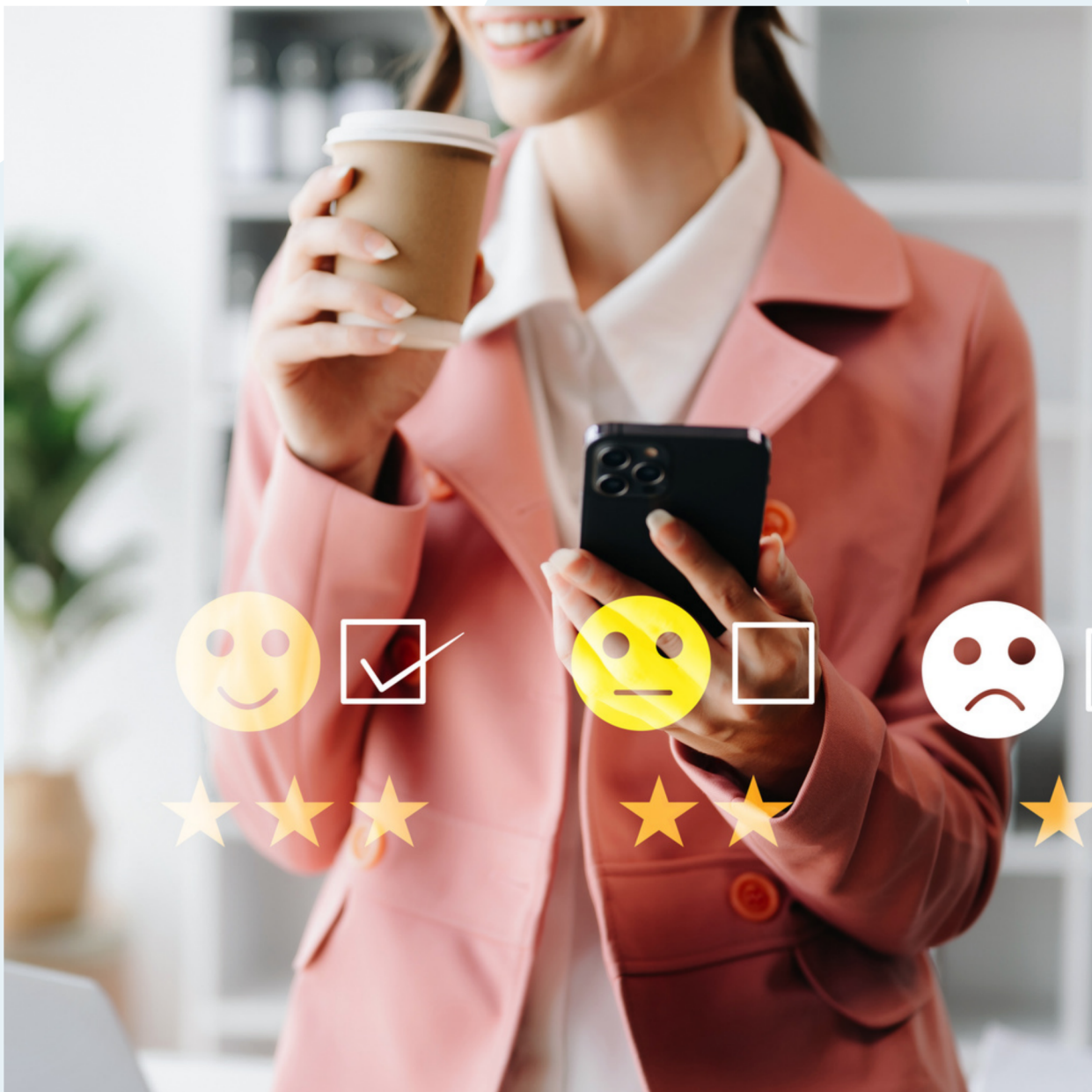


# Art of the Possible: Surveys & Feedback



# Streamlining Info Gathering

Digital tools are extremely important for nonprofit organizations when it comes to surveys and feedback. These tools streamline information collection, enabling nonprofits to gather, analyze, and respond to data quickly. For instance, digital survey platforms (e.g. SurveyMonkey, Zoho Survey, etc) can automate the process of distributing questionnaires and can collate responses in real-time, saving time and resources.

Additionally, digital tools offer a range of customizable options, allowing organizations to tailor surveys to their specific needs. This flexibility encourages more comprehensive feedback, providing nonprofits with valuable insights to drive their mission forward. Furthermore, digital tools facilitate easy sharing and interpretation of survey results, promoting transparency and fostering a culture of continuous improvement within the organization.

Integration of survey and feedback tools with a Customer Relationship Management (CRM) system or other core systems can further enhance a nonprofit's capacity to collect and utilize data. These integrations allow organizations to create a central hub of information, making it easier to correlate survey data with other data points for a more holistic understanding of their stakeholders.

When a response is received, it's automatically captured in the CRM, providing real-time updates and insights. This process minimizes data entry, reduces the chances of manual error, and allows for faster, more informed decision-making. Moreover, it enables nonprofits to trigger automated actions based on survey responses, such as follow-up emails or updates to donor profiles, fostering a more personalized and proactive approach to stakeholder engagement.

## CASE STUDY

Consider the example of a food security-focused nonprofit. This organization sought to better understand the needs and experiences of the people they serve. To achieve this, they implemented an integrated survey tool with their CRM system, allowing them to seamlessly collect and analyze data.

The organization used the survey tool to distribute personalized questionnaires to their network of food banks and their beneficiaries. The responses were automatically captured in their CRM, providing real-time updates that enabled them to quickly adapt their services to meet emerging needs.

The integration also allowed the organization to trigger automated actions based on survey responses. For instance, if a beneficiary indicated a need for additional support, a follow-up email was immediately sent with information on other available resources. This process not only enhanced their data collection capabilities but also improved their response time, ensuring that those in need received timely assistance.

By leveraging digital tools in this way, the organization was able to gain a more holistic understanding of the people they serve, to personalize their approach, and ultimately, to make a greater impact.

