










Survey Results

All “other” or open-ended comments can be found at:
<http://www.dotorganize.net/surveycomments>

1 Getting Started – The Basics

1.1 Annual Budget

4. What is your annual budget?			
		Response Percent	Response Total
Under \$100,000		29.2%	107
\$100,001 - \$500,000		30%	110
\$500,001 - \$1 Million		14.2%	52

5. How many paid staff?			
		Response Percent	Response Total
0 (all volunteers)		15.4%	57
1		10.3%	38
2 - 4		19.7%	73
5 - 10		21.4%	79
10 - 25		15.1%	56
more than 25		18.1%	67
Total Respondents			370
(skipped this question)			10

6. How many members (or constituents, clients, activists, whatever you call them) does your organization work with?			
		Response Percent	Response Total
I don't know		6.5%	24
under 500		29.6%	110
500-1,000		12.4%	46
1,000-2,500		13.2%	49
2,500-5,000		11.3%	42
5,000-10,000		9.9%	37
10,000+		12.6%	47
N/A		4.6%	17
Total Respondents			372
(skipped this question)			8

7. What issues does your organization actively work on? Check all that apply. (Forgive any obvious omissions to this list... we know there will be some. Please use the "Other" box if needed.)

		Response Percent	Response Total
Affordable Housing		20.5%	76
Civic Engagement		20.3%	75
CIVIL RIGHTS		15.7%	58
Corporate Accountability		10%	37
Economic Development		17%	63
Economic Justice		21.4%	79
Education		34.9%	129
Election Reform		6.5%	24
Environment		29.2%	108
Environmental Justice		14.1%	52
Health/Health Care		33.8%	125
Immigrant Rights		15.4%	57
Land Use		11.1%	41
Media Reform		4.9%	18
Native Rights/Sovereignty		5.4%	20
Peace/Anti-War		10.8%	40
Police Accountability/Prison Issues		8.9%	33
Progressive Media, Arts and Culture		11.6%	43
Racial Justice		16.8%	62
Sustainable Agriculture		7.6%	28
Trade Policy		6.8%	25
Violence Prevention		13.5%	50
Women's Empowerment		16.5%	61
Women's Reproductive Health		7.8%	29
Workers' Rights		10.3%	38
Youth		30%	111
<input type="button" value="View"/> Other (please specify)		44.1%	163
Total Respondents			370
(skipped this question)			9

8. How would you describe your organization's work? (Check all that apply.)			
		Response Percent	Response Total
	Social Services	26.9%	100
	Direct Action	26.3%	98
	Grassroots / Community Organizing	52.7%	196
	Communications / Media	27.4%	102
	Entertainment / Culture	9.1%	34
	Campaigning	14.2%	53
	Education / Outreach	66.4%	247
	Leadership Development	27.2%	101
	Lobbying / Advocacy	31.5%	117
	Policy / Research	25.3%	94
	Technical Support / Assistance	22.6%	84
	Training / Capacity Building	35.5%	132
View	Other (please specify)	11.3%	42
Total Respondents			372
(skipped this question)			7

9. How many people on your staff are primarily devoted to technology (webmasters, online organizers, systems administrators, etc)?			
		Response Percent	Response Total
	0	39.1%	145
	1	35.6%	132
	2	14.8%	55
	3	4.3%	16
	4 or more	6.2%	23
Total Respondents			371
(skipped this question)			9

10. If you have an email list (or lists), how many people are on it?			
		Response Percent	Response Total
under 100		23.6%	82
100-1,000		36.8%	128
1,000-5,000		25.3%	88
5,000-10,000		5.7%	20
10,000-50,000		4.6%	16
50,000-100,000		1.7%	6
100,000+		2.3%	8
Total Respondents			348
(skipped this question)			32

2 What Do You Need

1. ... communications? (Check all that apply.)					
	I use	I want to use	I have no interest	Huh?	Response Average
Email newsletters	58% (201)	39% (134)	3% (9)	1% (2)	1.46
Participatory listserves	50% (167)	22% (73)	21% (70)	7% (24)	1.85
Bulletin boards / online forums	25% (79)	46% (146)	26% (82)	4% (12)	2.08
Email action alerts	55% (184)	33% (112)	11% (37)	1% (3)	1.58
Posting news and information on website	80% (280)	19% (67)	1% (2)	1% (2)	1.22
Online event calendars	44% (148)	46% (154)	9% (32)	1% (3)	1.67
Distribution of press releases	57% (193)	35% (118)	7% (25)	1% (2)	1.51
Text messaging / SMS	9% (27)	27% (85)	55% (172)	10% (31)	2.66
Podcasting	3% (9)	34% (110)	43% (138)	21% (67)	2.81
Public wiki	4% (13)	19% (61)	32% (100)	45% (143)	3.18
Blogs	17% (55)	35% (113)	43% (137)	5% (15)	2.35
RSS feeds	15% (47)	26% (82)	21% (68)	38% (122)	2.83
Mail merge to offline communications	24% (76)	38% (123)	11% (36)	27% (86)	2.41
Total Respondents					359
(skipped this question)					20








