



HATTAWAY
COMMUNICATIONS

NWAF Social & Microenterprise Narrative

Survey & Message Testing Results

OCTOBER 2016

Introduction

We asked members of our community to make their voice heard about ways to engage them that are most useful, the information we can offer that is most helpful, and how we can better make the case for investing in the social and microenterprise work that makes up our Enterprise Development portfolio.

We know that our grantees and community members build on entrepreneurial spirit, strong community ties and untapped potential within underserved communities—but there is more that we can do than simply provide grant dollars.

In this full report, you'll see ways you would like us to engage with you, what you would like to learn more about and how you think the Foundation should be making the case for social and microenterprise development. The insights we have in this report are merely suggestions for opportunities that the Foundation might take action on.

Introduction

High-level insights from the report include:

Most respondents had sought information on social and/or microenterprise development. However, nearly 20 percent did not know where to look.

Almost two-thirds of respondents do not yet follow NWAF on social media. However, they are interested in receiving both visual and written content that is applicable to their work on social media.

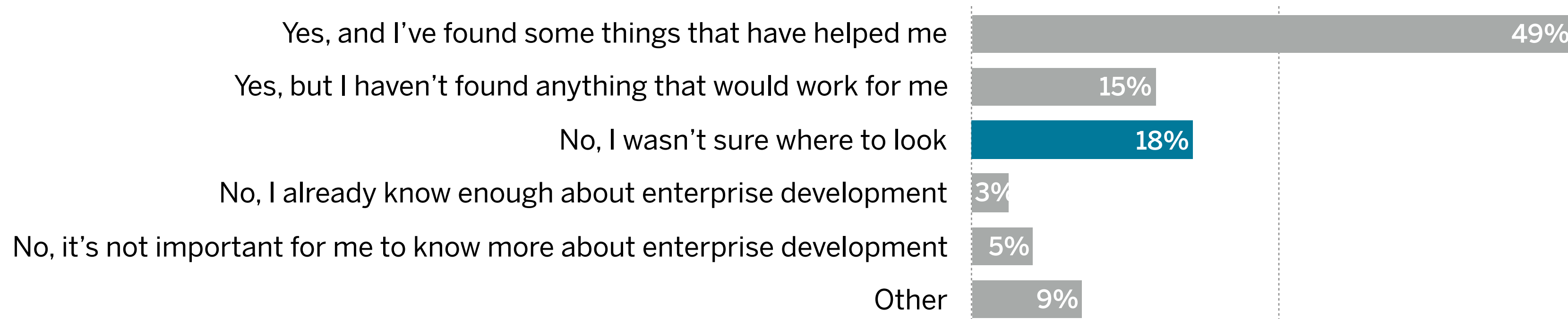
The majority of respondents (85%) talked to experts in the field or connected with people online to find news and information on social and/or microenterprise development.

The survey was conducted in August and September of 2016, and received 207 responses from stakeholders across our region (111 respondents completed the entire survey).

Survey Insights & Ideas

Most respondents had sought information on social and/or microenterprise development. However, nearly 20 percent did not know where to look.

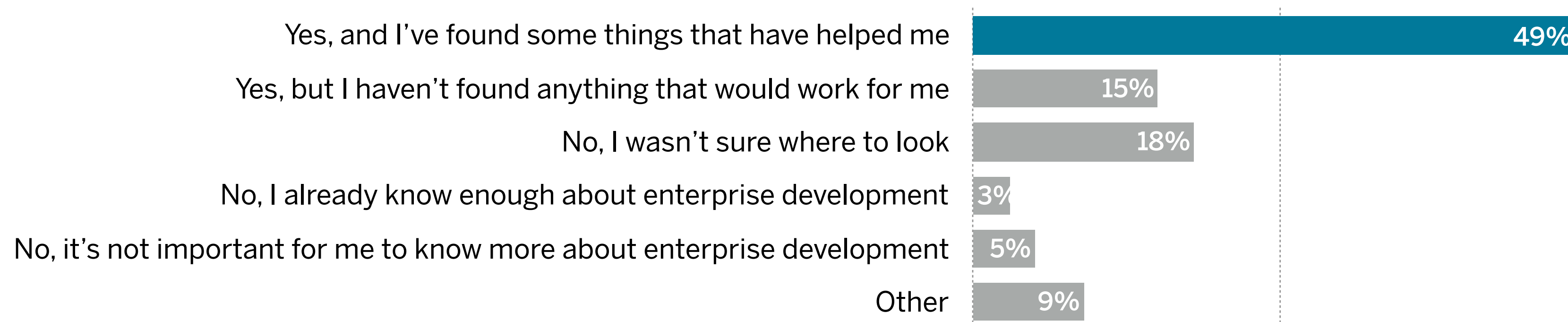
Have you ever sought out information on social and/or microenterprise development?





Create a landing page that provides tools, information, profiles and up-to-date content for people. Additionally, because almost half of respondents have already found resources that are useful, make your resource library of content more prominent.

Have you ever sought out information on social and/or microenterprise development?



The majority of respondents talked to experts in the field or connected with people online to find news and information on social and/or microenterprise development.

Where do you get your news and information? [select all that apply]





Consider hosting webinars, or in-person events where you can share your content on the benefits of social and microenterprise development. Also, to empower your champions, host message trainings for staff and grantees.

The majority of respondents (62 percent) do not follow you on social media, although research shows they are using Facebook.

Do you currently follow NAAF on Facebook and Twitter?

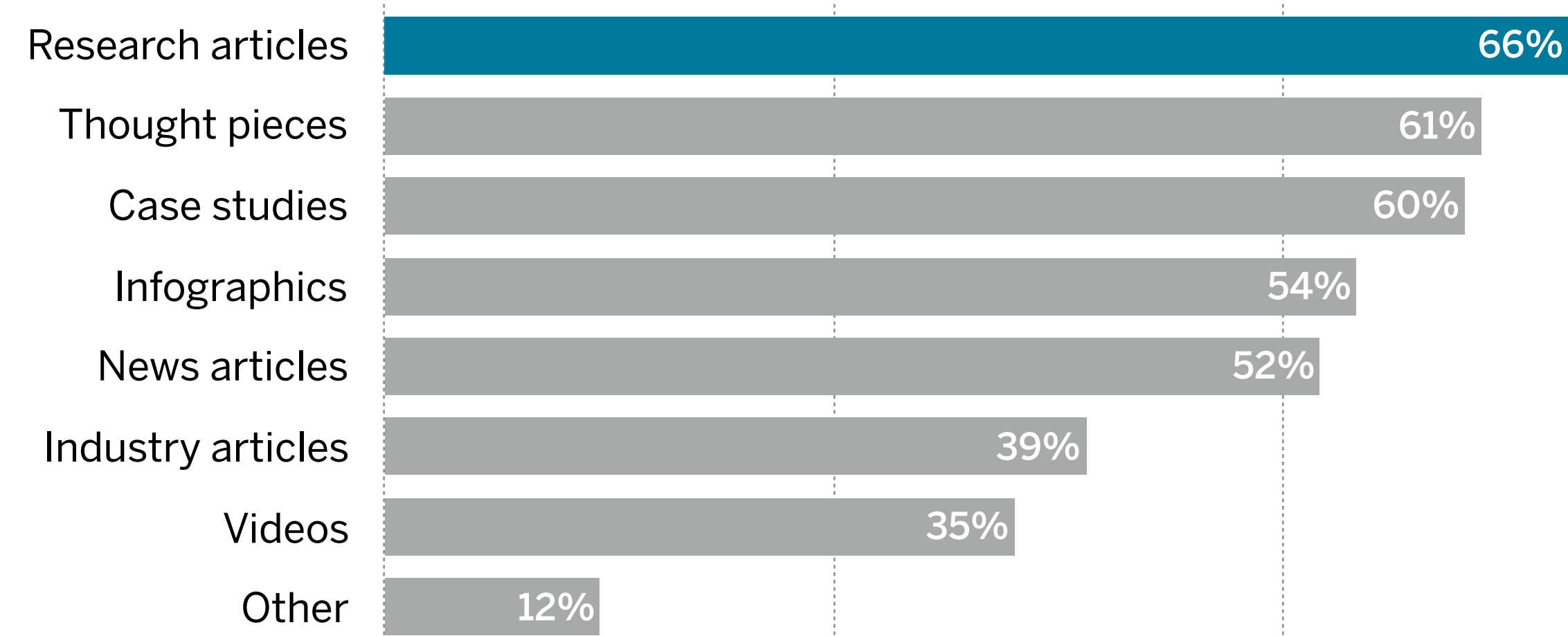




Consider trying to increase your social media connections with your audiences, including content or outreach to help boost connections. Provide links to your social media pages in your email signatures, newsletters and website with a call to action to follow the Foundation's accounts, particularly Facebook where we know your audience already exists.

People are interested in receiving both visual and written content that is applicable to their work on social media.

