



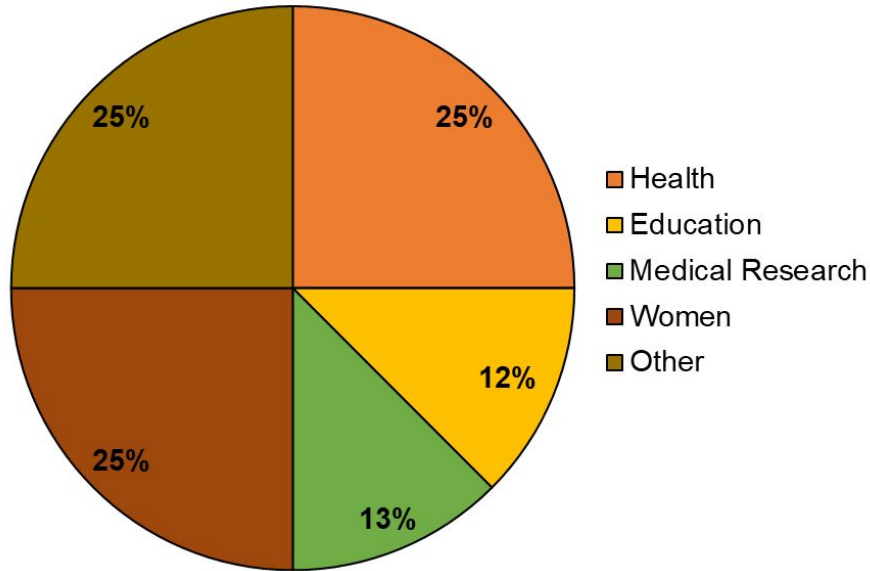
FIREFLY
P A R T N E R S

ANALYTICAL SURVEY REPORT

Survey and Report Conducted by UGA Sampling Methods
Students:

Alayna Daws,

1. Please select the category that best represents the industry that your organization supports.

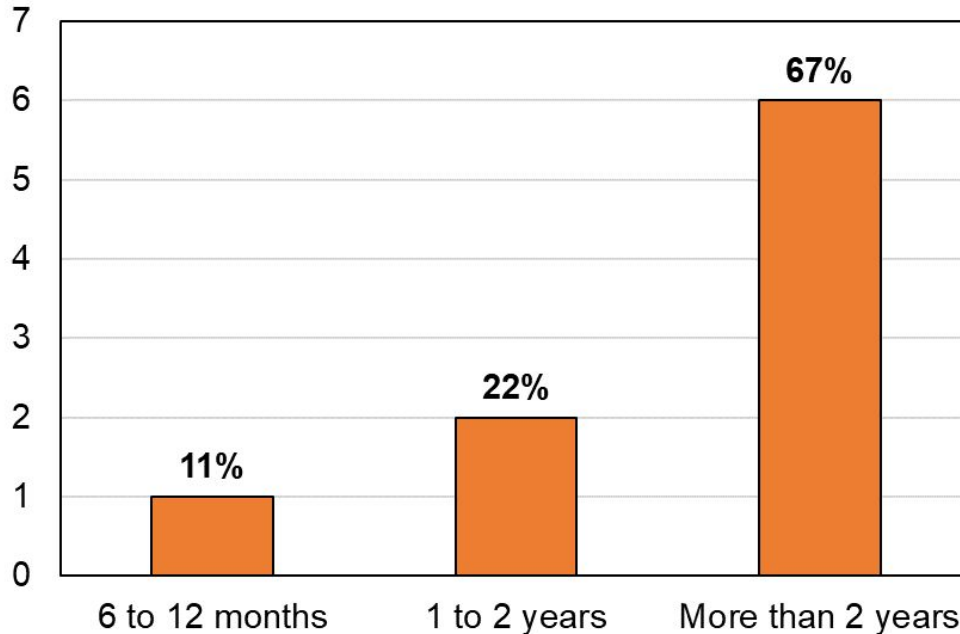


- The two sectors more represented in the survey were health and women

Note: even though the list of sectors was long, several respondents selected "other"



