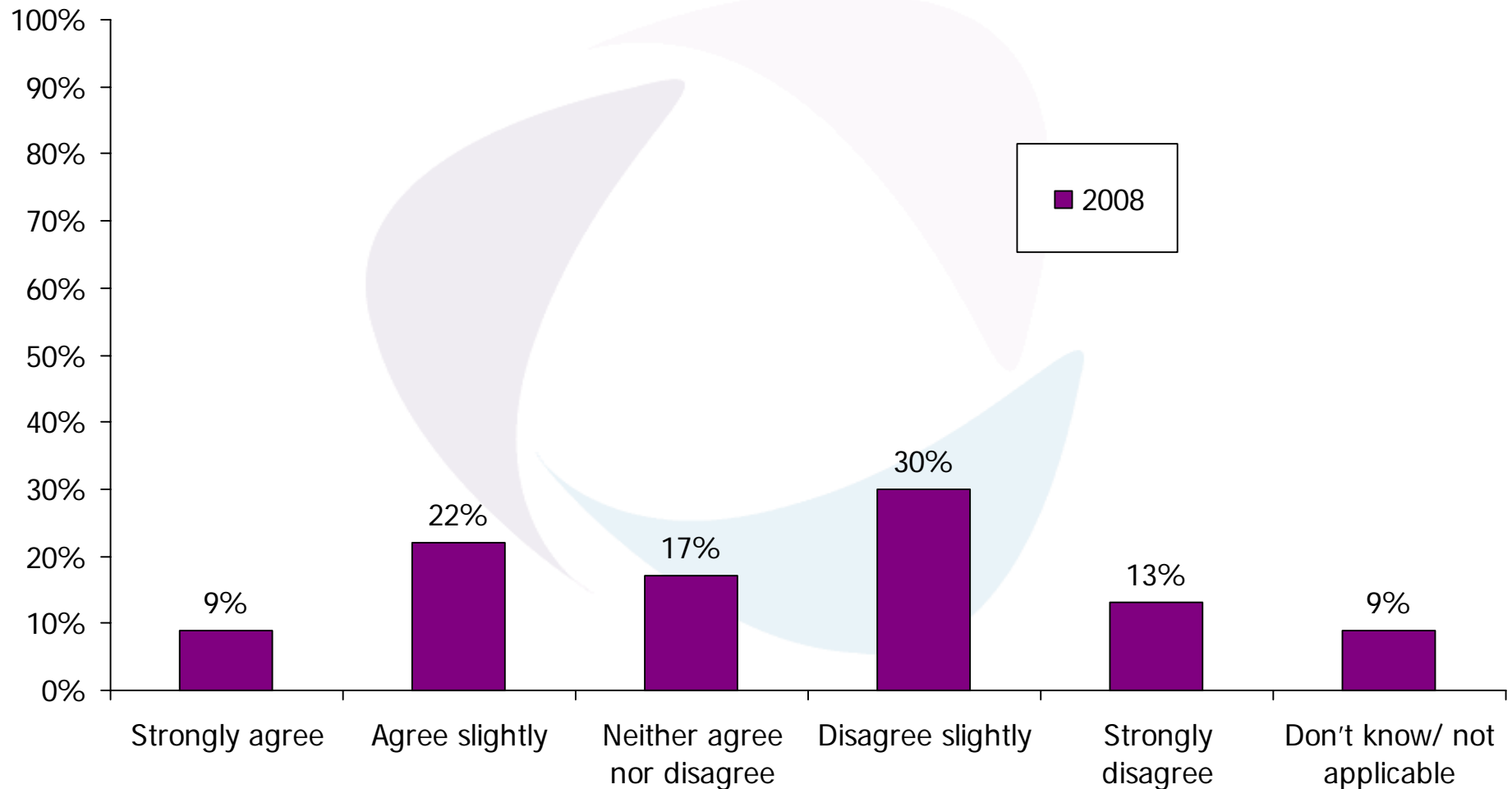
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



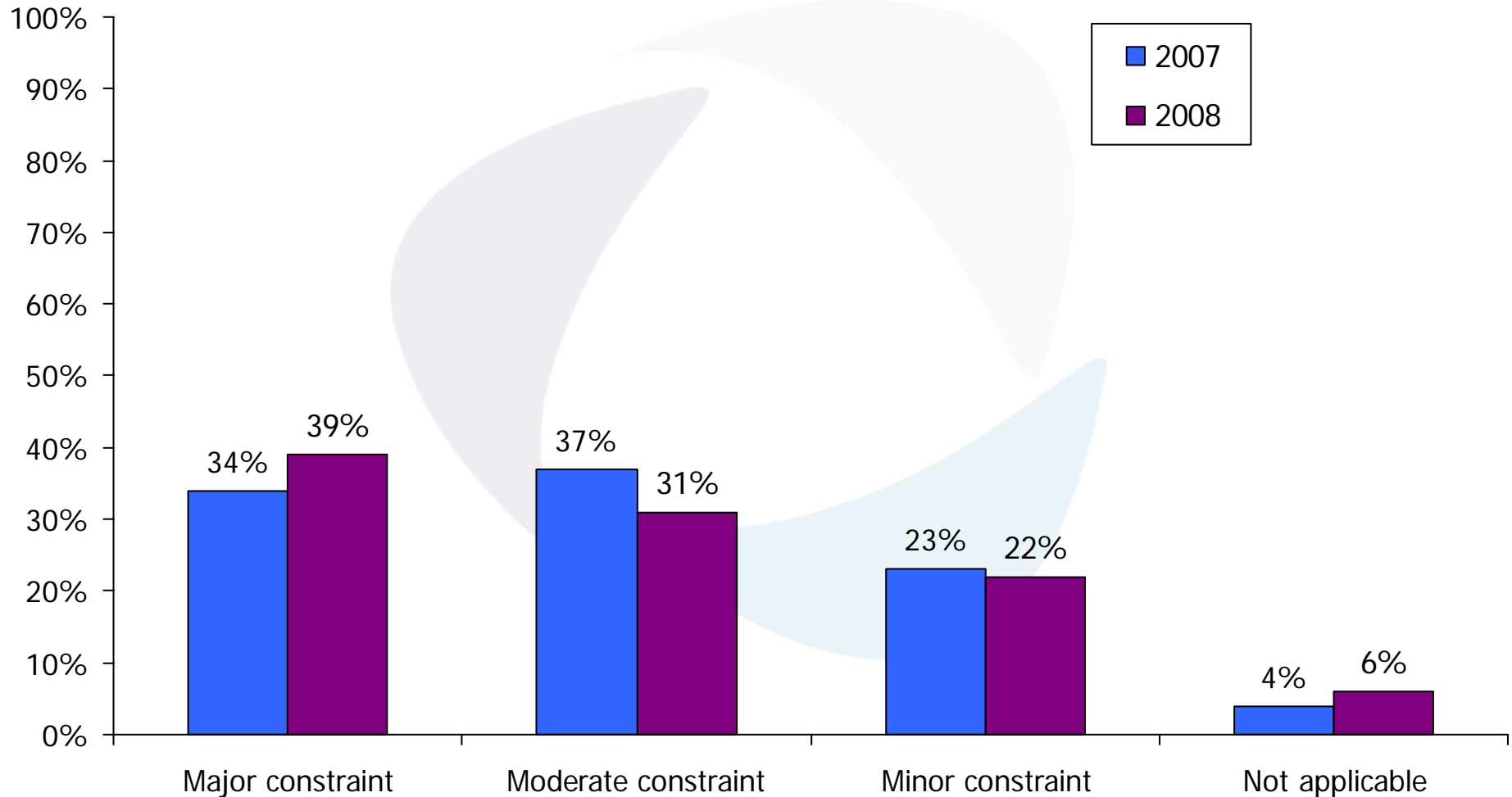
