Perceptions about your brand impact your ability to fundraise, recruit volunteers, and achieve your mission. To date, no comprehensive, cost-effective mechanism exists for nonprofits to measure and evaluate if they are building name recognition and brand awareness successfully.

Measure how your nonprofit is perceived

Big Duck’s Brandraising Barometer is a cost-effective research tool designed exclusively for nonprofits. It captures real data from your target audiences and turns that information into actionable insights you can use to inform branding, campaigns, and other communications decisions. This can save time and money downstream by helping you focus on the activities that are proven to move the needle.

Participation in this Brandraising Barometer will help you measure, in specific terms, levels of awareness and brand affinity for your organization. You’ll learn how prospective and existing supporters see your organization, and have a tangible benchmark for “awareness” you can use to measure if you’re moving the needle as you communicate or launch new campaigns and initiatives.

The Brandraising Barometer will help you answer these questions:

- How well-known is your organization?
- How do people find out about you?
- What do key audiences think about you?
- What characteristics do they associate with you?
- How likely are people to donate, volunteer, or take action with you?
- What motivates existing supporters to donate, volunteer, or take action with you? What prevents other people from doing so?
- How are you perceived compared to other similar organizations?
How it works

Conducting market research independently can cost $25,000–$75,000 per study and take significant staff time to manage. To cut costs and add value, Big Duck recruits a group of nonprofit organizations in a common area or field. In collaboration with a leading industry market research company we’ll gather data and glean insights from your target audiences.

Raw research findings can be overwhelming and sometimes difficult to translate into action. Your report will include insights and recommendations from Big Duck’s team of nonprofit communications experts so it’s actionable, and in a format that can be shared with your leadership.

Pricing

STANDARD PARTICIPATION $10,000

The Brandraising Barometer provides your nonprofit with data gathered from key audiences about how your organization is perceived, as well as an analysis and actionable insights in a PowerPoint or Memorandum format. Big Duck will talk you through the research findings, results and our insights, and recommendations for action.

ADDITIONAL CUSTOMIZATION

The Brandraising Barometer can also be customized to answer questions that might be unique to your organization. For instance, we can solicit feedback on how your most recent ad campaign was received, or if your new logo is memorable. Please call us to discuss how you’d like to customize the Barometer and we will provide you with an estimate.