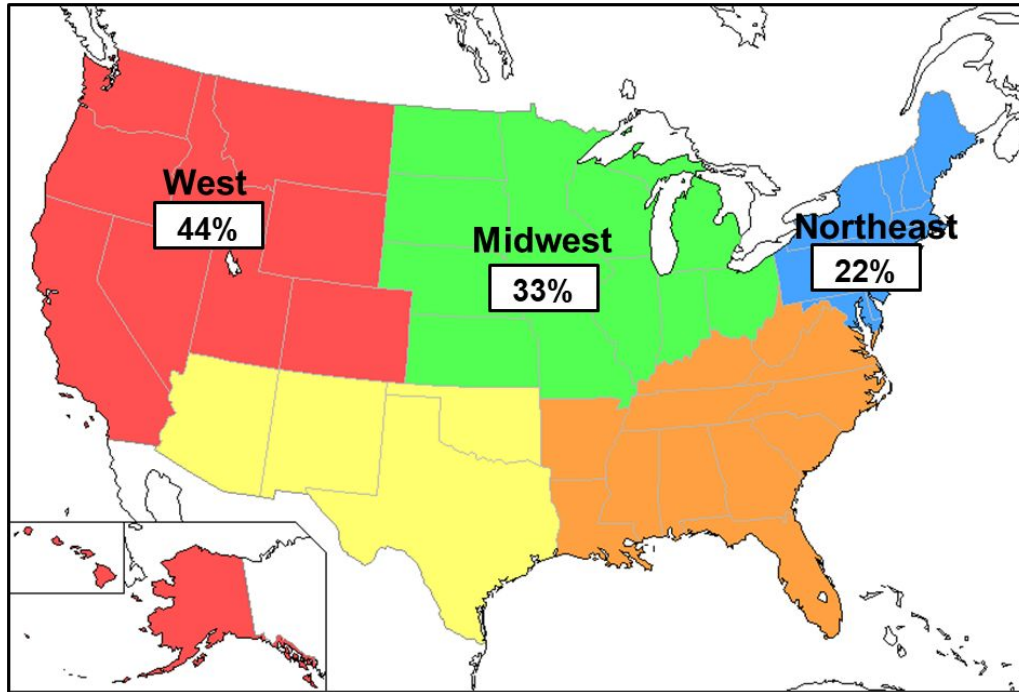
2. How long have you received services from Firefly Partners?



- Six out of nine respondents have received services for more than two years
- Only one respondent had received services for less than one year



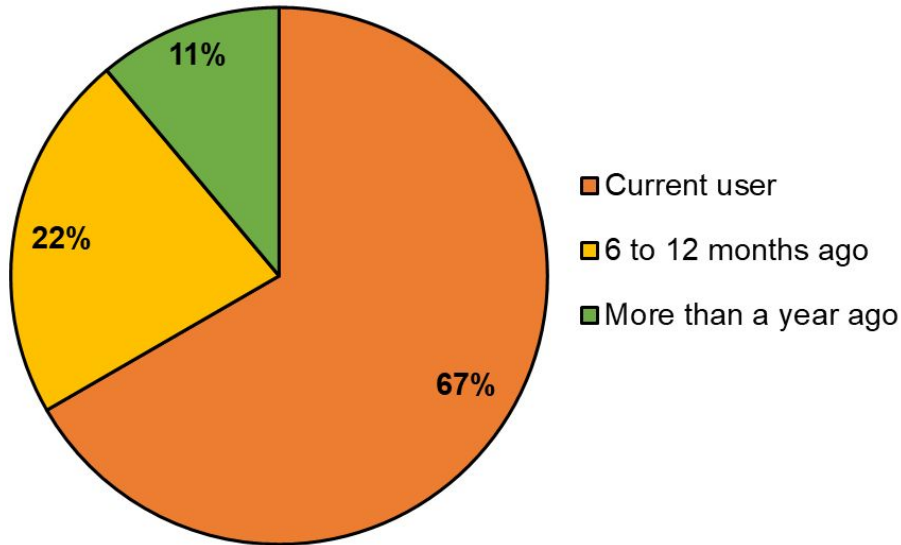
3. Where is your organization located?



