The Nonprofit Institute Newsletter

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The Nonprofit Nerd (January 2018)

The Nonprofit Institute at Portland State University

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Opinion research can sway social and political misunderstandings based on who and why!

In our latest INSTITUTE NEWS, we share some best practices and these guidelines: Audience, Evaluation Support, How can they benefit from opinion research? Reach for small nonprofits? For groups who don't have in-house marketing or evaluation support, how can they benefit from opinion research? You mentioned that this work takes resources. Are opinion research tools out of reach for small nonprofits? For groups who don't have in-house marketing or evaluation support, how can they benefit from opinion research?

Robust survey methods within reach for organizations who don't have in-house data capacity. See Pew's discussion guides on a range of topics that can be adapted to your organization's specific questions or topics in-depth with local stakeholders. One of the many interesting things you had to tell us involved the challenge of learning about (and getting reach for small nonprofits?) for groups who don't have in-house marketing or evaluation support, how can they benefit from opinion research? You mentioned that this work takes resources. Are opinion research tools out of reach for small nonprofits? For groups who don't have in-house marketing or evaluation support, how can they benefit from opinion research?