What types of content would you like to see when you visit NWAF social media pages? [select all that apply]



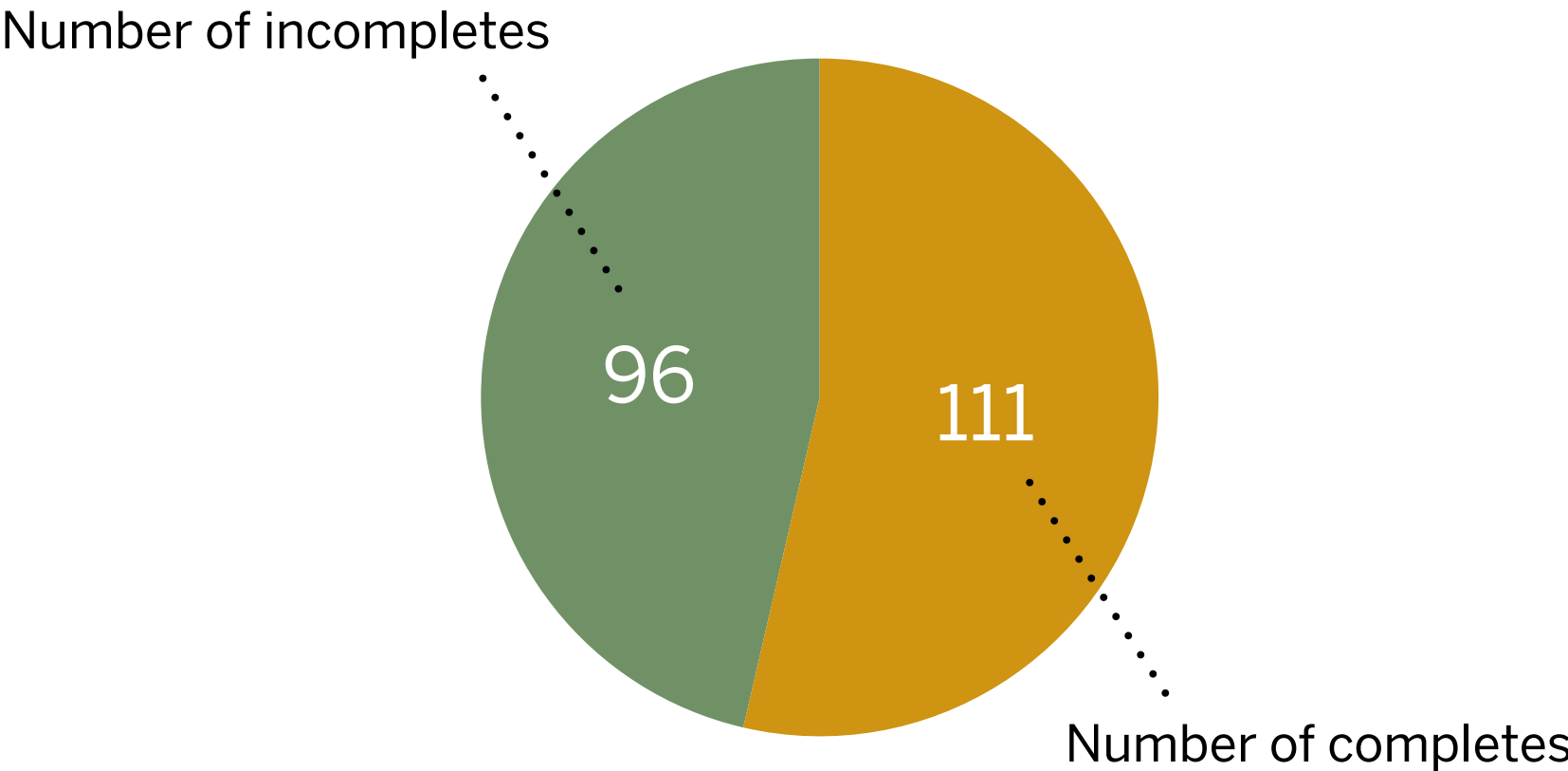


IDEA

Create a content calendar highlighting the different types of content the Foundation could share on Facebook and Twitter (research articles, case studies, infographics, news articles and thought pieces) and make sure that all content types are represented.

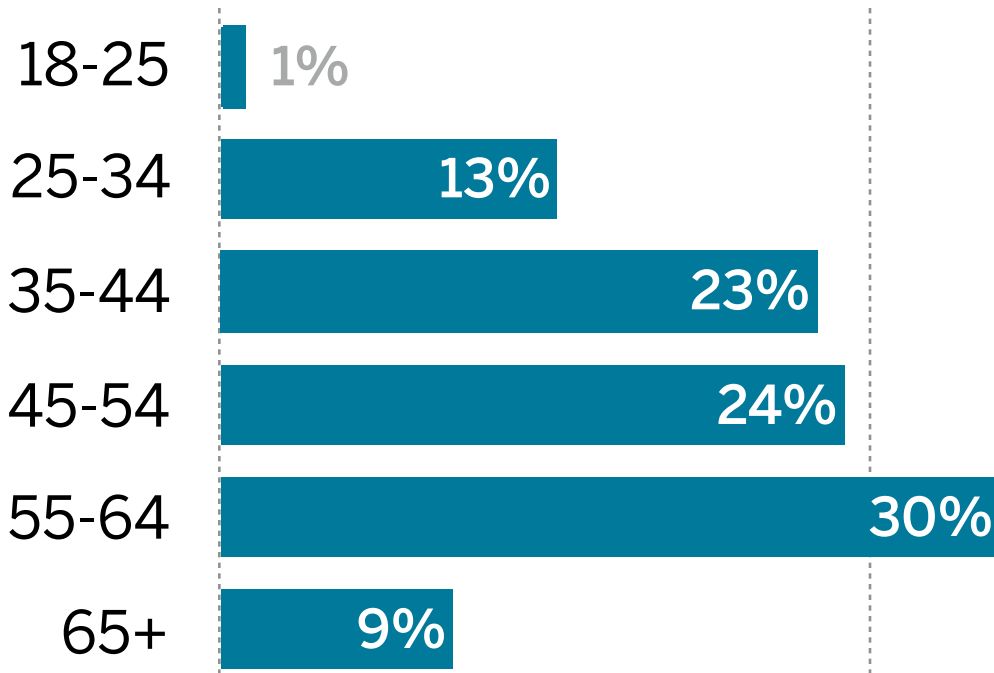
Demographics

Survey Completes



Q1

What is your age?

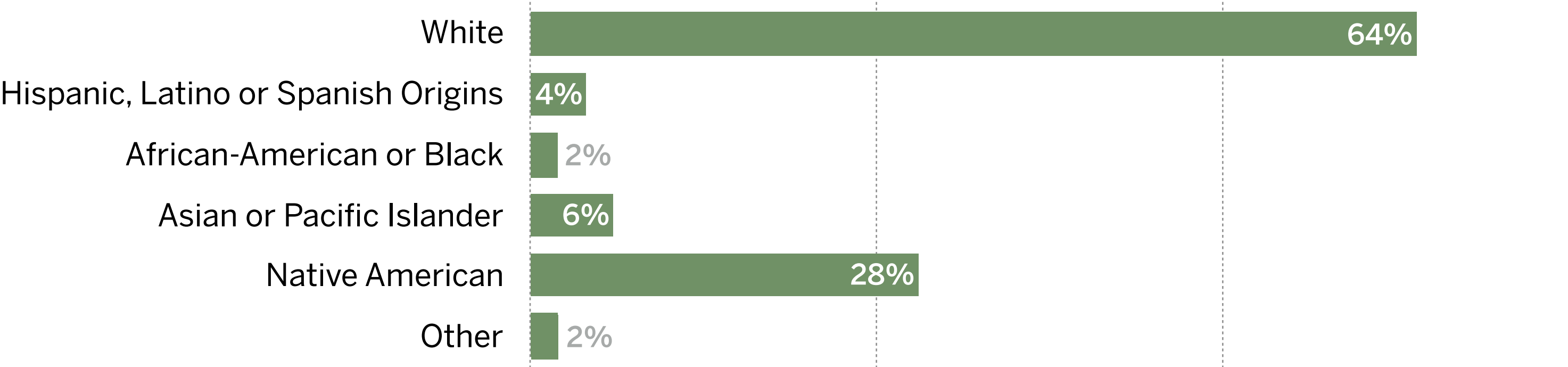


Demographics

Q2 What is your gender?