- Most organizations working with Firefly Partners (77%) are located in the West and Midwest United States
- No respondents were recorded in the US South nor outside of the US



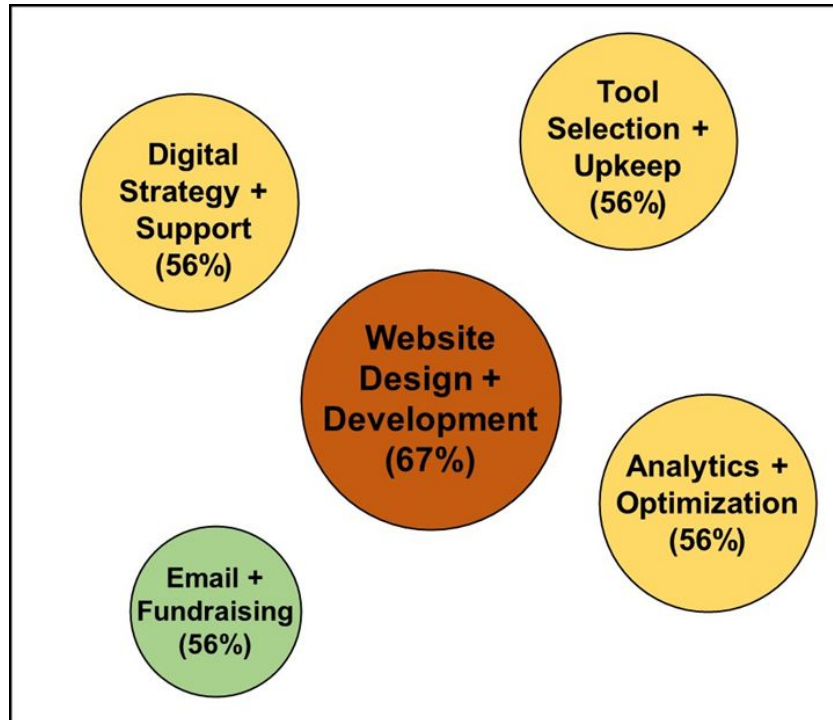
4. When was the last time you received services from Firefly Partners?



- Six out of nine respondents are current users of Firefly Partners
- Only one respondent had received services more than a year ago



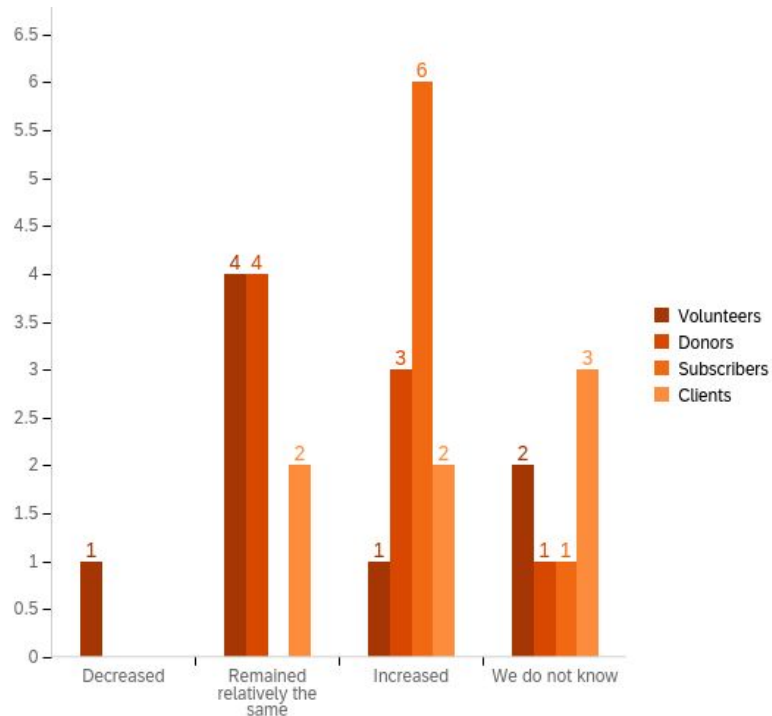
5. What services did you receive from Firefly Partners?
&
6. How satisfied are you with the services they provided?



