



WINDSOR
GROUP

Nonprofit Engagement and Innovation Survey

**INDUSTRY
NEWS**

BENEFITS OF RESEARCH

We work with organisations that use research to guide and inform what they do.

Benefits of our research include:



Access to tailored strategies

Access to established and validated approaches used in a variety of organisations and industries that can be tailored to specific organisational settings.



Provision of findings

Provision of objective findings that enables informed decisions, development of solutions and implementation of strategies that are most likely to achieve results



Collecting information

An applied approach which allows us to collect new information to address your organisation's needs.

Market and environmental forces continue to place pressures on nonprofit organisations to be more competitive and change the way they meet the needs of their customers. As such, it is more and more important to keep track of the climate and culture of organisations and the extent they support engagement, innovation, and performance. Indeed, there are a variety of reasons to stay on top of these issues:

- We are going through major changes that can impact our climate, culture, and engagement.
- We need to understand the culture in our organisations to effectively implement change.
- We need to be prepared for change.
- We need to know what effect changes are having.
- We need to support new ways of doing things in response to changes.
- Engagement of your staff is critical for survival.
- We need our clients/customers to come back.

A starting point for understanding your organisation's culture is to undertake some research with your employees.

THE SURVEY

The Nonprofit Engagement and Innovation Survey is designed to help your organisation stay in touch with, and respond to, the many changes facing you today and into the future. This inexpensive survey can be run repeatedly to provide you with ongoing benchmarks of your organisational performance. It also allows you to measure your output against aggregates of other organisations across the nonprofit sector.

Additionally, the survey project is capturing vital information about issues impacting nonprofit organisations in Australia more generally. As such, this represents a unique opportunity to expand on our understanding of how the nonprofit sector operates, the motivators of employees and volunteers, as well as strengths and weaknesses in the industry. This survey explores a variety of factors with regard to nonprofit organisations including:



For your organisation, the survey data can be broken down by department, or another demographic of your choosing. Results will be reported along with sector-relevant findings and recommendations in a brief report.

WHO CONDUCTS THE SURVEY?

Professor Cameron Newton from the Queensland University of Technology conducts the Nonprofit Engagement and Innovation survey, in conjunction with long-term partner Windsor Group.

QUT has an excellent track record in collaborative research involving industry partners, government (local, state and federal) and community organisations. This success in collaborative research and partnerships is underpinned by QUT's acknowledged strengths in applied research, and ability to translate research outcomes into real-world solutions. The Nonprofit Engagement and Innovation Survey represents one such successful collaboration. Windsor Group is a company that, having worked with nonprofits for many years, has chosen this as one of the many ways on which it continues to 'give back' to the sector.

HOW IS THE SURVEY CONDUCTED?

Once a survey agreement is signed with QUT, your organisation will be added to the ethical clearance documents. The online survey is then customised for your organisation by QUT. Following is an outline of the timing for a survey:

- Once the survey has been customised, QUT will provide your organisation with a link to the survey that can then be distributed to employees.. Generally, the setup period takes three days, so it is a very quick process.
- You will need to collate the list of employees and email addresses who are going to be invited to participate in the survey. QUT can provide you with information relating to the number of responses received, once employees have been emailed the survey link
- Usually, the survey is open for two to three weeks with the organisation sending two reminders in that time.
- Once the survey is closed-off the organisation will receive the report within one week.

Importantly, all responses are confidential and the de-identified as part of the data collection process. Additionally, breakdowns by work units will only be provided when there have been five or more responses for that work unit.

WHAT DOES THE SURVEY COST?

Report	Cost (excl. GST)
One based report (employee or volunteer)	\$2,000
One base report (employee or volunteer) with breakdowns across an organisational demographic (such as department). Note: benchmarks with other organisations are only provided for the overall organisation means.	\$3,000

*Price applies to a maximum of 6 demographic breakdowns (e.g., departments of (work units)). Additional breakdowns charged at \$125 per breakdown. Alternative data presentations or breakdowns can be negotiated.

TIMELINE

Please allow a period of no more than two weeks to set up survey links, add your organisation to the ethical clearance documentation, and initiate the service agreement.

WHO TO CONTACT?

Email or call Windsor Group on (07) 3211 0001 to request further information and express your interest in the survey.