



The Community Profile Workbook Part Three Triangle United Way Donor Priorities

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Triangle United Way Workforce Donor Community Priorities 2007

"How critical do you consider the following issues in the Triangle area?"

	Extremely' or 'Very Critical'
Access to health care	80%
Gang violence	67%
Increasing literacy	65%
Ending and preventing homelessness	61%
Early learning and access to quality child care for young children	60%
Senior issues	57%
Developmental disabilities	56%
Financial stability for families	43%

Source: IMR Research Group

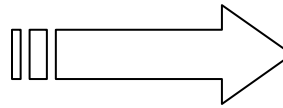
Definition/Source: In September 2007, Triangle United Way conducted the Workplace Donor Research Project to assess current perceptions about the organization, help better understand hot buttons of donors and non-donors, test new messaging to enhance the appeal and positioning of Triangle United Way, and identify the messaging and marketing tactics that will resonate most with potential workplace donors to increase contributions. An on-line survey was one of the project components conducted with employees of ABC 11, African American Leadership Initiative, Blue Cross Blue Shield of NC, Duke University, GlaxoSmithKline, Greater Raleigh Chamber of Commerce, Medical Mutual Insurance, RTI, and Women’s Leadership Council. 526 completed surveys were returned and represented in the above chart, “how critical do you consider the following issues in the Triangle area?” Source: IMR Research Group.

Triangle United Way Donors Key Community Issues 2006-07

**"As I read each of the following, please
tell me if you think it is a key issue
facing your community today?"**

Health	69%
Seniors	69%
Children and Youth	69%
Homelessness	60%
Affordable Housing	64%
Early Childhood Development	64%
Families	55%
Basic Needs	45%
Civic Involvement	41%
Economic Self-Sufficiency	35%

Source: Delta Market Research, Inc.



**"Of the issues you mentioned, which
one do you think is the most important
challenge facing your community
today?"**

Children and Youth	20%
Health	17%
Early Childhood Development	14%
Seniors	14%
Homelessness	14%
Affordable Housing	12%
Families	10%
Economic Self-Sufficiency	6%
Civic Involvement	2%
Basic Needs	1%

Source: Delta Market Research, Inc.

Definition/Source: In August 2006, Triangle United Way conducted a marketing research public opinion poll of donors and non-donors. Among the questions asked were two that focused upon what each group considered key community issues. A sample of 100 Triangle United Way donors are represented in the above two charts. Source: Delta Market Research, Inc.

Part Three Conclusions Worksheet

Please list the conclusions you reached in each of the three **previous** parts below:

1. Part One Conclusions:

- _____
- _____
- _____
- _____
- _____

2. Part Two Conclusions:

- _____
- _____
- _____

- _____
- _____

3. List up to five ways that your conclusions from each of the previous chapters that you listed above align with the Triangle United Way Workforce Donor Community Priorities 2007 and the Triangle United Way Donors Key Community Issues 2006-07?

- _____
- _____
- _____
- _____
- _____

4. List up to five ways that your conclusions from each of the previous chapters that you listed above do not align with the Triangle United Way Workforce Donor Community Priorities 2007 and the Triangle United Way Donors Key Community Issues 2006-07?

- _____

- _____
- _____
- _____
- _____