- Most of the clients have engaged with Firefly partners for Website Design and development
- 78% of the organizations reported to be very satisfied with the services. The remaining 22% reported "satisfied"



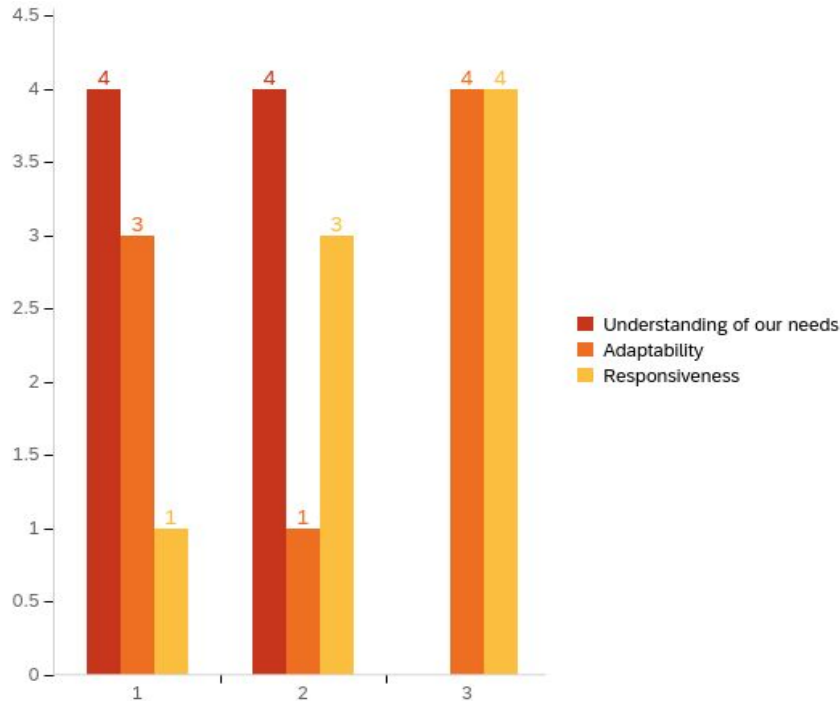
7. Q3 - How has the makeup of your list demographics changed throughout your work with Firefly?



- The most notable change was with an increase in subscribers as indicated by 7 respondents.
- Only 1 of 8 respondents indicated a decrease in demographics across any component.
- All 8 respondents voted on demographic changes with donors and volunteers while only 7 voted on demographic changes with subscribers and clients.



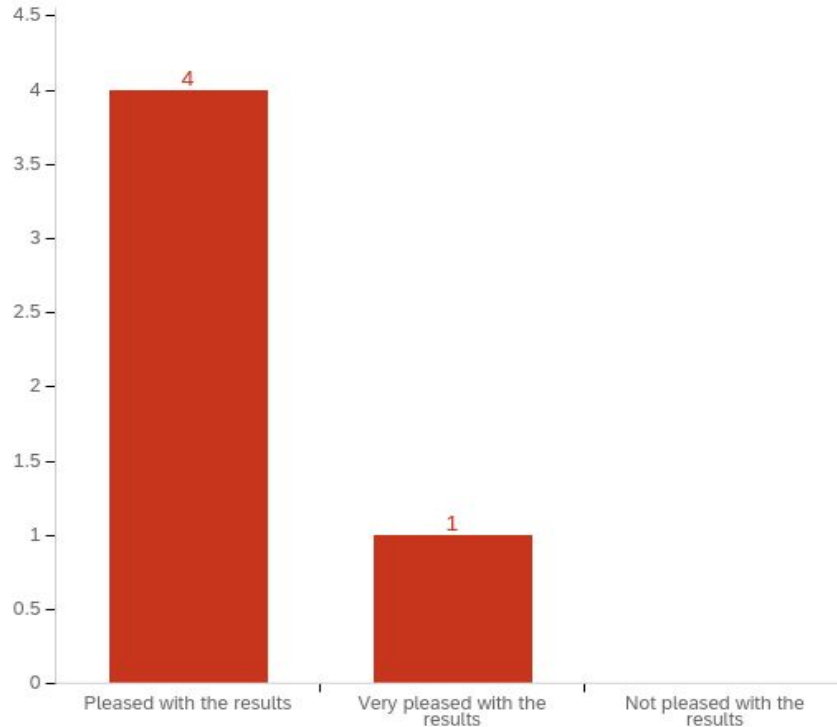
8. Q7 - Rank the aspects in which Firefly Partners excelled the most while collaborating with your organization (1 is the most, 3 is the least).