2. ... organizing? (Check all that apply.)					
	I use	I want to use	I have no interest	Huh?	Response Average
Event registration and management	36% (122)	46% (154)	17% (58)	1% (4)	1.83
Managing local chapters for a national campaign or organization	10% (31)	25% (79)	63% (201)	2% (6)	2.57
Ride / housing boards	4% (12)	15% (46)	68% (207)	13% (41)	2.91
Providing downloadable materials for organizers	38% (129)	43% (146)	17% (59)	1% (4)	1.82
Getting feedback on organizational goals/ priorities from constituents	25% (87)	61% (210)	12% (42)	1% (3)	1.89
Volunteer recruitment and management	37% (129)	51% (179)	11% (39)	1% (2)	1.75
Voter file matching	8% (25)	23% (73)	59% (191)	10% (33)	2.72
Social networking tools (e.g. Tribe, MySpace, or Friendster)	9% (28)	28% (92)	46% (150)	17% (55)	2.71
Generating walk lists / phone bank lists	13% (44)	36% (118)	43% (139)	8% (26)	2.45
Tracking the development of legislation	22% (71)	38% (126)	39% (129)	1% (4)	2.20
Robocalls/computer assisted phonebanking	3% (11)	18% (58)	68% (218)	11% (34)	2.86
Barcode technology for efficient data entry from canvassing or surveys	3% (11)	25% (79)	58% (187)	14% (44)	2.82
GIS mapping (allows users to collect, manage and analyze large volumes of data spatially... eg. combining a voter file with Google Maps in order to generate walk lists)	7% (24)	40% (128)	45% (145)	8% (27)	2.54
Total Respondents					356
(skipped this question)					23

3. ... fundraising? (Check all that apply.)					
	I use	I want to use	I have no interest	Huh?	Response Average
Sending out email appeals	47% (162)	42% (146)	10% (35)	0% (1)	1.64
Direct mail	65% (225)	23% (80)	11% (39)	1% (2)	1.47
Tracking donors	55% (189)	40% (137)	4% (14)	1% (3)	1.51
Accepting online donations	48% (167)	47% (164)	4% (13)	1% (3)	1.57
Selling products or services online	26% (87)	39% (129)	34% (112)	1% (4)	2.10
Total Respondents					357
(skipped this question)					22

4. ... advocacy? (Check all that apply.)					
	I use	I want to use	I have no interest	Huh?	Response Average
Emails or faxes to legislators or a specific target	42% (148)	28% (99)	29% (101)	1% (2)	1.88
Phone calls to legislators or a specific target	43% (146)	23% (79)	33% (113)	1% (3)	1.92
Letters to the editor	42% (143)	31% (106)	26% (87)	0% (1)	1.84
Total Respondents					352
(skipped this question)					27

5. Are there other functions or tools that you currently use, or would like to use, that we have not listed here? Please elaborate - and let your imagination of what's possible run wild!		
View Total Respondents	103	
(skipped this question)		276

3 Contact Management

1. Where do staff in your organization keep information about your organization's contacts? (Check all that apply.)			
		Response Percent	Response Total
Slips of paper		54.7%	193
Spreadsheets (e.g. Excel)		58.1%	205
Customized database (e.g. Filemaker Pro, Microsoft Access)		57.2%	202
Donor management software (e.g. Raisers Edge, Ebase, eTapestry)		24.4%	86
Web-based tool (e.g. GetActive, Salesforce.com, DemocracyInAction, CivicCRM)		17.8%	63
Personal contact manager (e.g. Outlook, Palm, Blackberry)		52.7%	186
View Other (please specify)		17.3%	61
Total Respondents			353
(skipped this question)			26

2. About how many lists or databases does your organization use to store contacts? Please count each spreadsheet, database, personal Outlook folder, rolodex, piece of paper, etc, separately.

		Response Percent	Response Total
I have no idea		14.3%	50
1		9.5%	33
2		10.6%	37
3		14.3%	50
4-6		23.2%	81
7-10		8.9%	31
more than 10 (yikes!)		19.2%	67
Total Respondents			349
(skipped this question)			30

3. Does your organization use any of the following brand name tools or programs to manage your contacts? If so, rate your satisfaction with those tools.

