



La'Tisa Ward
Research Proposal
COMM 303 Spring 2023





Research Proposal

- Latinos across America struggle to thrive and find their place in society to enjoy a healthy family environment
 - Ser Familia's organization rely on the support of volunteers and donors to help empower Latino families through educational programs, workshops, and retreats
 - The organization seeks to increase their number of stakeholders
- Quantitative research methods will be used for this proposal. The goal is to see how this organization and its programs benefit from marketing and engaging on social media.

Research Method #1



Research Questions:

- Would organizational events hosted by Ser Familia bring about new engagement thus increasing participation in the program?
- In attempts to grow Ser Familia, what incentives are present for new stakeholders?

Target Audience:

Adults in the Atlanta metro region on social media, who are uninformed about Ser Familia's organization



Method #1 (Survey)

Hope to Discover:

- How the target audience responds to Ser Familia and its programs
- How potential supporters feel about the organization and its incentives to participate
- How interested the target audience is in donating or volunteering with Ser Familia

Approach:

- Boost the survey post to target audience using analytics and metrics of the platforms
- Share the survey to like-minded and similar groups and pages via Facebook, and share the post on Instagram to other organizations that can increase the reach and engagement
- The survey can also be emailed out to current supporters that are already on the email subscription list

Method #1



(Survey Questions)

1. Serving others to increase quality of life is important to you. (Likert)
 - ☐ Agree
 - ☐ Somewhat Agree
 - ☐ Disagree
 - ☐ I don't know
2. Seeing others advance and grow in life brings you joy. (Likert)
 - ☐ Agree
 - ☐ Somewhat Agree
 - ☐ Disagree
 - ☐ I don't know
3. Collaborating with others from different walks of life to help improve lives of others sounds interesting to you. (Likert)
 - ☐ Agree
 - ☐ Somewhat Agree
 - ☐ Disagree
 - ☐ I don't know
4. Have you ever volunteered your time to an organization that helps to develop strong families? (Likert)
 - ☐ Yes
 - ☐ No
 - ☐ Prefer not to answer
5. Have you ever donated monetarily to an organization that strengthens social and mental health programs? (Likert)
 - ☐ Yes
 - ☐ No
 - ☐ Prefer not to answer

Method #1

(Survey Questions Cont.)



6. What types of Ser Familia events would you attend and support? (Check all that apply)

- ☐ Walks
- ☐ Summits
- ☐ Cultural Affairs
- ☐ Other

7. Which incentives are you most interested in from being a part of this organization? (Check all that apply)

- ☐ Learning new systems
- ☐ Learning more about the Latino culture
- ☐ Making a difference
- ☐ Develop new relationships
- ☐ Be a constructive member in your community
- ☐ Other

8. Would you be interested in contributing to Ser Familia's organization? (Check all that apply)

- ☐ Monetary Donation
- ☐ Volunteer Participation
- ☐ Both
- ☐ I'm not sure

9. How did you hear about Ser Familia? (Check all that apply)

- ☐ Facebook
- ☐ Instagram
- ☐ Website
- ☐ Search Engine (i.e., Google)
- ☐ Friend or Family
- ☐ Other

10. What programs would you be interested in volunteering for? (Check all that apply)

- ☐ CAFÉ resource center
- ☐ Couples
- ☐ Cultural & Linguistics
- ☐ Domestic Violence
- ☐ Education
- ☐ Families
- ☐ Parents
- ☐ Youth
- ☐ I'm not sure

Research Method #2



Research Questions:

- How does Ser Familia's use of social media contribute positively to the growth of its programs and organization stakeholders?
- How does Ser Familia's engagement on social media compare to that of other organizations with similar visions?

Target Audience:

Ser Familia supporters on social media, as well as those engaging on other organizations' posts



Method #2 (Content Analysis)

Hope to Discover:

- How Ser Familia uses social media to market the organization and its goals to new supporters
- If the current marketing effective enough to spark engagement and feedback
- How Ser Familia keeps the target audience informed about the opportunities and events

Approach:

- Review Ser Familia's Instagram posts for a specific time range
- Range: February 1, 2022- February 1, 2023 (This will also show how the organization is operating post-pandemic)
- Look for information and the engagement from both current and potential, and/or new supporters

Method #2 (Content Analysis)



Themes/Codes:

Engagement and Reach-

1. Number of new followers
2. Number of likes
3. Number of comments
4. Number of views
5. Supportive comments
6. Critical types of comments
7. Number of shares
8. Age range of most engaged
9. Gender of most engaged
10. Location of most engaged

Who is Speaking-

11. Staff
12. Program Volunteers
13. Latino Families
14. Board of Directors
15. Social Media Managers
16. Financial Donors

