

## DELIVERED BY: SKYLINE SOLUTIONS

When Skyline Solutions first began the research process, brainstorming the main needs of the Scleroderma Foundation was their priority. There was a clear disconnect between the needs of the Scleroderma community and what the current solutions offered by the Skyline Solutions realized that there was untapped potential in partnerships with Loyola as well as the Loyola University student population. Skyline dove into this opportunity of partnership with Loyola because they knew that if they did not act now, they would never have the chance to do so. Skyline researched what partnerships are missing at SU, what events target the ideal demographic and what media outlets promote the most success in reaching participants. They also looked at how other organizations were able to reach their target audience. Why Skyline Solutions felt that primary data would be the best method of research was because the most valued data would come straight from the targeted demographic. When they conducted their survey, they found that many students had never heard of Scleroderma or saw that a larger majority of participants were in fact young female students. The researchers used this information to help them better understand the needs of the community and discovering the key solutions to draw students to SF events.

## HOW DOES SCLERODERMA FOUNDATION OF GREATER CHICAGO GENERATE AWARENESS IN THE YOUNGER DEMOGRAPHIC IN A SATURATED CHICAGO MARKET

The five Research Objectives (ROs) are a breakdown of the MDO. Together, the ROs give a comprehensive look into the partnerships between Scleroderma Foundation and current and potential donors. The ROs were identified after the initial informant interview with Stephanie Somers. After re-reading information collected during the session, Skyline Solutions narrowed down the list of potential ROs down to five.

RO3, To research which industry would target the ideal demographic, explores the connection between the Scleroderma Foundation and what donors are interested in seeing when they are considering donating to the foundation.

RO4, to understand which partnerships attract the most consumer attention, and RO5, to explore which outlets promote the most success in creating partnerships, will help identify the strengths of other charities and observe what consumers are attracted to.

Skyline Solutions collected data through both a Focus Group Moderator and through a Qualtrics Survey. Through the Focus Group Moderator Skyline Solutions used the funnel approach to slowly guide the participant into the topic of discussion. The Focus Group Moderator focused on three different types of questions: Engagement Questions, Exploration Questions, and an Exit Question. The Engagement Questions were designed to get the participant comfortable with the topic and meant to make the participant comfortable with the topic. The Exploration Questions were more specific and are meant to draw out more information from the participant about the specific topic. Lastly, the exit question is asked to make sure there was not anything missed in the discussion. The Focus Group Moderator also collected qualitative data from participants that will help us provide feedback to the Scleroderma Foundation.

Another way Skyline Solutions collected data was through a Qualtrics Survey that each member of Skyline Solutions posted of their personal social media outlets. Skyline Solutions designed Ordinal, Interval, Ratio, and Nominal questions with a total of ten questions to ask participants. The questions in the Qualtrics survey was designed to coincide with Skyline Solution's research objectives to collect accurate data. Before Skyline Solutions distributed the survey, it was pre-tested to ensure that the survey operated as expected.

Skyline Solutions presented constructed Qualtrics survey to people within their own networks. Skyline Solutions recognizes the participants are young students that have minimal disposable income. In addition, they also recognized the participants would most likely be full time students with prior commitments. This sampling frame helped with the predetermined MDO of investigation how the Scleroderma Foundation of America (SFA) could help young people with Scleroderma. The sampling frame was not ideal, but the sampling was helpful for Scleroderma Foundation because the MDO focuses on researching a younger demographic. Skyline Solutions recognized that older men and women with higher disposable income might be underrepresented. Since the survey was found online through a shared link, Skyline Solutions recognizes that not all people would be available. As a result, those people were not presented a fair chance for participation or representation.

To begin our data analysis, Skyline Solutions closed their survey on Qualtrics to ensure that the data would be set, and unchangeable. The Qualtrics survey was then exported to SPSS for analysis. There were quite a few data points that needed to be transformed because many of Skyline's questions in the survey had the option of multiple choice and a list. This was then coded, to ensure a perfect analysis. To guarantee a clean data set was used in the analysis, Skyline thoroughly inspected each participant's data to make sure that it was complete and reliable. A few participants' data had to be deleted because there were some non-response and a lack of response by a few respondents. After transforming, coding, and deleting unhelpful data, Skyline began to analyze the data.

Skylife Solutions used both frequency tables and Chi-square tests to examine their data and form insights. Frequency tables are a form of basic analysis that identifies which answers were selected the most for each question. Some variables that we examined were frequency tables were: Have you donated to a specific charitable organization before and how often? How often do you donate to a specific charity? How often do you donate to the most likely attend? How would you prefer to be contacted by organizations about donations volunteering and fundraising. These variables helped Skylife Solutions identify the type of people that donate to the organization. Frequency tables also helped Skylife Solutions learn more about the Soteriomedical Foundation. Skylife also analyzed the write in option in that survey, which allowed the respondents to write in a charity that they have donated to that we were not already in the survey. Skylife Solutions found a frequency is that people were more likely to donate to the specific charity. Finally frequency analysis were performed more donors for the Soteriomedical Foundation. In future frequency analysis could be gained on which method of communication participants would prefer to have with organizations. The frequency analysis was also used to determine what types of questions the Soteriomedical Foundation should utilize.

The other type of analysis performed was Cross-tab analysis, specifically in the form of chi-square tests. Skyline performed a cross-tab between participants who had previously heard of the Scleroderma Foundation and how those participants learned about the foundation. A cross-tab was also performed between consumers who attended the most annual charity events and which kind of charity events they would prefer to attend, in order to see which events bring the most loyal donors.

The methods that Skyline Solutions utilized were analyzing the needs of SF and choosing the data that most targeted the ideal demographic. Realizing the main needs of SF were primarily to reach the student body, any data regarding the desires of community service within LUC were taken most seriously. Although there were some limitations within this data, as most students had not even heard of SF, and not everyone had access to a computer as it was an online survey, there was a lot of data on how SF could reach the student body within the university. Skyline Solutions found that the most "written-in" response organizations did most rely on convenience to LUC, active competitions and student-run programs. This limitation due to the lack of a formal curriculum or a curriculum that did not hold the Skyline School back in uncovering helpful data for the foundation. This data would imply that SF can use the organizations within LUC as a platform for further awareness within the Loyola community.

Almost half of the respondents chose Runs/Walks as the charity event that they would most likely attend. The second most selected option was "Interactive Events", such as competitions. Skyline Solutions inferred from these statistics that the Scleroderma Foundation would have great success from events where donors have the opportunity to interact with the foundation.

The frequency analysis for which organizations respondents chose to donate to in the past showed that Make A Wish, Salvation Army, and Susan G. Koman were the three organizations donated to the most. There was also a write in option in the survey, allowing the respondent to write in a charity that they have donated to that were not already included in the survey. The most often "written-in" responses were Children's Hospital, Goodwill, and the Special Olympics Foundations.

When analyzing the frequency table for what motivates people to donate to a charity, personal involvement with the cause was the obvious most selected choice, followed by influence from others. This suggests that the most obvious pool of people that would be interested in donating to the Scleroderma Foundation are people who are personally affected by the disease.

OF RESPONDENTS  
PREFER TO BE  
CONTACTED VIA  
SOCIAL MEDIA  
ABOUT DONATIONS,  
VOLUNTEERING

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