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



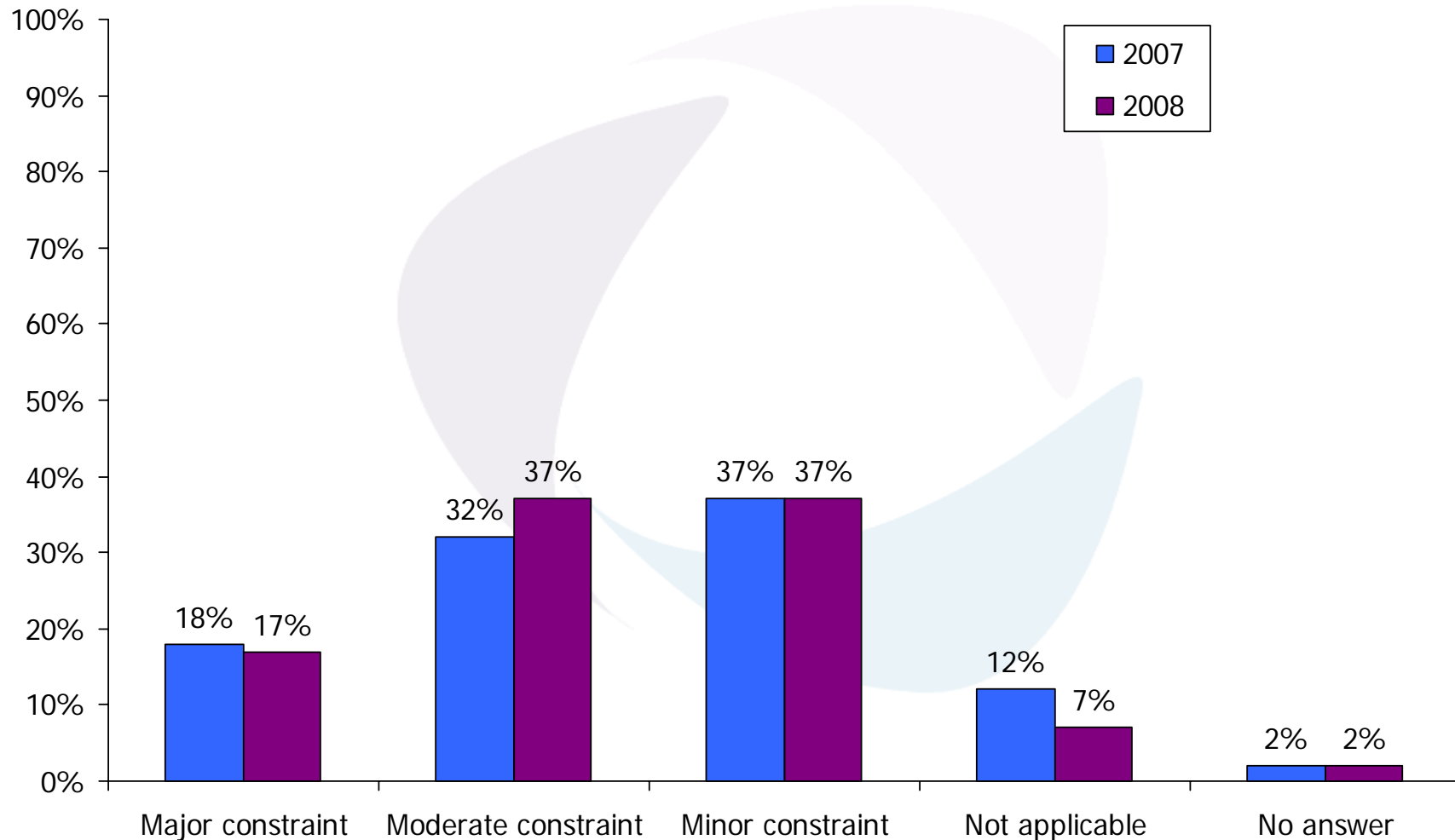
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