Information-

17. Ser Familia's program incentives

Tone/Sentiment-

18. Emotional Appeals
19. Offering Support
20. Empowerment

Type of posts (Presence& Absence of)-

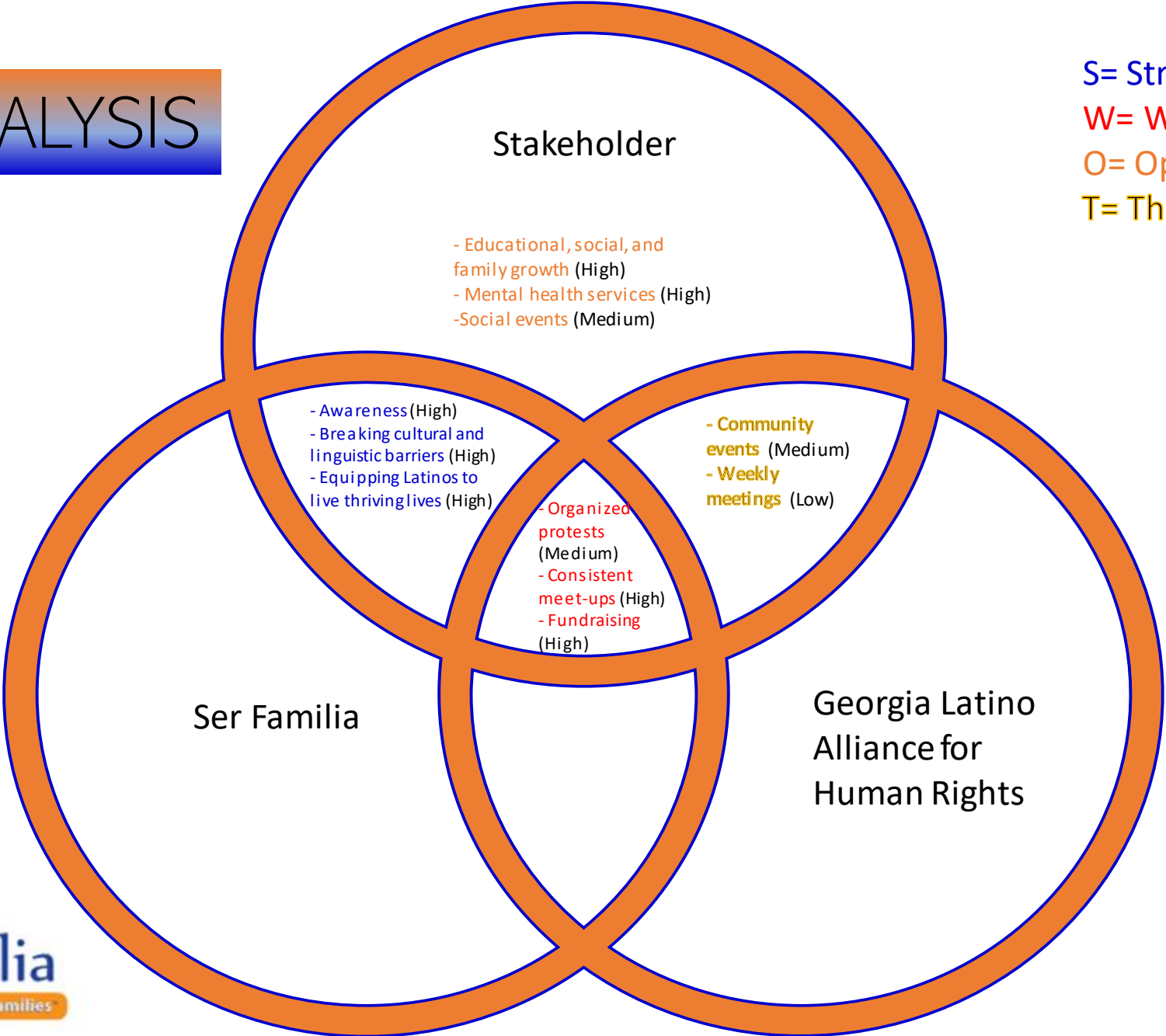
21. Photos and Flyers
22. Videos and Reels

Call to Action-

24. Public Events
25. Sponsorships for Private Events

SWOT ANALYSIS

S= Strengths
W= Weaknesses
O= Opportunities
T= Threats



Works Cited



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Conclusions:

From surveys and content analysis, we can gain insight needed from both current and potential stakeholders, as well as from the organization itself. Through this proposal we learn what works and what doesn't.

It also provides the organization with engagement to know how to further grow the organization's number of participants while also reaching and impacting Latino families across Georgia.