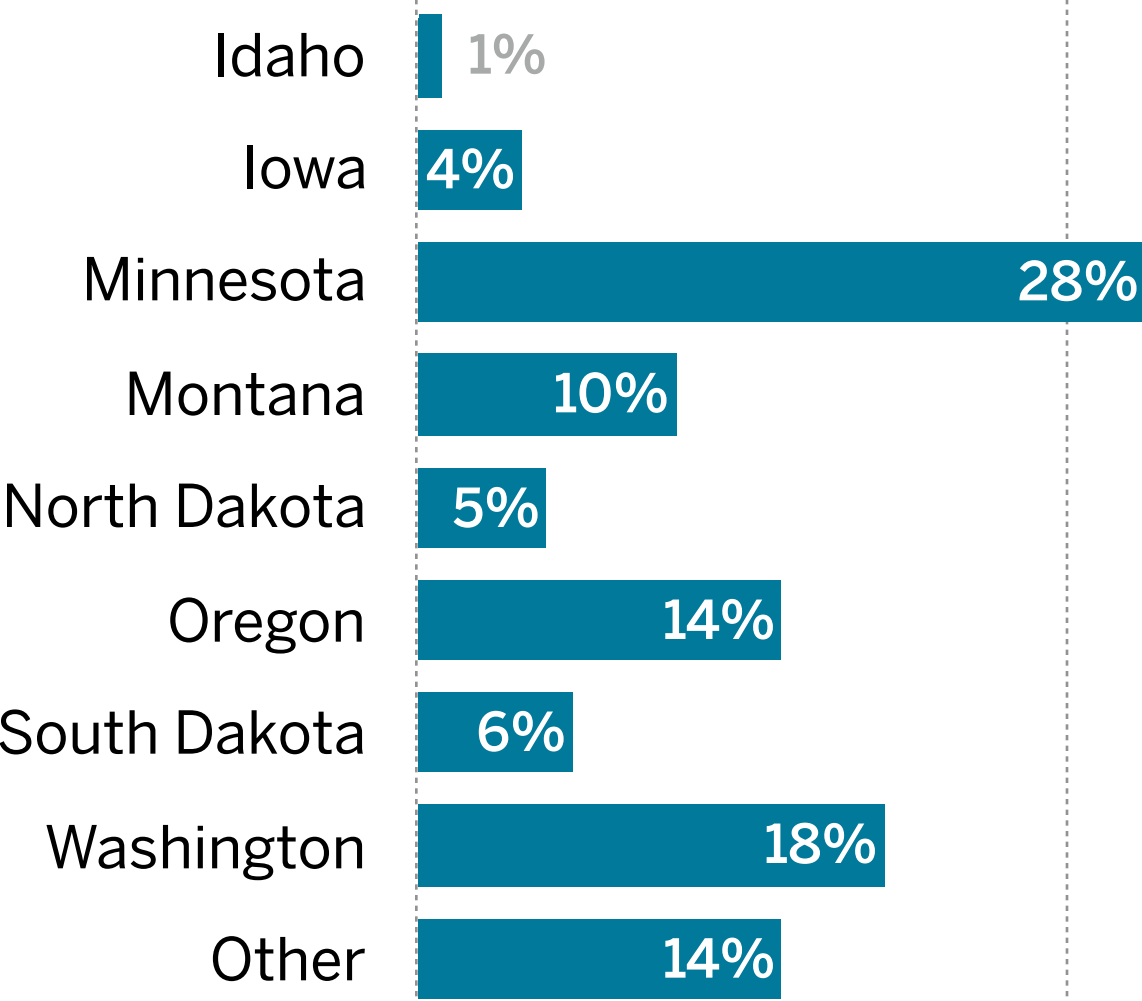


Q3 What is your race/ethnicity? [select all that apply]

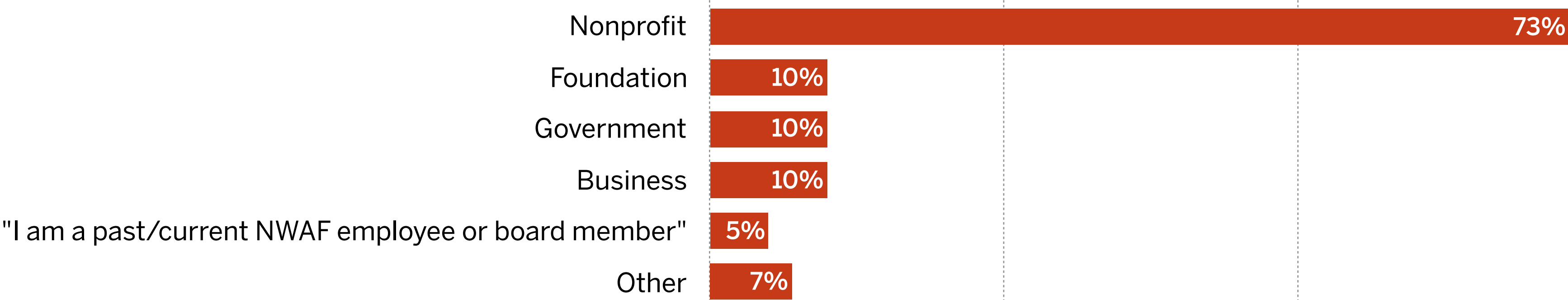


Demographics

Q4 What state do you live in?



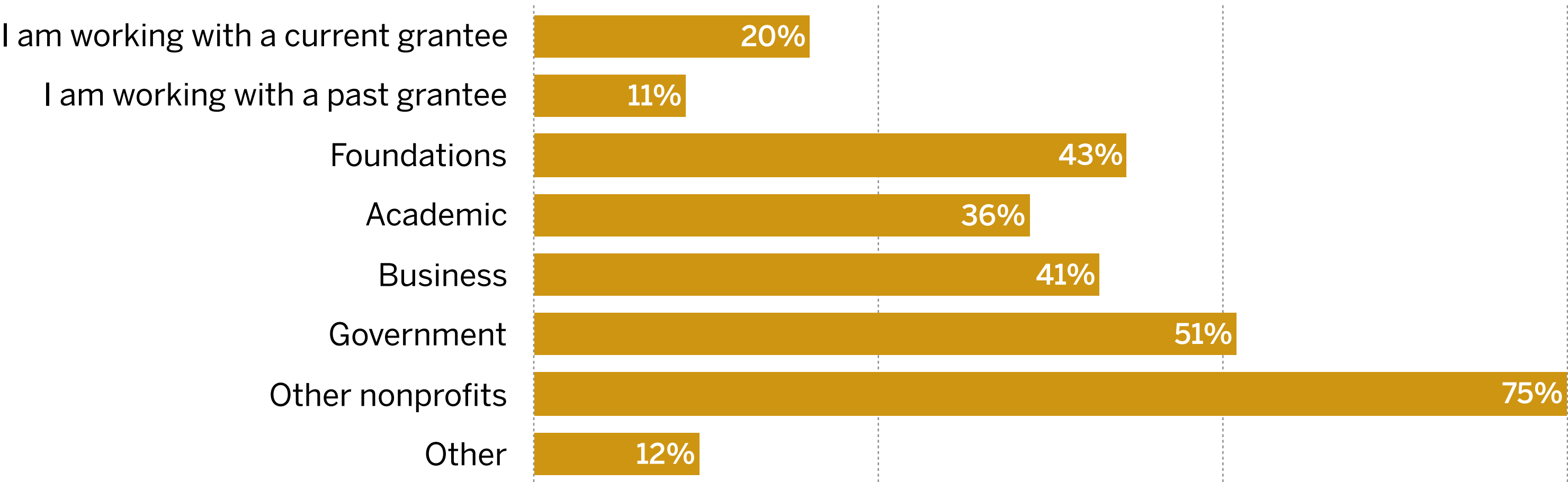
Q5 What sector do you work in? [select all that apply]



Demographics

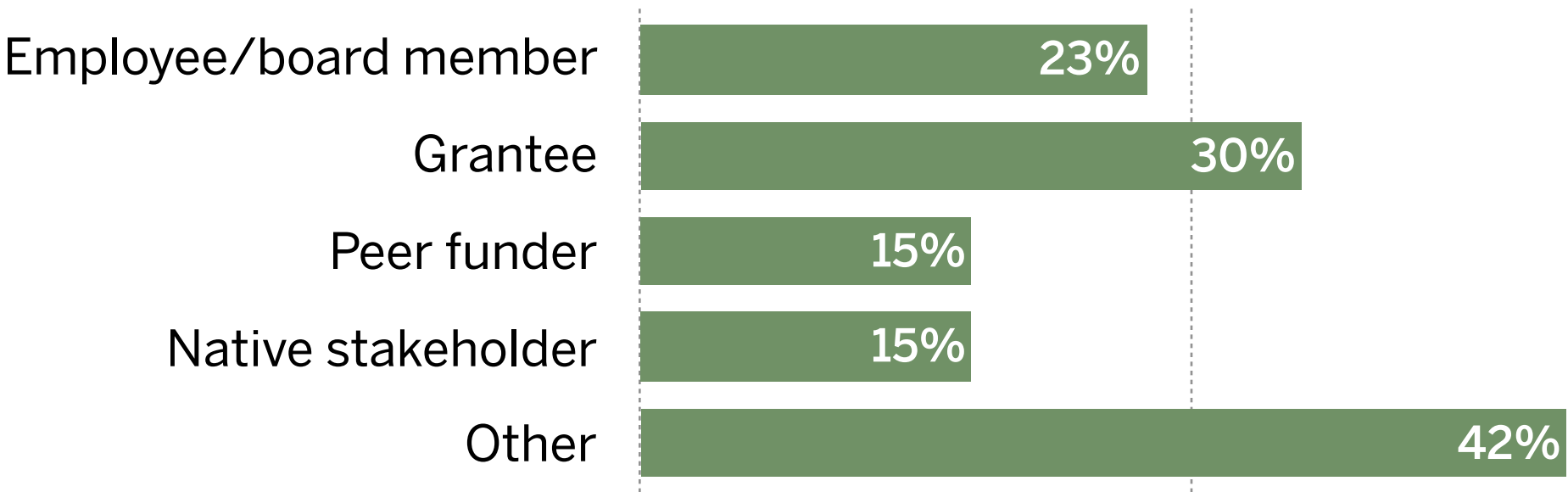
Q6

What industries do you work with? [select all that apply]



