



CONSANO SURVEY DATA ANALYSIS
FALL 2016

CHRIS OUVerson
KIARASH JALALI

TABLE OF CONTENTS

EXECUTIVE SUMMARY	3
METHODOLOGY	4
NET PROMOTER SCORE	4
FINDINGS	6
MEET YOUR CONTRIBUTOR	10
APPENDIX A: SURVEY INSTRUMENT	11
APPENDIX B: QUALATIVE RESPONSES	13

EXECUTIVE SUMMARY

CONSANO IS A CROWDFUNDING NONPROFIT WHICH ALLOWS DONATIONS OF ANY AMOUNT TO A MEDICAL RESEARCH PROJECT. SINCE MEDICAL RESEARCH IS FUNDED BY GOVERNMENT GRANTS OR OTHER FUNDING INSTITUTIONS, CONSANO ALLOWS INDIVIDUALS TO CONNECT TO A MORE PERSONALIZED, AND SPECIFIC MEDICAL RESEARCH PROJECT. THE ORGANIZATION OFFERS A TRANSPARENT EXPERIENCE, WHILE PROVIDING INDIVIDUALIZED UPDATES FROM RESEARCHERS ON A QUARTERLY BASIS.

MEDICAL RESEARCH MAY HAVE SEVERAL OBSTACLES, SUCH AS IDENTIFYING WHERE THE FUNDING ENDS UP. CONSANO FOUNDER AND CEO, MOLLY LINDQUIST, CREATED A CROWDFUNDING PLATFORM FOR DONORS TO FEEL INVOLVED WITH A MEDICAL PROJECT THAT MATTERS MOST TO EACH INDIVIDUAL.

THE UNIVERSITY OF OREGON SCHOOL OF JOURNALISM AND COMMUNICATION, ASSIGNED A SMALL TEAM FROM AN UPPER-LEVEL STRATEGIC COMMUNICATION COURSE (J410) FOR OUR CLIENT, CONSANO. OUR TASK WAS TO CREATE, DISTRIBUTE AND ANALYZE THE SURVEY, TO BETTER UNDERSTAND THE PERCEPTION AND AGE DEMOGRAPHIC OF CONSANO DONORS. OUR TEAM STRATEGICALLY DISTRIBUTED A SURVEY WHICH CONTAINED QUALITATIVE AND QUANTITATIVE QUESTIONS. THERE WERE 18 TOTAL QUESTIONS, 13 OF WHICH WERE MULTIPLE CHOICE AND FIVE (5) WERE FREE-RESPONSE.

THROUGHOUT THE SURVEY, THERE WAS POSITIVE AND CONSTRUCTIVE INSIGHT FROM MEMBERS, DONORS AND OTHER INDIVIDUALS REGARDING CONSANO'S FORM OF COMMUNICATION. BOTH THE QUALITATIVE AND QUANTITATIVE SURVEY SHOWED WHAT IMPROVEMENTS CAN BE MADE TO CONSANO, AS WELL AS WHAT NEEDS TO BE DONE TO FURTHER ITSELF AS A UNIQUE CROWDFUNDING ORGANIZATION.

PROBLEM: WHEN THE UO TEAM MET WITH MOLLY LINDQUIST ON OCTOBER 12, 2016, OUR TEAM DISCUSSED HOW CONSANO CAN OPTIMIZE MEDIA OUTLETS TO INCREASE DONORS, AS WELL AS BETTER IDENTIFY ITS TARGET MARKET. GIVEN THE EXISTING COMPETITION WITHIN THE DONATION SPACE, CONSANO MUST BE UNIQUE IN FINDING ITS AUDIENCE. ONE OF THE MAIN TARGETS FOR CONSANO, IS TO BETTER UNDERSTAND SOCIAL MEDIA PLATFORMS THAT ITS DONORS USE. LASTLY, CONSANO WANTS TO BETTER UNDERSTAND ITS TARGETED DEMOGRAPHIC; AGE, EDUCATION AND INCOME THROUGH SURVEY ANALYSIS.