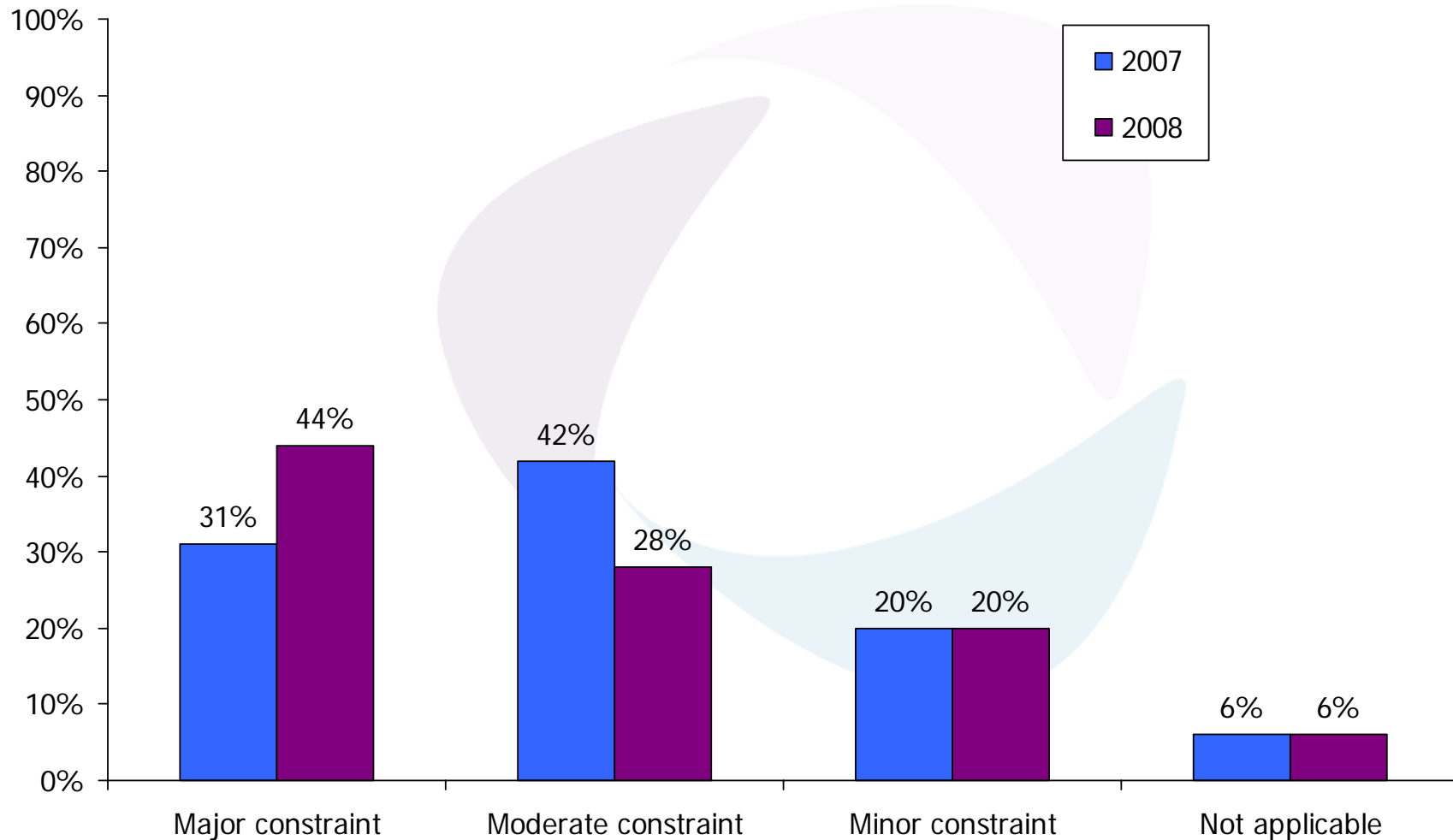
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



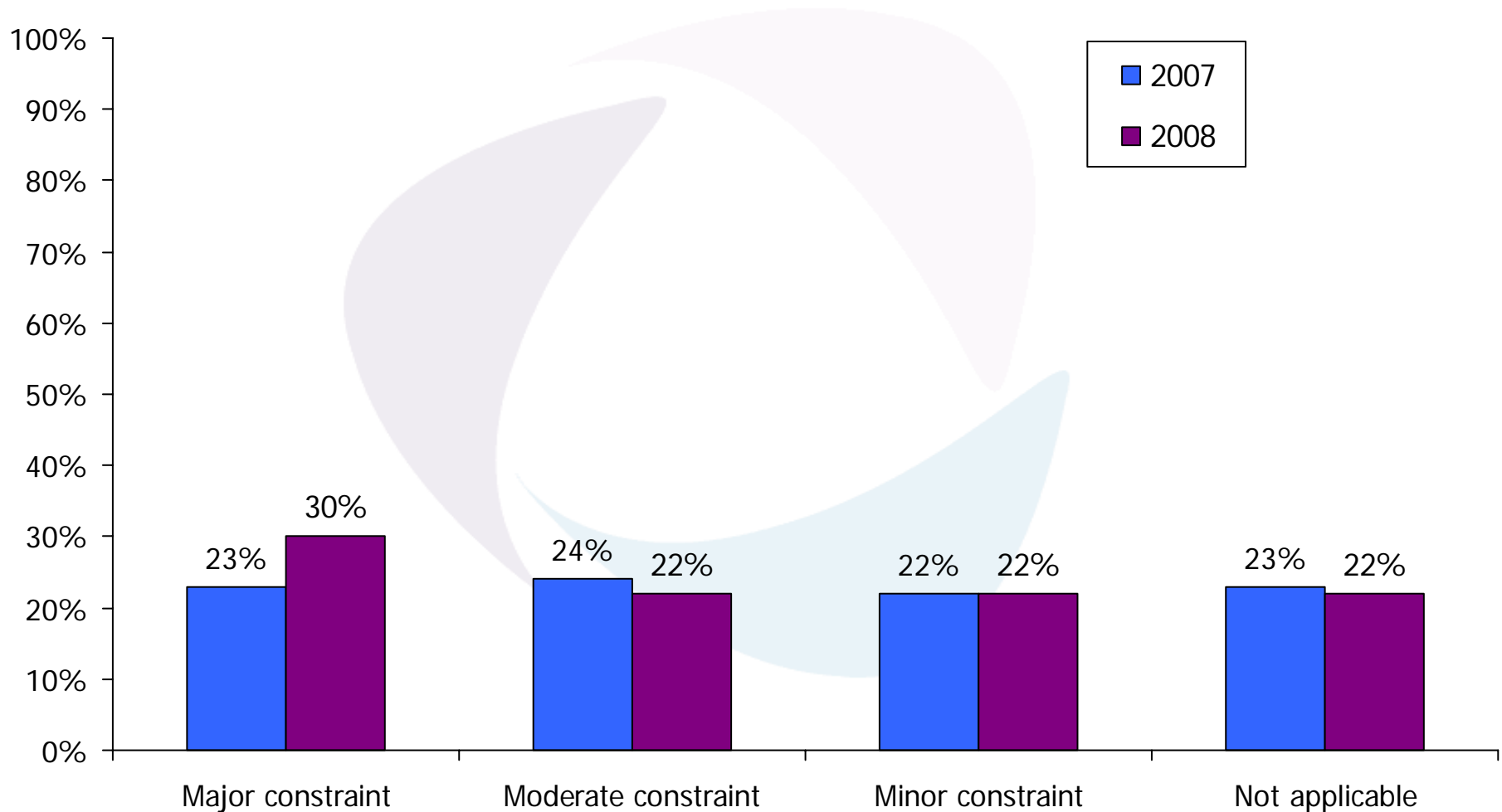
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