Q7

How did you find out about NWAf? [select all that apply]



Content Engagement

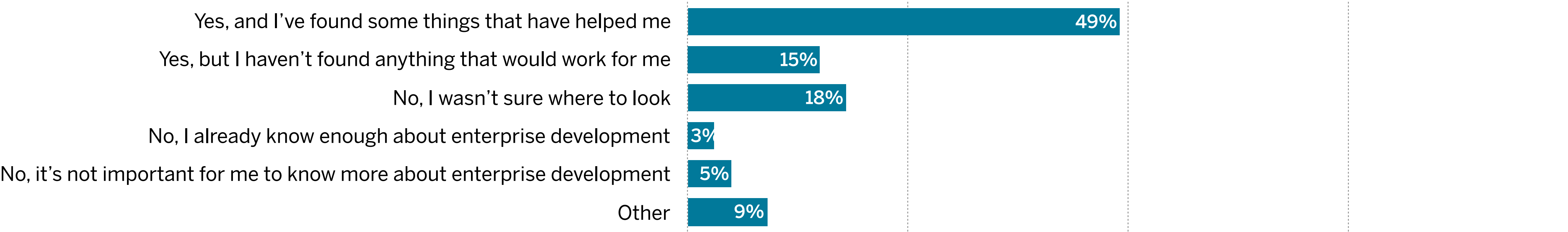
Q8

What websites or organizations do you prioritize and visit to get the most up-to-date information about causes you're concerned about? For example, some that we've heard people mention are CFED, CLASP, OFN. SEA and REDF. Do you go to any of these sources? Are there others you prefer?

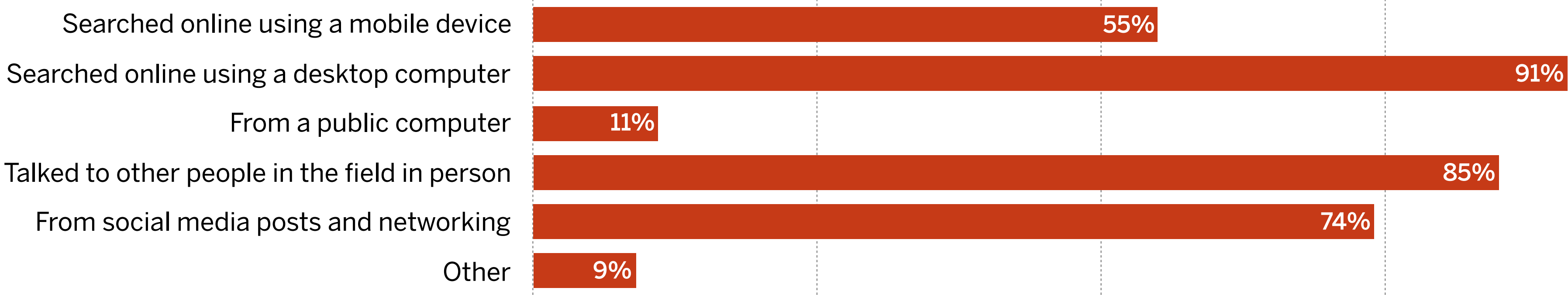
For the most part, people agreed with the above mentioned sources, but did not specifically rank them. Other sources we heard included news media outlets (The New York Times, for example), email listservs, social media channels and regional organizations.

Content Engagement

Q9 Have you ever sought out information on social and/or microenterprise development?

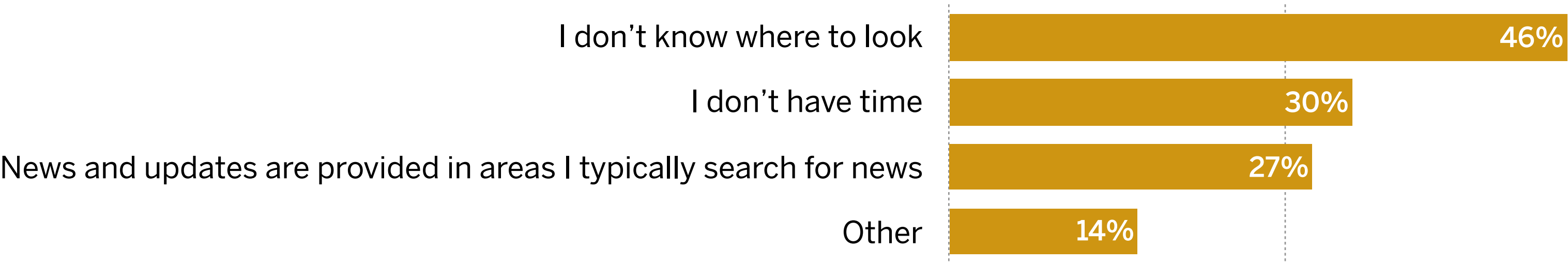


Q9.1 Where do you get your news and information? [select all that apply]

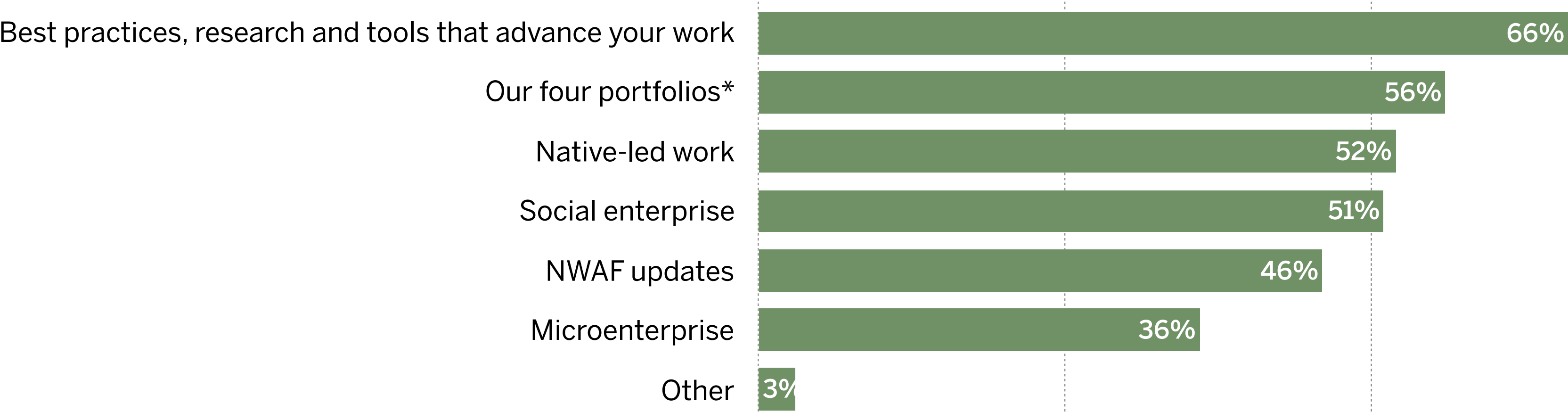


Content Engagement

Q9.2 Why not? [select all that apply]



Q10 What topics or issues are you most interested in learning more about from NWAF? [select all that apply]



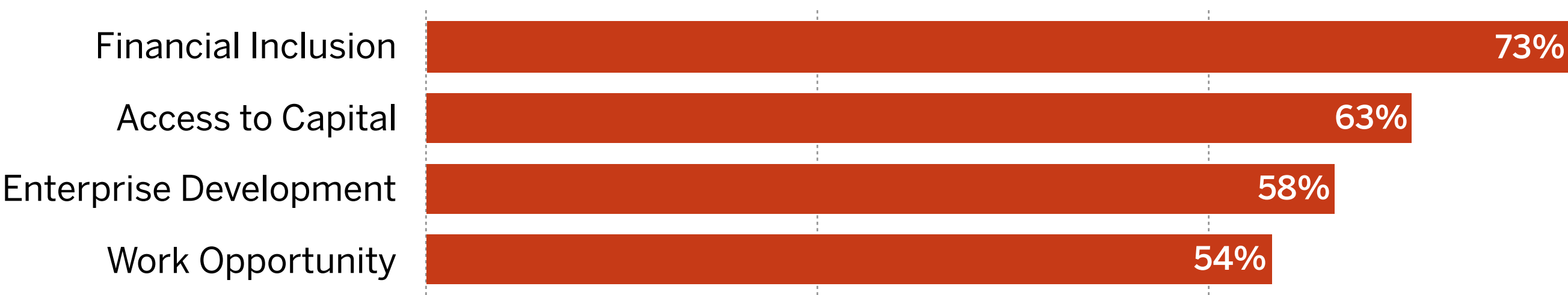
**Enterprise Development, Work Opportunity, Access to Capital & Financial Inclusion*

