



# NPO Insights: Motivate constituents to promote and support your message through the Nonprofit Engagement Scale

*Tuesday, October 1, 2013 at  
Windstream in Southpark*

How motivated are your nonprofit's constituents to give more, care more, and do more? Discovering what gets them excited about your organization could be the key to increase giving, volunteering, and spreading your message throughout the community.

The 2014 Technology Innovation Award (TIA) theme is Nonprofit Engagement. A panel of former TIA finalists were brought together by Apparo and Accenture to discuss how constituent engagement increases nonprofit success, and The Nonprofit Engagement Scale (NES).

Below are key takeaways from the event that cover what engagement is, why it's important, and how it can help you drive your nonprofit's mission forward.

## **What is engagement and the Nonprofit Engagement Scale?**

- We want your constituents to deepen their engagement with our organizations. Understanding that there is a measureable scale for tracking engagement can allow us to visualize how deeply our constituents are currently engaged and how to create programs to deepen that engagement. You can then understand the effectiveness of your programs by utilizing the NES.
- So, what does engagement mean? Engagement is an emotional involvement and commitment from constituents (donors, patrons, volunteers, Board Members, and staff) that indicates a group's intentions and is a quantifiable measurement of a person's affinity for an organization. This means that constituents are entrenched in a nonprofit's mission and motivated to act on its behalf. The NES helps agencies quantify that engagement.
- There are 5 levels of engagement on the NES: Engagement Minimal (level 5 and lowest level of engagement), Mission Awareness/Desire to do More (4), Engaged through Action (3), Highly Engaged (2), Full Engagement (1). See the white paper, [Measuring Constituent](#)

[Engagement to Drive Nonprofit Success](#), by Apparo and Accenture for more details on the engagement levels.

### **How does engagement help promote and communicate your nonprofit's mission?**

- In the for-profit community, there is a direct correlation between engagement and productivity. Companies with high employee engagement are high-performing in the marketplace. The same concept is applied to the nonprofit community—engaged constituents add more value to their nonprofit.
- The scale is used as a tool to ascertain what your constituent group is feeling in terms of your organization. For example, as you consider new programs, the Engagement Scale can help shape thinking around how your constituents are likely to respond. It also provides measurable results for grant applications, showing how your organization has moved constituents from point A to point B.

### **How did the TIA finalists use their engagement findings to benefit their organization?**

- The Regional AIDS Interfaith Network (RAIN) discovered through their TIA journey that engagement from their constituents was high. RAIN was able to break their constituents into groups (volunteers, clients, donors, etc.) and assess the engagement levels of each. They are using the data collected to build their 2014 development plan.
- The Catholic Social Services of the Diocese of Charlotte discovered pertinent information about one portion of their constituents: volunteers. They found that the majority of their volunteers did not have internet access and therefore they needed to develop a better system of connecting with volunteers.

### ***Special Thanks to the Following Panelists:***

#### **Featured panelists:**

- *John Pesavento – Accenture*
- *Nathan Smith, Regional AIDS Interfaith Network*
- *Linda Franks, Catholic Charities*



***NPO Insights Presented By:***



**Contact Information:**

For more information about NPO Insights, please contact Angie Byers at [abyers@apparo.org](mailto:abyers@apparo.org).