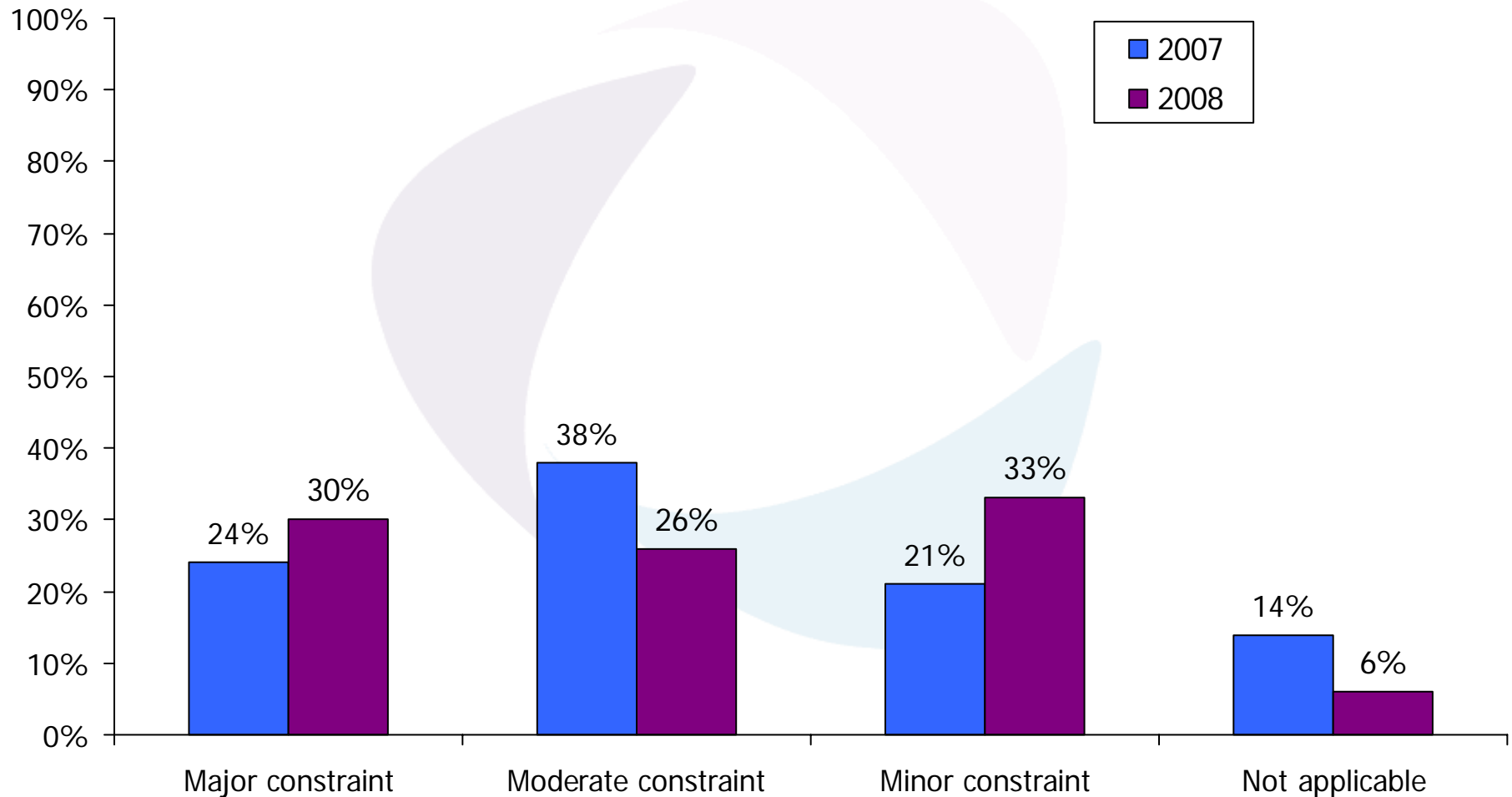
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



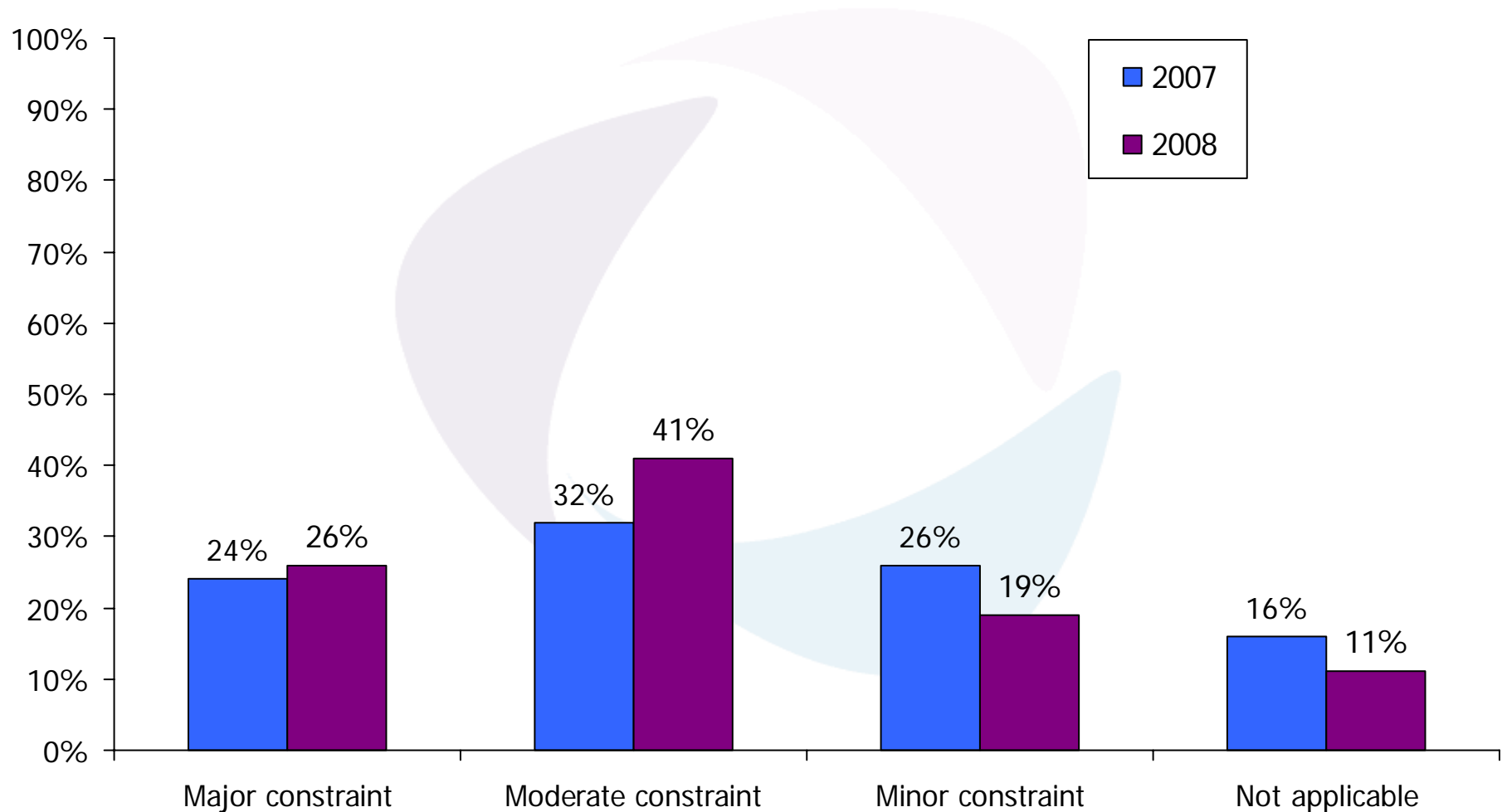
