

Analyzing Information

Marketing and Community Relations

This worksheet was created by The Denver Foundation's Inclusiveness Project (www.nonprofitinclusiveness.org) to support organizations doing inclusiveness work.

Users are encouraged to customize the worksheet to meet the needs of their respective organizations.

Instructions

- Refer to **Compiling Results; Compiling Other Information; Compiling Likert Scale Responses;** and **Compiling Narrative Responses.**
- Select and review the information that pertains to marketing and community relations.
- Answer the questions below.

Available Facts

Are there any ways in which your organization's community relations and marketing activities already reach out to diverse communities? How are those current efforts successful? How can they be improved?

Are there any ways in which your organization's community relations and marketing activities are more or less inclusive than those of other organizations in your field?

Are there any best practices from the field regarding community relations and marketing that you can put to work in your organization?

Can you identify any trends in community relations and marketing that are relevant to your inclusiveness initiative?

Did you notice anything else regarding your community relations and marketing activities in the results of the existing data scan?

Stakeholder Perspectives

Are there any salient themes regarding your organization's community relations and marketing that were identified by a majority of your stakeholders?

Is your organization perceived by different stakeholder groups to be welcoming of people of color?

Do stakeholders believe that the organization currently has success in marketing to communities of color?

Are there any stories or strongly held beliefs regarding your organization and its community relations activities that were identified by stakeholders?

Are there any significant inconsistencies in perspectives among groups of stakeholders regarding your organization's marketing activities?

Can you identify any trends regarding your organization's community outreach based on the perspectives of your stakeholders?

Did you notice anything else regarding stakeholder perspectives in relation to marketing and community relations?

Is there any additional information related to marketing and community relations that currently isn't available that you would like to collect in the future?

_____ yes _____ no

If YES, what information would be helpful?

Name of Organization _____

Date Exercise Completed _____