

The Harris Poll® 2012 Non-Profit EquiTrend® Study

Understanding the power behind today's leading non-profit organizations

Non-profits don't often think of themselves as "brands," but in today's increasingly competitive world, looking at your organization's identity as a brand, and understanding how your brand is perceived by your stakeholders or "customers", is becoming increasingly important. Even more importantly, you need to understand how to leverage your brand's legacy equity into an ongoing, fully-engaged relationship. EquiTrend® can help.

To actively manage your identity or brand, it is important to have a benchmark of how it is perceived. EquiTrend® is an annual research tool that provides you with a measure of your brand's health that can be compared to other non-profit organizations, as well as to all 1,200+ brands that we measure.

In these uncertain times, it is more important than ever to take the pulse of the power of your brand. When research budgets are being cut, EquiTrend® is a cost effective way for you to measure and gauge changes in your brand strength today and into the future.

EquiTrend® asks the U.S. general population to rate your organization's brand along several carefully selected criteria that will allow you to quantify and compare your brand's power along these key measures:

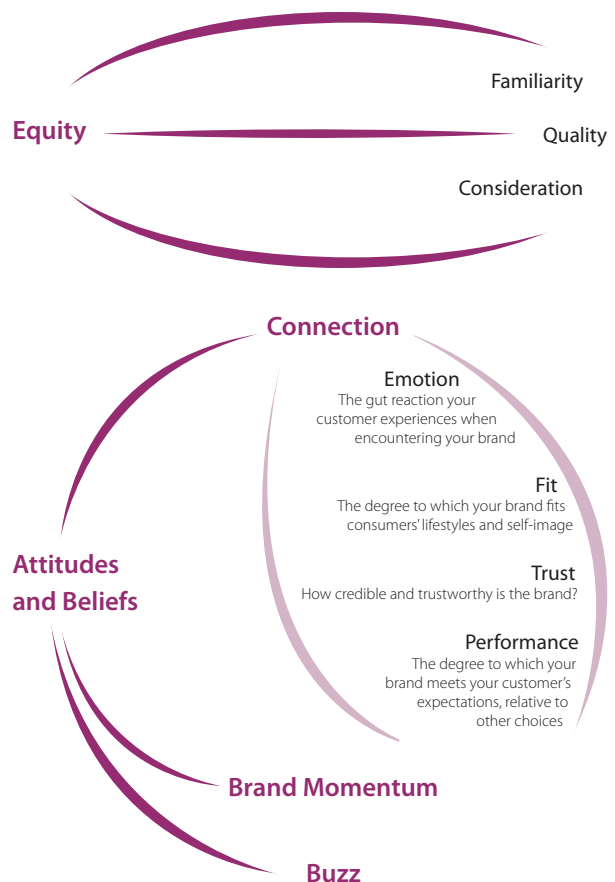
Equity:

Equity is the legacy that your brand has earned in the marketplace, which we define as a combination of familiarity, quality, and consideration. This is the classic EquiTrend® measure, which for company brands has been shown to correspond to financial performance. From these measures, we develop an "Equity Score," which can be trended back to 2005, and which has been validated directly back to stock-market performance.

Attitudes and Beliefs:

To better understand Equity, the study also includes several critical measures that provide an even greater understanding of how people interact with a brand. These measures include:

- **Connection:** Perhaps the most important measure of all. Brands start with consumers, and not vice versa; it is their gut reaction to your brand on emotional and rational dimensions that determine brand success. These measures have successfully predicted in-market performance for brands in multiple and diverse business sectors, spanning fast foods to financial services to politics.
- **Brand Momentum:** Not only does EquiTrend® provide actionable guidance about where your brand is today, it also looks forward to where your brand is headed in the future.
- **Buzz:** Understanding which brands generate the most and the least buzz in social media and online has become increasingly important for brand management. Our metrics will help assess the volume and sentiment of conversations around your brand.

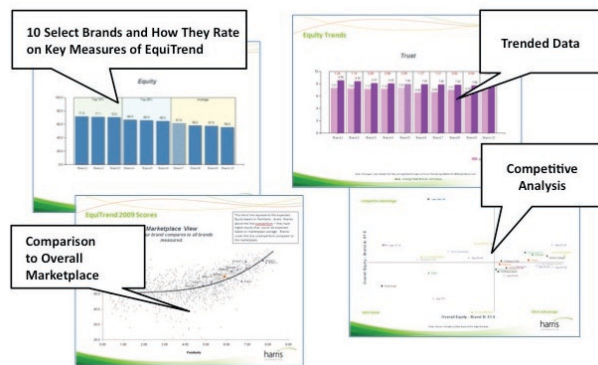


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EquiTrend® helps your brand strategy by giving you a comprehensive view of your brand health from legacy equity to forward brand momentum.

Deliverables

Custom Report



PowerPoint presentation that shows how your brands of interest scored on the key measures of EquiTrend® as well as an executive summary of findings and implications.

With EquiTrend® you will:

- Understand how your brand compares to “world-class” brands; other brands or organizations in your category; and all other EquiTrend-ranked brands
- Determine brand strengths and weaknesses among demographic segments
- Identify and evaluate high-potential candidates for co-branding, partnerships and brand acquisitions
- Support public relations and investor relations activities

Pricing

Non-Profit Custom Report (up to five select brands)	\$ 10,000
Other Category Reports (all brands in a category)	\$ 22,500
Other Custom Reports (up to 10 select brands)	\$ 27,500

Pre-Field Subscribers (by 12/16/11)

- Select up to three additional brands to include in study
- Receive 10% pre-field discount
- Receive early press release

Contact Us

For more information about EquiTrend® or Brand and Communications Consulting at Harris Interactive, please call 877.919.4765 or email info@harrisinteractive.com.

AHEAD OF WHAT'S NEXT.

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