- Firefly excelled in understanding clients' needs because each respondent ranked understanding clients' needs as 1 or 2
- Respondents rated responsiveness as needing the most improvement
- Rating in excellence of adaptability was split almost evenly between most (1) and least (3) excelled
- All respondents answered this question



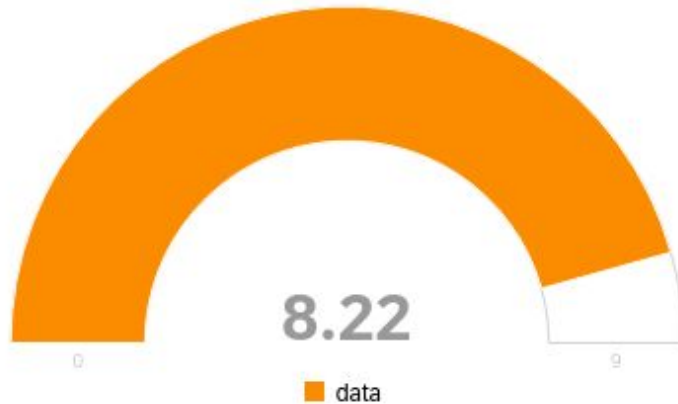
9. Q20 - If Firefly provided Digital Marketing Services, were you pleased with the results?



- 80% of respondents were pleased with the results of digital marketing
- 20% of respondents were very pleased with the results of digital marketing
- No respondents selected "not pleased with the results"
- 5 respondents answered this question



10. Q10 - How likely would you be to recommend Firefly Partners to organizations looking for services similar to the ones you received?



- A score of 10 represents most likely to recommend to others
- The average rating of all respondents was 8.22/10
- The maximum rating recorded was a 9 and the minimum was a 5



11. Q19 - If Firefly Partners assisted with Digital Advertising, did you see an increase in ad click through rate or conversions?

- Below are the verbatim responses collected. An increase in subscribers was noted for one respondent.

Firefly helped us establish the baseline (we didn't have an ad strategy before.) Based on our most recent data pull, we've been averaging a + increase in subscribers

They encouraged us to start using ads and helped us get leadership buy-in



12. Q4 - If Firefly Partners promoted a change in how your website looks, describe with a few words (2-3).

- Below are the verbatim responses collected. Both respondents noted an improvement in the website redesign. One respondent noted their performance is about the same.

Our website redesign was a while back, but it was a huge improvement

They helped us look more modern, although we are performing about the same.



13. How are you measuring the success of the changes/strategies implemented by Firefly?

- Below are the verbatim responses collected. While most of the responses have plans to measure success, one does not seem to.

analytics

YoY reporting in our CRM/eCM

We are bad at measuring right now...

Project completion, donation conversions

I'm looking at our website analytics, subscription rates, geographic diversity of our subscribers. I'm also looking at the stickiness of our donate pages.