Content Engagement

Q10.1 What specific types of best practices, research and tools would you like to learn more about? [select all that apply]

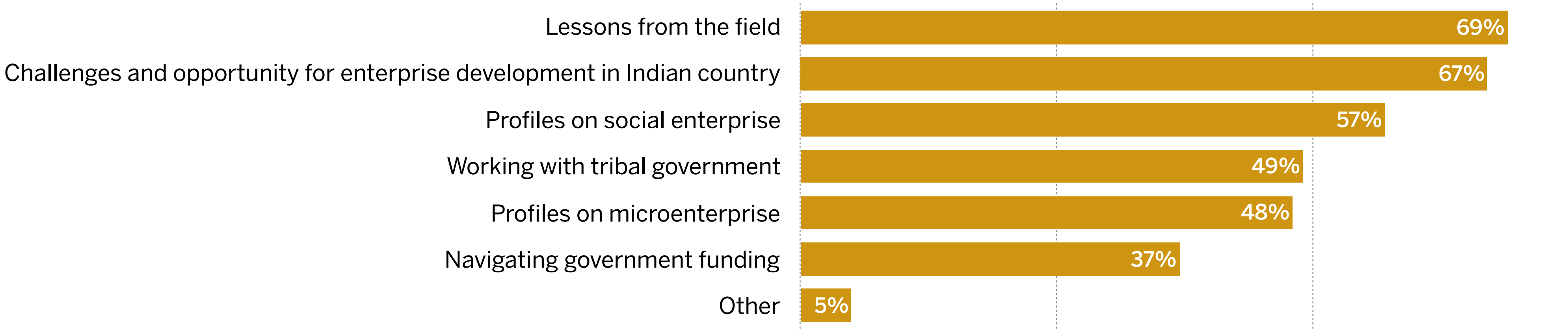


Q10.2 What specific areas of our four portfolios would you like to learn more about? [select all that apply]

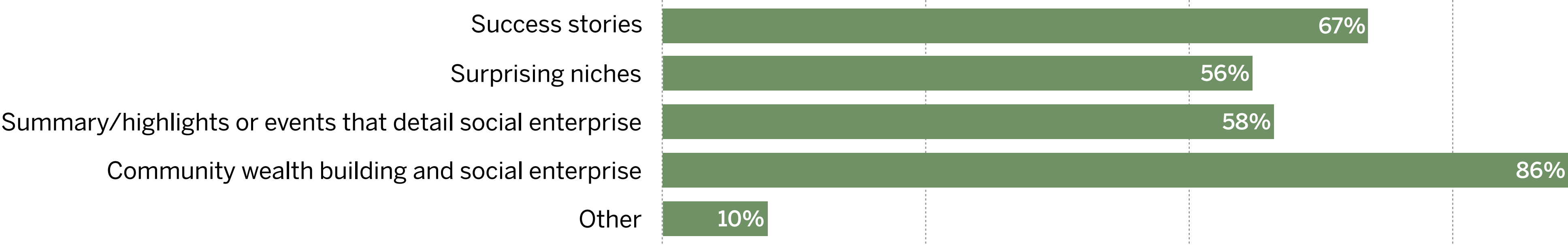


Content Engagement

Q10.3 What specific types of Native-led work would you like to learn more about? [select all that apply]

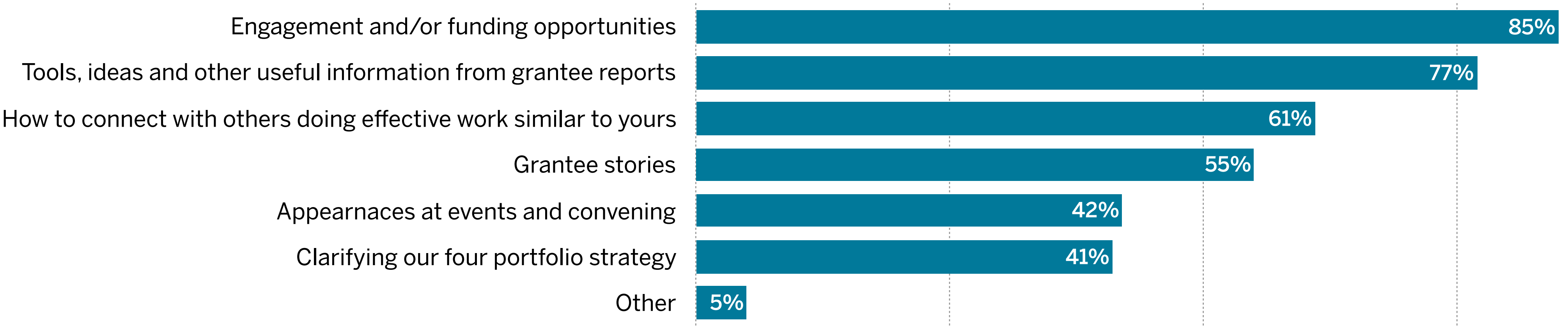


Q10.4 What specific types of social enterprise work would you like to learn more about? [select all that apply]

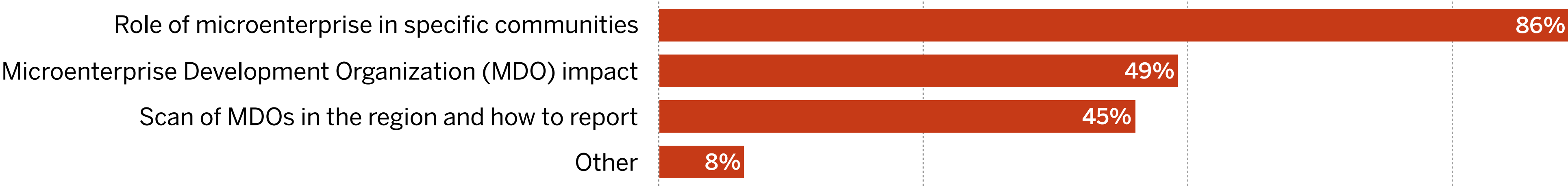


Content Engagement

Q10.5 What specific types of NWAFF work would you like to learn more about? select all that apply]

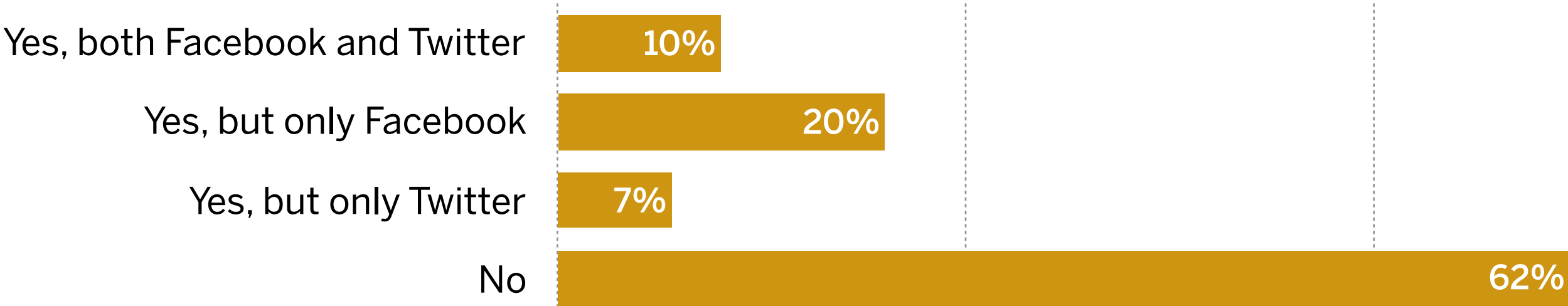


Q10.6 What specific types of microenterprise work would you like to learn more about? [select all that apply]