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



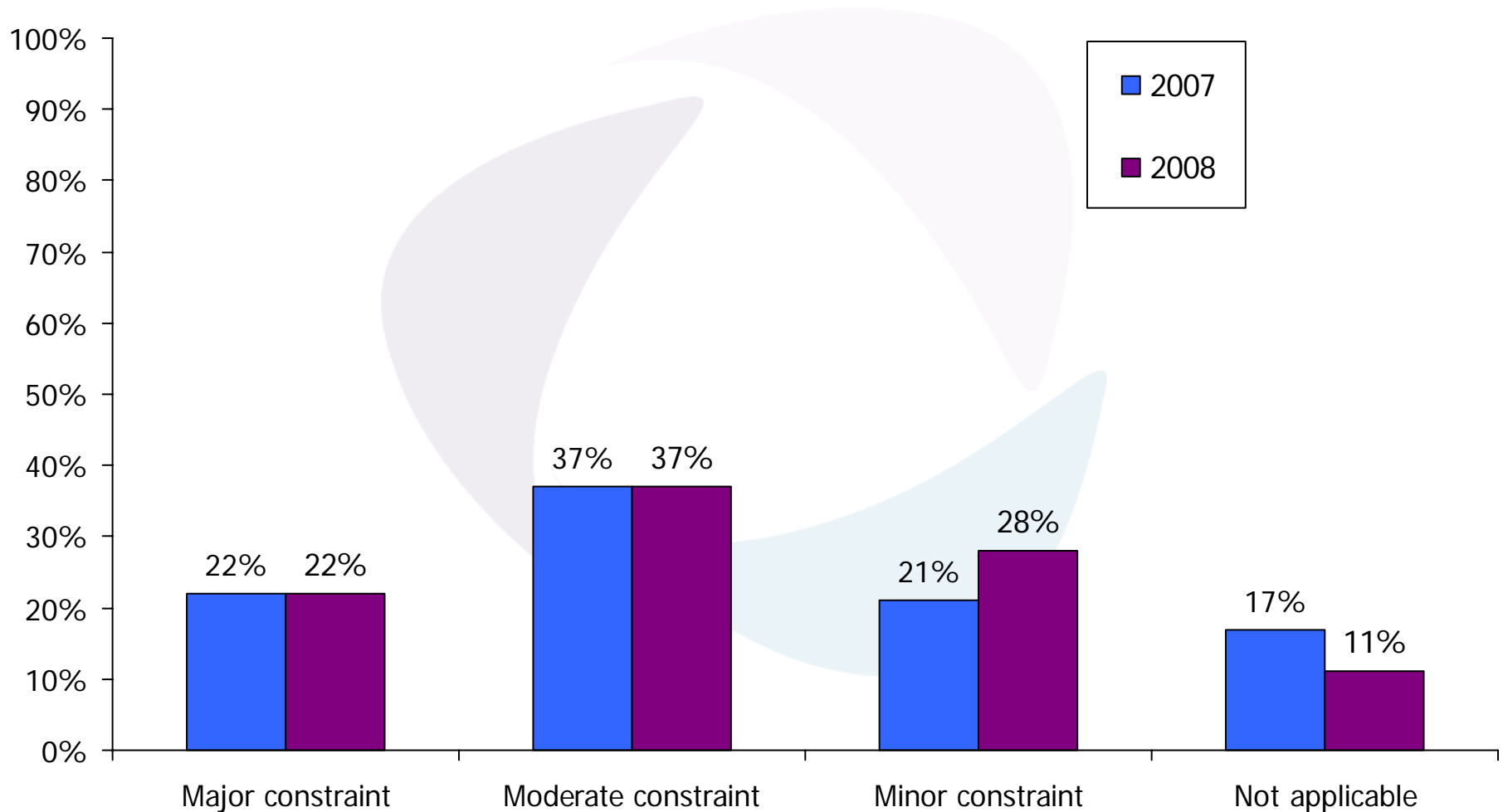
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