	1 - Very Satisfied	2	3	4 - Very Dissatisfied	Response Average
Access	15% (22)	48% (69)	28% (41)	8% (12)	2.30
CivicCRM	17% (1)	50% (3)	33% (2)	0% (0)	2.17
CivicSpace	33% (3)	33% (3)	33% (3)	0% (0)	2.00
Convio	33% (2)	17% (1)	50% (3)	0% (0)	2.17
Democracy in Action	25% (4)	44% (7)	31% (5)	0% (0)	2.06
Donor Perfect	11% (1)	44% (4)	44% (4)	0% (0)	2.33
Ebase	7% (2)	63% (17)	26% (7)	4% (1)	2.26
eTapestry	14% (1)	29% (2)	29% (2)	29% (2)	2.71
Excede	0% (0)	50% (1)	50% (1)	0% (0)	2.50
Excel	22% (46)	50% (107)	24% (51)	4% (9)	2.11
FileMakerPro	22% (11)	49% (24)	22% (11)	6% (3)	2.12
Get Active	29% (4)	43% (6)	29% (4)	0% (0)	2.00
Kintera / CTSG	8% (1)	58% (7)	33% (4)	0% (0)	2.25
NonprofitOffice	29% (2)	29% (2)	43% (3)	0% (0)	2.14
Organizers DB	37% (14)	47% (18)	16% (6)	0% (0)	1.79
Outlook	20% (34)	57% (94)	18% (30)	5% (8)	2.07
Raisers Edge	35% (7)	15% (3)	30% (6)	20% (4)	2.35
Salesforce.com	58% (7)	25% (3)	8% (1)	8% (1)	1.67
Total Respondents					311
(skipped this question)					68

4. Please list any other tools you use to manage your contacts, and your satisfaction with those tools (1 - 4).

View Total Respondents	126
(skipped this question)	253

5. What are your primary complaints about the tools you currently use? (Check all that apply.)

		Response Percent	Response Total
This doesn't apply to me, or I love what we're using		11.5%	38
Too expensive		13%	43
Hard to use and understand		24.8%	82
Doesn't have all the features I need		51.5%	170
Buggy		16.4%	54
Poor user interface		21.8%	72
Inadequate training		35.8%	118
Inadequate customer and technical support		16.4%	54
No help documentation		11.8%	39
Not web-based		21.8%	72
It's too overwhelming to use		14.2%	47
Requires extensive customization to meet our needs		27%	89
Doesn't allow us to customize to fit our needs		17.9%	59
Doesn't integrate with other critical systems		29.1%	96
View Other (please specify)		19.1%	63
Total Respondents			330
(skipped this question)			49

6. PLEASE elaborate on what does or does not work with the tools you're currently using. Just brain dump. The more detailed information we have, the better!

View Total Respondents	179	
(skipped this question)		200

7. How long would it take your staff to compile a complete, clean list of contacts in order to do a fundraising appeal, an event invitation, or other sort of communication to **all** your supporters?

		Response Percent	Response Total
Instantaneous		5.8%	20
under 1 hour		28.2%	97
1 to 3 hours		20.9%	72
3 to 5 hours		16.3%	56
5 to 25 hours		24.4%	84
so long we would never try		4.4%	15
Total Respondents			344
(skipped this question)			35

8. How many times per year do you compile such a list?			
		Response Percent	Response Total
Never - We don't need to		2.6%	9
Never - It's too hard		13.6%	47
1 to 5		54.2%	187
6 to 20		19.7%	68
21 to 50		4.3%	15
more than 50		5.5%	19
Total Respondents			345
(skipped this question)			34

4 Data Integration

1. If you have more than one place that you keep your contacts, do your systems share data with each other? (For example, can you email a list of donors from the same system which tracks these donations, as opposed to exporting the donor names from your donor management system to your email system.)			
		Response Percent	Response Total
Yes, this is easy		7.5%	25
Yes, but we have to tweak it to make it work		16.2%	54
No, the systems are totally separate		61.3%	204
I have no idea what this means		8.7%	29
View Other (please specify)		10.5%	35
Total Respondents			333
(skipped this question)			46

2. Please indicate how important data integration between your fundraising and online organizing applications would be to your organization.												
	Not Relevant	2	3	4	5	6	7	8	9	Essential	N/A	Response Average
Please rate.	6% (20)	1% (5)	4% (15)	2% (6)	6% (22)	8% (28)	12% (43)	12% (42)	14% (49)	29% (100)	5% (16)	7.44
Total Respondents												346
(skipped this question)												33

5 Your Habits and Resources

1. How much does your organization spend on software and/or online tools every year? Don't include hardware (like computers), your Internet connection or staff salaries, but do include consultants, data entry costs and tech support.