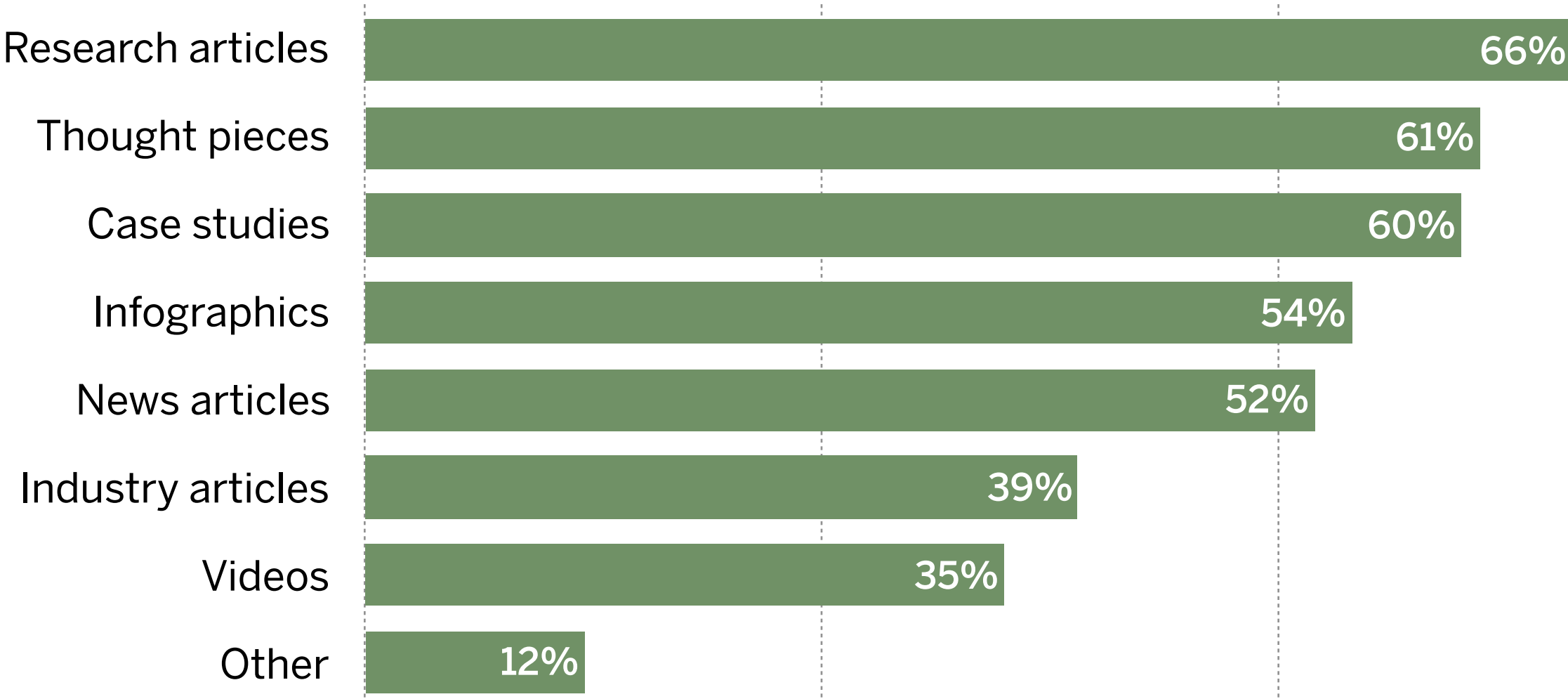


Content Engagement

Q11 Do you currently follow NWAf on Facebook and Twitter?

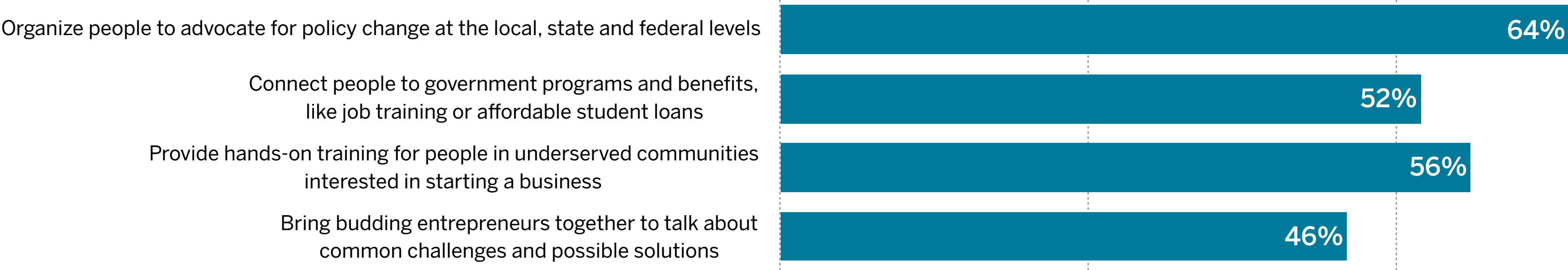


Q12 What types of content would you like to see when you visit NWAf social media pages? [select all that apply]

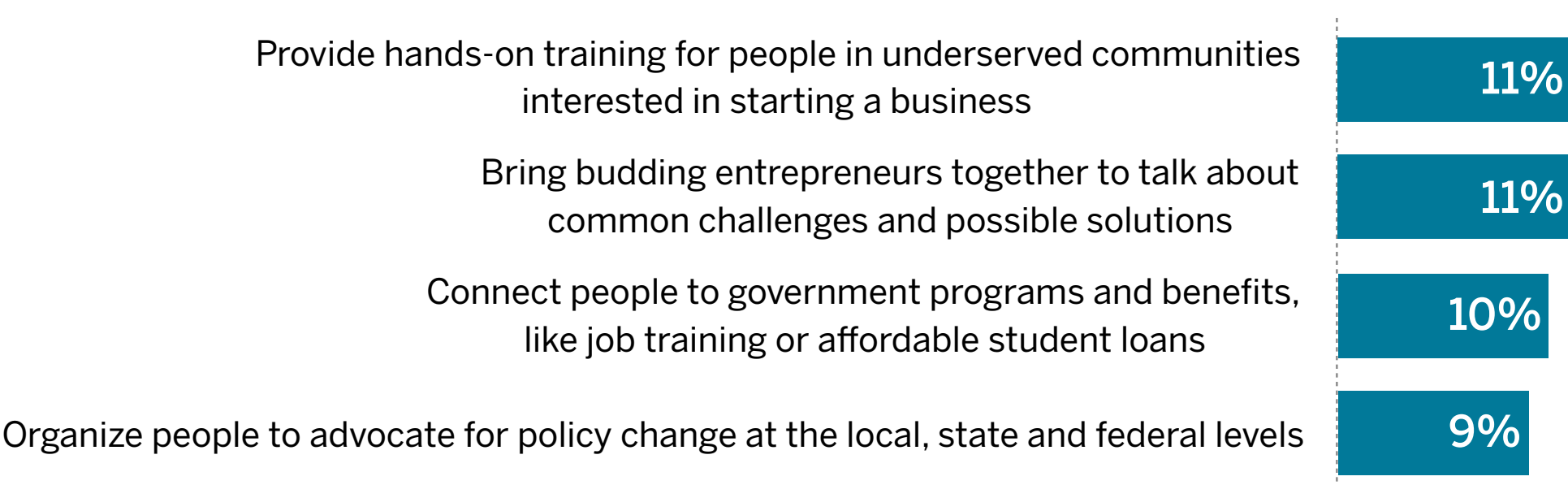


Content Engagement

Q13 Below are ways NWAF might work with you in hopes of building support for, and investing in, social and microenterprise. Assuming NWAF provides the tools and information for accomplish these, we're interested in learning what type of content appeals to you. [Ranked high, 8-10]