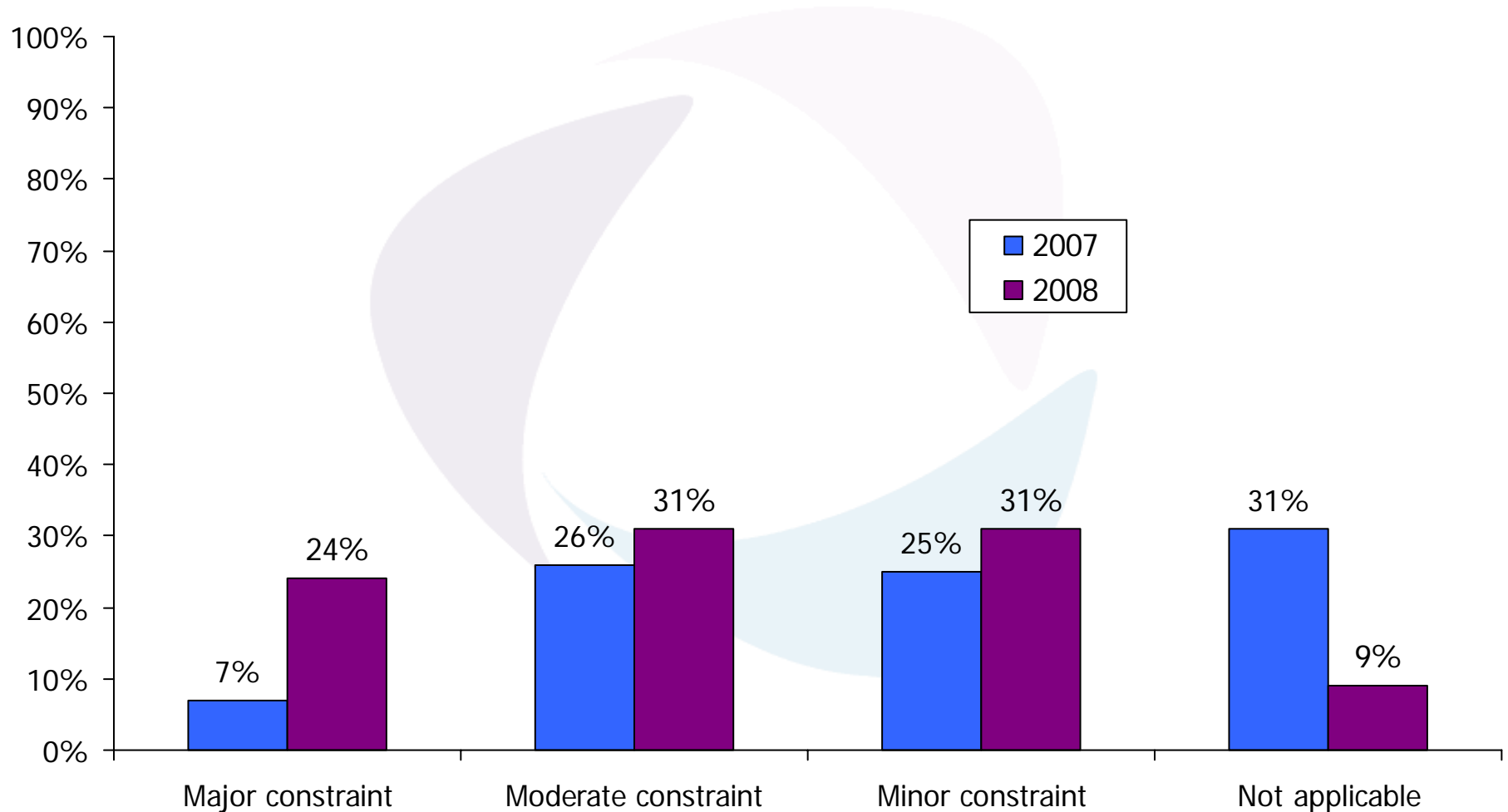
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



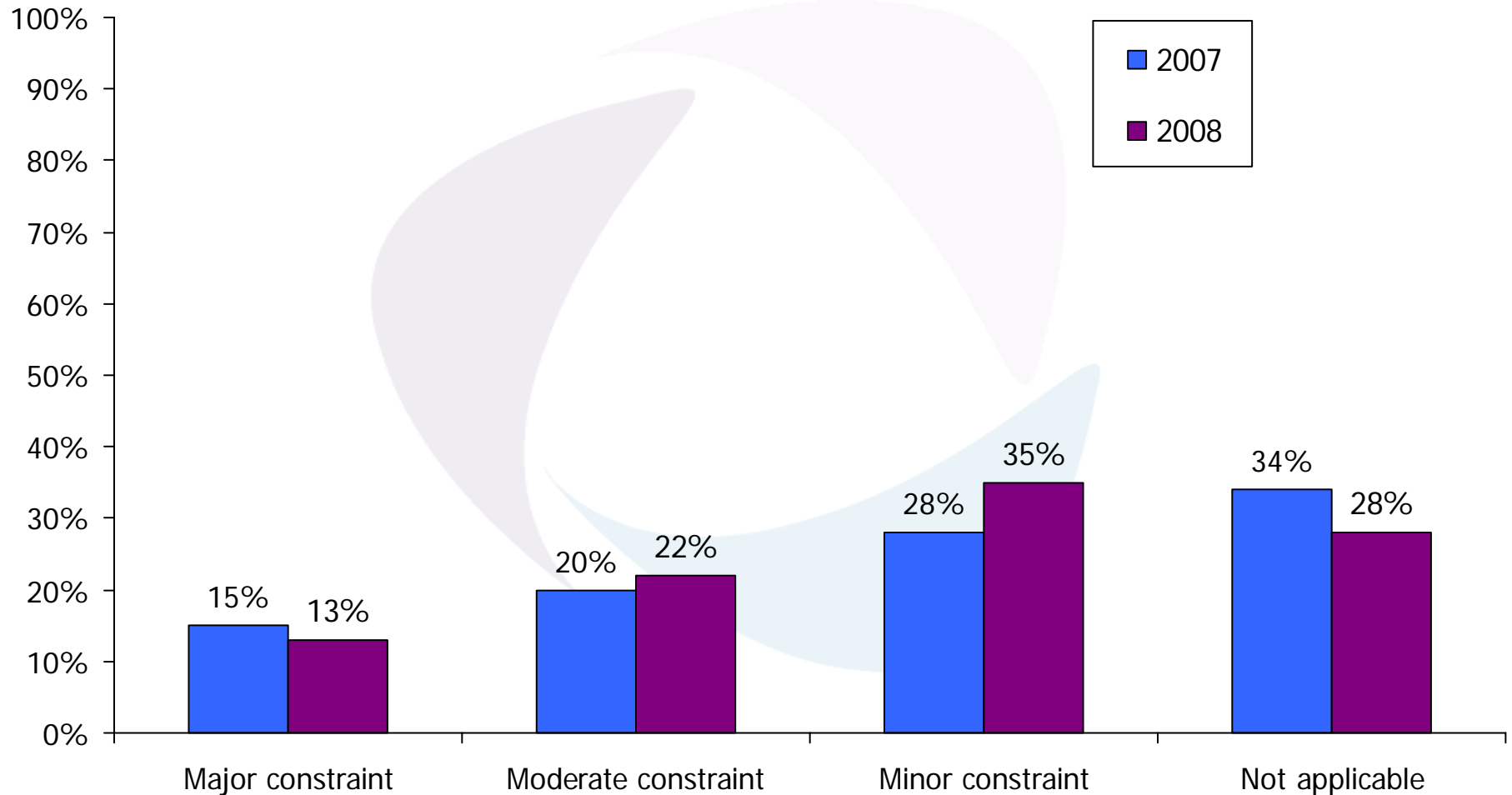
Base: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy

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



Base: 54 organisations with an income between £1-10m, 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: 54 organisations with an income between £1-10m, 2008
Source: Virtual Promise, nfpSynergy