		Response Percent	Response Total
Less than \$500		34.9%	119
\$500 to \$5000		33.4%	114
\$5000 to \$15,000		8.2%	28
\$15,000 to \$50,000		5.9%	20
More than \$50,000		1.8%	6
I have no idea		11.1%	38
View If you'd like to provide a more exact estimate, please enter it here:		4.7%	16
Total Respondents			341
(skipped this question)			38

2. What's your organization's general attitude towards technology?

		Response Percent	Response Total
We love it; It's essential to our work, and we embrace it as the wave of the future		43.5%	150
We're uninformed; We think its important, but feel ignorant about it		22.6%	78
We're frustrated; We think its important, we know what we need, but we don't have enough money		36.8%	127
We're busy; We think it's interesting, but we don't see how it relates to our mission		4.3%	15
We're over it; It's mostly hype and not worth our time		0.6%	2
We hate it; It's dehumanizing and bad for our organization and the world		0.6%	2
View Other (please specify)		19.1%	66
Total Respondents			345
(skipped this question)			34

3. Do you feel your organization has the technology it needs to succeed?

		Response Percent	Response Total
We're completely set		0.6%	2
We're mostly good, with some holes		37.5%	129
We've cobbled together some tools that meet certain needs, but it's frustrating		48.3%	166
We're really struggling		7%	24
It's a disaster		3.2%	11
View Other (please specify)		3.5%	12
Total Respondents			344
(skipped this question)			35

4. What has prevented your organization from taking full advantage of technology, especially databases and online tools?					
	1 - Primary Factor	2	3	4 - Not a Factor	Response Average
We don't have the money	57% (186)	25% (82)	13% (43)	5% (18)	1.67
We don't have the time	45% (147)	37% (119)	10% (34)	7% (24)	1.80
Lack of reliable computers, network, or internet connection	12% (35)	21% (60)	20% (59)	47% (134)	3.01
Don't have the staff expertise	34% (107)	34% (107)	18% (58)	13% (42)	2.11
Staff fearful or resistant to change	6% (18)	27% (81)	24% (72)	43% (129)	3.04
Staff distrust/ discomfort with technology	5% (15)	20% (59)	27% (80)	47% (138)	3.17
No need - we're doing fine with our current tools	2% (5)	8% (21)	22% (57)	68% (176)	3.56
No need - constituency not online or computer literate	4% (10)	9% (25)	17% (45)	70% (189)	3.54
Bad past experiences with technology or tech vendors	4% (10)	10% (28)	20% (54)	67% (184)	3.49
Overwhelmed or confused by options	12% (34)	30% (85)	30% (87)	28% (82)	2.75
Total Respondents					344
(skipped this question)					35

5. Anything else that has prevented your organization from taking full advantage of technology?		
View	Total Respondents	101
(skipped this question)		278

6. When you consider adopting new technology, what factors are most important?					
	Absolutely critical	Very Important	Somewhat Desirable	Not Important	Response Average
Must be idiotproof to use (we have no tech expertise on staff)	19% (63)	39% (132)	33% (111)	9% (30)	2.32
Must be low cost	41% (138)	41% (138)	17% (56)	1% (2)	1.77
All data and functions must be integrated into one system	22% (73)	44% (147)	33% (109)	1% (5)	2.14
Must be 100% reliable - zero bugs, breakdowns or service interruptions!	26% (87)	50% (168)	23% (76)	1% (3)	1.99
Must be secure and private	50% (170)	39% (131)	10% (33)	1% (4)	1.62
Technical support must be constantly available	19% (64)	46% (154)	33% (113)	2% (7)	2.19
We must be able to get adequate training	37% (125)	44% (147)	18% (59)	1% (4)	1.83
Total Respondents					344
(skipped this question)					35

7. Please elaborate with a short description of what you need in order to consider adopting new technology in your organization.		
View	Total Respondents	132
(skipped this question)		247

6 Final Questions

1. Does your organization regularly participate in any election-related activities? (Check all that apply.)

		Response Percent	Response Total
Voter registration		38.1%	59
Voter education		55.5%	86
Issue forums		51%	79
Candidate forums		33.5%	52
Distributing voter guides or other printed materials		31%	48
Get-out-the vote - phone calls		23.9%	37
Get-out-the vote - door-to-door or other in-person		21.3%	33
View Other		24.5%	38
Total Respondents			155
(skipped this question)			224

2. If you have any other insights or ideas about databases and online organizing tools for the social change sector, please jot them down here. The more information we have from you, the better!

View Total Respondents	39
(skipped this question)	
	340