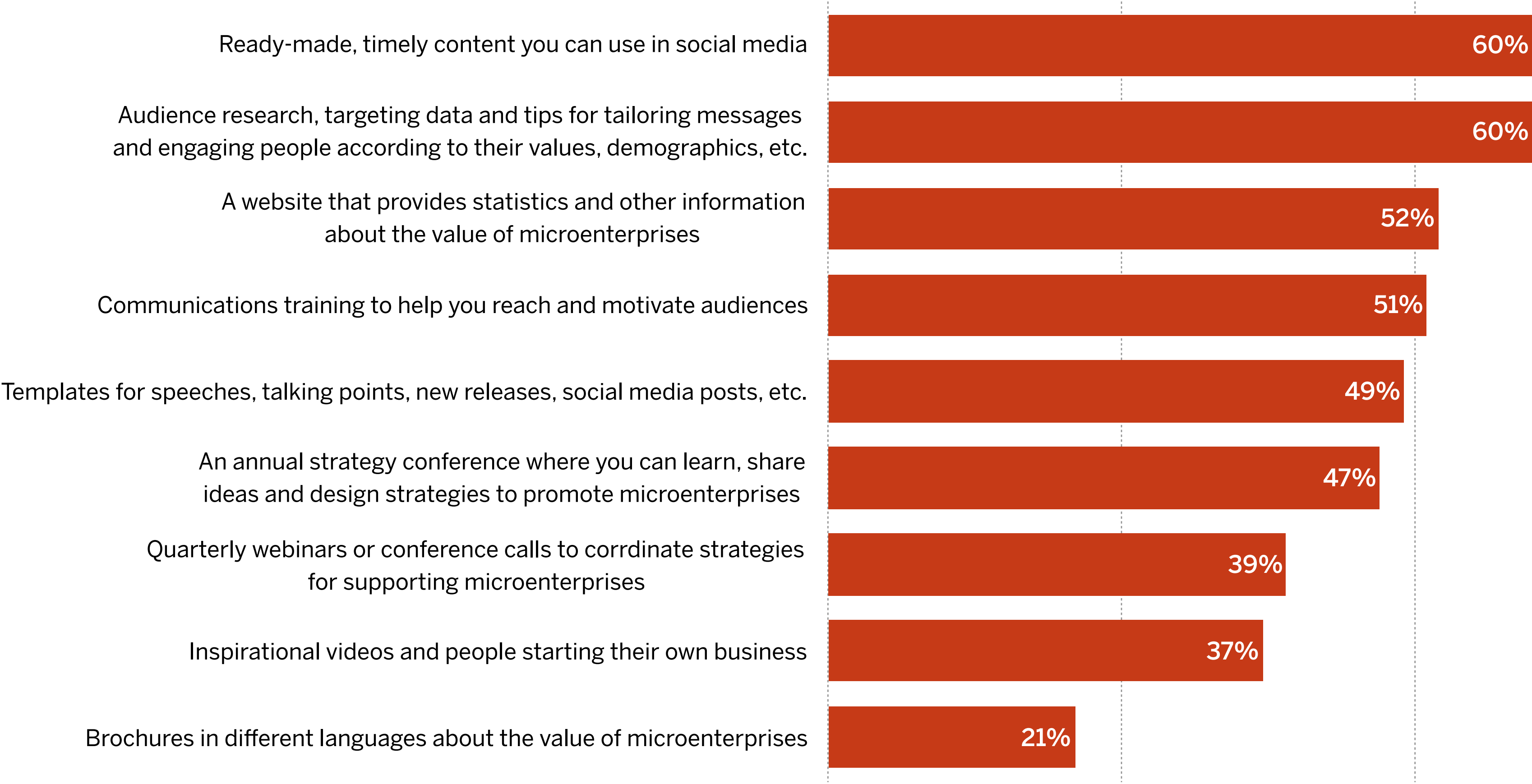


Q13 Below are ways NWAF might work with you in hopes of building support for, and investing in, social and microenterprise. Assuming NWAF provides the tools and information for accomplish these, we're interested in learning what type of content appeals to you. [Ranked low, 0-2]



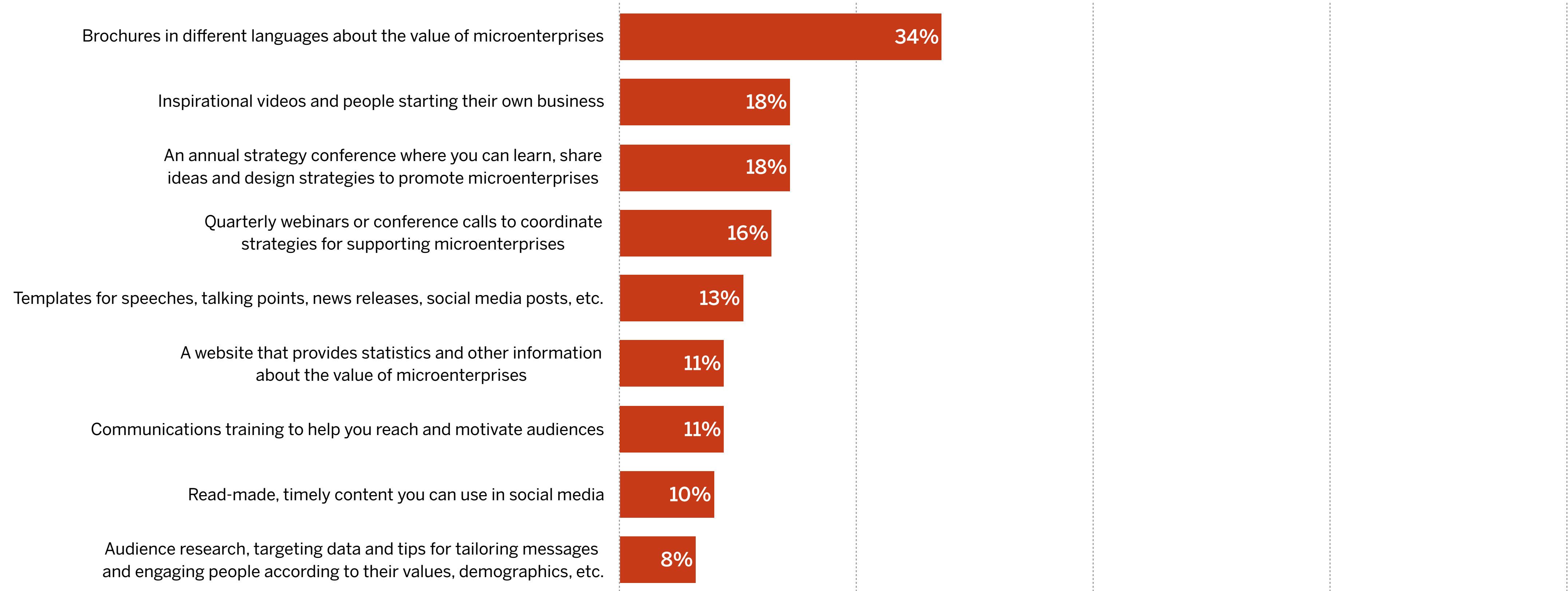
Content Engagement

Q14 Below are some ideas for tools that you might use to engage with people about social and microenterprises. We're interested in how useful each of these tools would be to you personally. [Ranked high, 8-10]



Content Engagement

Q14 Below are some ideas for tools that you might use to engage with people about social and microenterprises. We're interested in how useful each of these tools would be to you personally. [Ranked low, 0-2]



Content Engagement

Q15

Below are some facts highlighting the problems people we work with face.

Please select the top three facts that help make the case for why action is needed.

Over 60% of families of color are in liquid asset poverty—meaning they don't have the savings to weather a financial crisis such as job loss, medical emergency or the need to fix a car.

39% of Native Americans living on reservations are in poverty and the unemployment rate is 19%—more than three times the national average.

Over 40% of Native people have limited or no access to mainstream financial services.

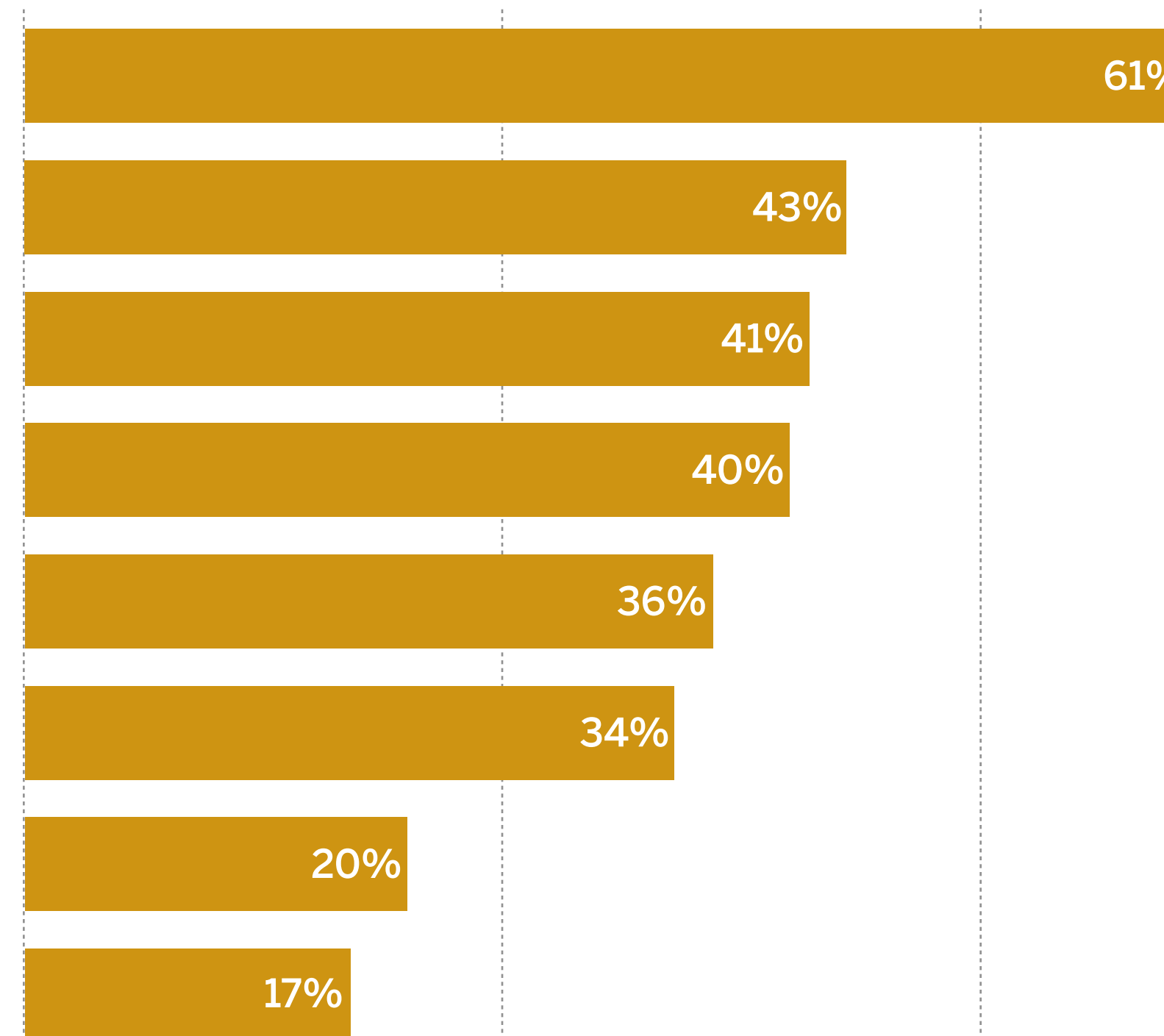
Since 32% of Native people are under the age of 18 compared to 24% of the total US population, workforce development opportunities are building capacity for the growing workforce are of critical importance.