Change of tool measured by ease of use



14. In one sentence describe your favorite tool/skill from the Firefly service?

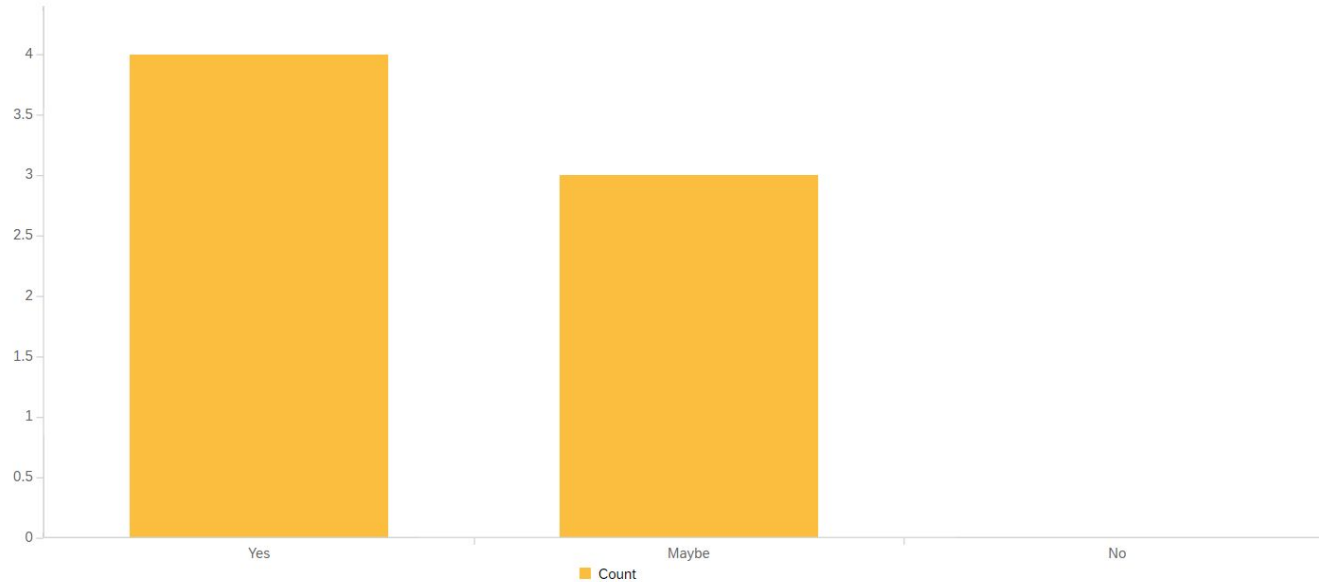


- 6 of the 9 (66.7%) survey respondents answered this question, and all gave positive reviews.
- To the left is a word cloud including all of the words sent in that invoke a response - in this case, all positive.



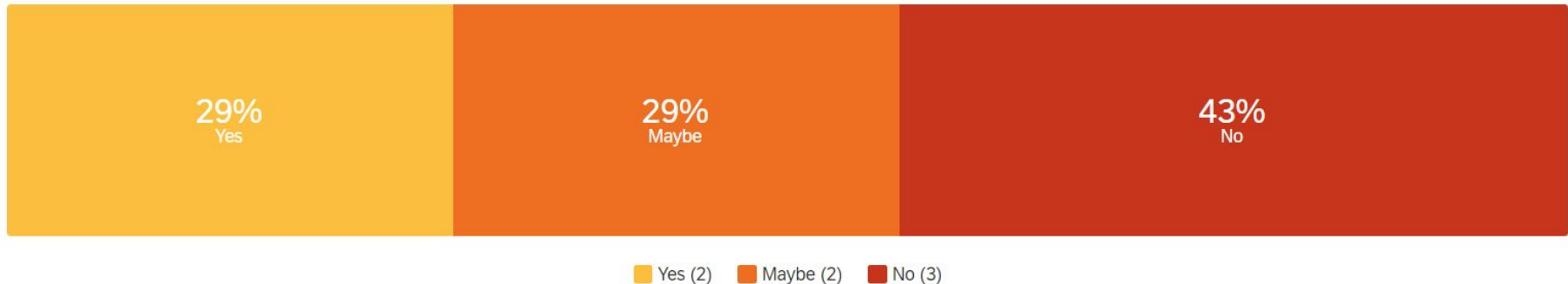
15. Would you consider working with Firefly Partners again?

- 4 of the 9 responses said “Yes,” and 3 responded with “Maybe,” but none of the responses said they wouldn’t consider working with Firefly again.



16. Given that you consider working with Firefly Partners again, would you be open to hearing about other services Firefly Partners supports?

- While 2 responses would like the idea of hearing about more service, 4 in total are open to hearing about them.
- Although 3 responses are against that idea, they may have been satisfied or want to keep going with the services they already received.



17. If you were not pleased with the Digital Marketing Services your organization received, please let us know why and what could have been better.

- Only one response was recorded for this question: “Graphic design support is under represented on the Firefly team.”
- While this is a bit of criticism, it is constructive.
- Also, seeing only one critique out of 9 responses likely means that the Firefly consumer base is satisfied.



18. If you were pleased with the outcome of your work with Firefly, would you be willing to have a 30-minute call with a Firefly staff person so we can capture more of the outcomes and feature your organization in a case study?

- While this question is not likely to be responded to in a setting such as this survey, we did receive 2 responses of the 9 that completed it (or 22% of respondents).
- The two that did respond claimed to already be in talks with members of Firefly.
- This does seem to provide promising information about Firefly's client base - that they are very receptive and willing to give praise for the work they received.

