

## Strategic Research and Consulting for Nonprofits and Foundations



### Case Studies

The AARP regularly calls upon Harris Interactive for strategic and communications guidance. We have worked closely with them to assist in their positioning and brand strategy efforts among both current and potential members nationwide. Other studies have explored seniors' attitudes toward public policy issues to guide lobbying efforts, measured member satisfaction, gathered opinions about what role the organization should play in the face of turbulent changes in US healthcare, and tracked the success of advertising campaigns.

We consulted with **The Nature Conservancy** to develop the basis for a long-term branding and communications strategy that will provide compelling rational and emotional reasons for supporting the organization. Our values-based strategic assessment methodology provided insights into how to motivate potential members and donors. Advertising assessment was conducted before the campaign launch to make sure executions were on target, with follow-up studies to measure the campaign's success.

### Contact Us

To learn more, please contact us:  
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Harris Interactive has worked for some of the most prominent nonprofit organizations in the United States. Using our innovative research techniques and consultative approach we have developed a track record of success among these unique, mission-driven organizations—enhancing their brands, managing their public image, staying in touch with their supporters, and responding on key issues of public concern.

Where success is measured in dollars contributed, individuals served, and lives changed for the better, Harris Interactive's research and consulting consistently makes a difference.

Harris Interactive's research and consultation for nonprofits and foundations can:

- Help you define or redefine your goals and programs
- Provide useful information to policy makers in the public and private sectors
- Help you improve the quality of your decision-making
- Identify, define, and quantify unmet public needs or societal issues
- Evaluate the impact and effectiveness of your programs
- Focus the attention of policymakers on issues or demographic groups that are of a particular interest to you
- Position your organization as a leader and the unique source of important policy-relevant data not available from any other source
- Improve the grant-making process with systematic feedback from grantees and applicants

Harris Interactive's clients benefit from our ability to conduct complex, long-term studies among hard-to-reach and low-incidence populations ranging from children to the elderly to elite audiences. Our staff has developed expertise in a wide variety of issues such as aging and longevity, healthcare, education, urban policy and disability. And at the end of the day, the Harris Interactive brand name brings a reputation for fair, balanced, first-rate research, allowing you to extend the impact of your work.