Over 27% of families of color have negative or no net assets, meaning they have no financial cushion to help them weather a financial crisis or invest in their future

The lack of jobs for ex-convicts is a large part of why over two-thirds of released prisoners find their way back into a correctional facility within three years.

Despite similar rates of business ownership, businesses owned by white people are valued 2.9 times as highly as businesses owned by people of color.

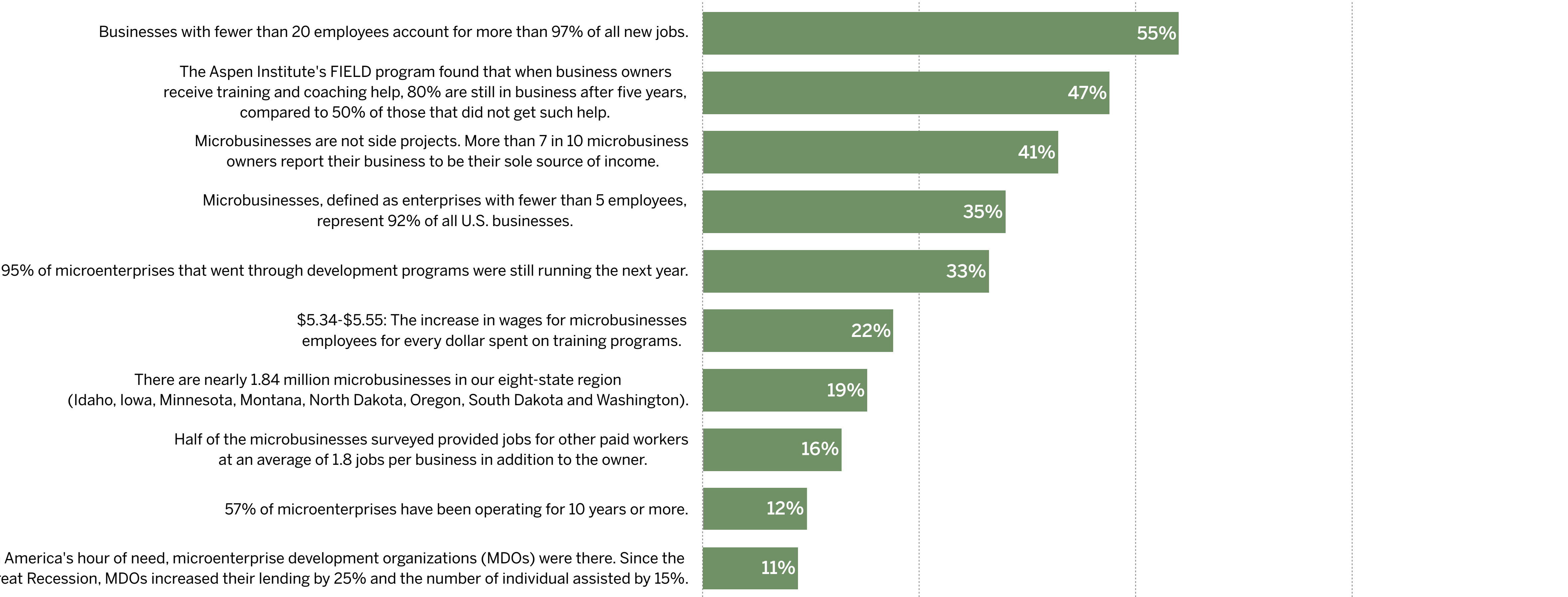
More than 90% of Native American households in Indian country lack high-speed internet access.



Content Engagement

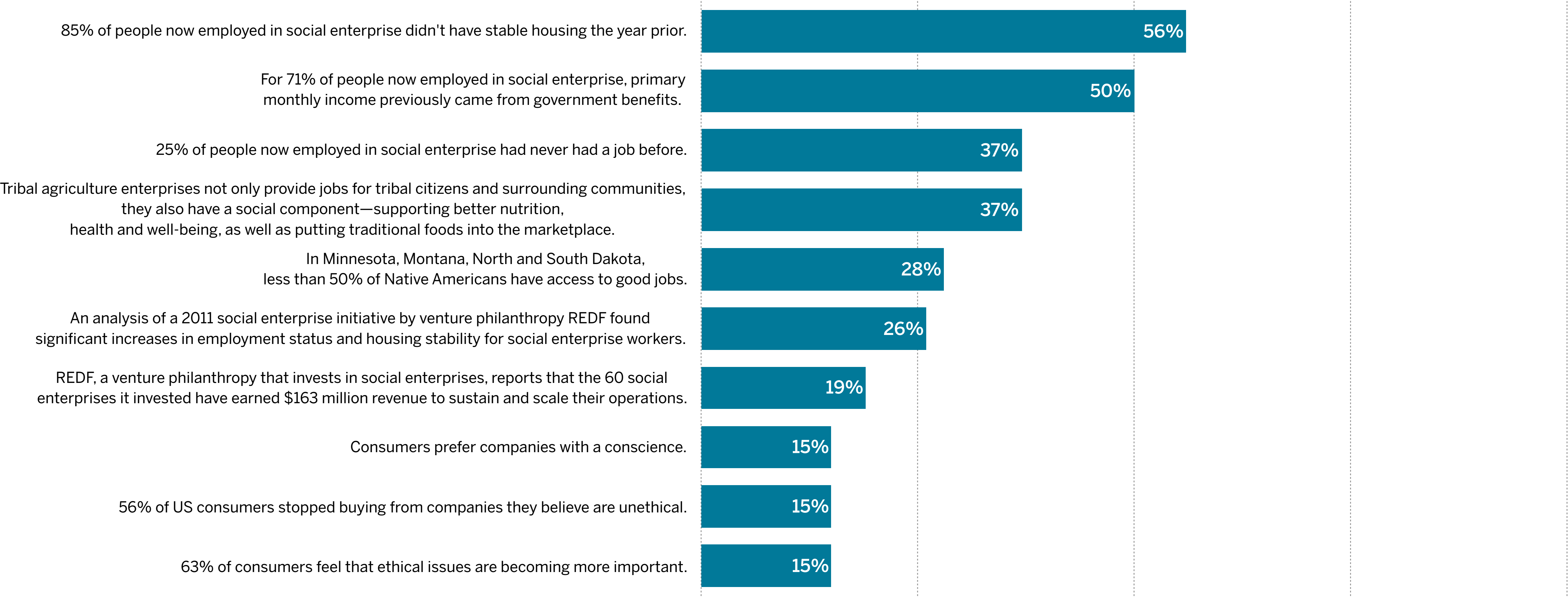
Q16

Below are some facts highlighting the benefits of microenterprise development. Please select the top three facts.



Content Engagement

Q17 Below are some facts highlighting the benefits of social enterprise development. Please select the top three facts.



Message Testing Results

The image below gives an overview of how your audiences received the message through an interactive survey. Words displayed in blue are terms that respondents said they liked, while words displayed in red are terms your they disliked. For both colors, a darker shade indicates stronger positive or negative feeling, and larger size indicates a higher volume of responses.

Across our region of eight states and 75 Native nations we are working to help build strong vibrant communities with thriving economies-- where people have access to good jobs and the financial capability to build assets and take control of their own financial future. However in our current economic system opportunities for small businesses in under-resourced communities haven't kept pace with the prosperity other communities in the region have enjoyed. These communities need a supportive environment that helps businesses get off the ground and grow-- like banks business development services and technical assistance. Without these conditions the economic promise and job-creation potential of local entrepreneurs and small businesses are lost. The jobs that are available offer low-wages and few if any benefits. That is why we invest in the enterprise development work of organizations whose mission is to fill the gaps in our economic system and help lift up Native nations communities of color rural communities and areas with high immigrant and refugee populations. Enterprise Development drives entrepreneurship and provides ownership jobs and training opportunities to people who have been denied them in the past. It empowers people to pursue their dreams of opening a business and thrive on their own terms. Enterprise development also means community investment. Locally owned small businesses understand that their own success depends on the well-being of their communities economic and otherwise. They offer better jobs and care more about the financial capability of their employees. Income inequality and opportunity gaps continue to grow. Investing in enterprise development is a proven way to achieve meaningful results for people and communities who have been denied opportunity for generations. We invite you to visit NWAF.org/enterprisedevelopment to learn more about how investing in enterprise development is making a difference in the lives of people determined to help their families and communities thrive.



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