METHODOLOGY

USING THE UNIVERSITY OF OREGON'S LICENSED QUALTRICS SURVEY PLATFORM, THE SURVEY INSTRUMENT WAS DISTRIBUTED TO 955 NON-DUPLICATIVE CURRENT OR FORMER CONSANO DONORS. SURVEY RECIPIENTS WERE PRIMED TO EXPECT A SURVEY PARTICIPATION REQUEST THE WEEK PRIOR WITH AN EMAIL FROM CONSANO FOUNDER AND CEO, MOLLY LINDQUIST. DATA WAS COLLECTED FROM OCTOBER 10, 2016 TO OCTOBER 21, 2016 WITH TWO (2) REMINDERS TO THOSE PARTICIPANTS WHO HAD NOT ALREADY PARTICIPATED OR WHO HAD STARTED A SURVEY AND HAD NOT YET COMPLETED IT. FROM THE INITIAL 955 CONTACTS PROVIDED, ONLY 28 (2.8%) EMAIL ADDRESSES WERE INVALID (BOUNCED), CREATING A POTENTIAL POOL OF 927 VALID PARTICIPANTS, ALTHOUGH THIS DOES NOT ACCOUNT FOR ANY EMAIL THAT MIGHT HAVE BEEN IDENTIFIED AS "JUNK" BY A RECIPIENT'S EMAIL SYSTEM.

AMONG THE 927 VALID EMAIL REQUESTS SENT, 483 (52.1%) WERE OPENED BY INTENDED RECIPIENTS AND 151 (31.2%) SURVEY INSTRUMENTS WERE STARTED; AMONG ALL SURVEYS STARTED, 141 (93.3%) WERE ULTIMATELY COMPLETED. GIVEN THE AFOREMENTIONED DONOR POPULATION (955), THE SAMPLE SIZE OF COMPLETE AND VALID INSTRUMENTS WAS APPROPRIATE FOR A 95% CONFIDENCE LEVEL WITH A CONFIDENCE INTERVAL OF $\pm 7.5\%$. ALTHOUGH A SMALLER CONFIDENCE INTERVAL IS MORE DESIRABLE, CONSANO SHOULD FEEL COMFORTABLE IN THEIR ABILITY TO GENERALIZE THE SURVEY'S RESULTS TO THEIR DONOR POPULATION.

NET PROMOTER SCORE

NET PROMOTER OR NET PROMOTER SCORE (NPS) IS A MANAGEMENT TOOL THAT CAN BE USED TO GAUGE THE LOYALTY OF AN ORGANIZATION'S RELATIONSHIPS. IT SERVES AS AN ALTERNATIVE TO TRADITIONAL SATISFACTION MEASUREMENTS. NPS HAS BEEN WIDELY ADOPTED WITH MORE THAN TWO THIRDS OF FORTUNE 1000 COMPANIES USING NPS. THE NPS ULTIMATELY MEASURES THE WILLINGNESS OF INDIVIDUALS TO RECOMMEND AN ORGANIZATION OR SERVICE TO OTHERS.

NPS IS A LOYALTY METRIC DEVELOPED BY (AND A REGISTERED TRADEMARK OF) FRED REICHHELD AND WAS INTRODUCED IN 2003. NPS CAN BE AS LOW AS -100 (EVERYBODY IS A DETRACTOR) OR AS HIGH AS $+100$ (EVERYBODY IS A PROMOTER). ANY NPS THAT IS POSITIVE (I.E., HIGHER THAN ZERO) IS FELT TO BE GOOD, AND AN NPS OF $+50$ IS EXCELLENT.

THE NPS IS DETERMINED BY SUBTRACTING THE PERCENTAGE OF RESPONDENTS WHO ARE DETRACTORS FROM THE PERCENTAGE WHO ARE PROMOTERS. AT ONE END OF THE SPECTRUM, IF WHEN SURVEYED, ALL OF THE RESPONDENTS GAVE A SCORE LOWER OR EQUAL TO 6, THIS WOULD LEAD TO A NPS OF -100 . ON THE OTHER END OF THE SPECTRUM, IF ALL OF THE RESPONDENTS WERE ANSWERING THE QUESTION WITH A 9 OR 10, THEN THE TOTAL NPS WOULD BE 100.

IN CRAFTING THE NPS, RESPONDENTS ARE ASKED A SINGLE QUESTION ON AN 11-POINT SCALE: "ON A SCALE OF 0 TO 10, HOW LIKELY ARE YOU TO RECOMMEND THIS ORGANIZATION'S PRODUCT OR SERVICE TO A FRIEND OR A COLLEAGUE?"

BASED ON THEIR RATING, RESPONDENTS ARE THEN CLASSIFIED IN 3 CATEGORIES: DETRACTORS, PASSIVES AND PROMOTERS.

DETRACTORS

DETRACTORS GAVE A SCORE LOWER OR EQUAL TO 6. THEY ARE NOT PARTICULARLY THRILLED BY THE ORGANIZATION OR THE SERVICE. THEY, WITH ALL LIKELIHOOD, WON'T PARTNER AGAIN WITH AN ORGANIZATION AND COULD POTENTIALLY DAMAGE THE ORGANIZATION'S REPUTATION THROUGH NEGATIVE WORD OF MOUTH.

PASSIVES

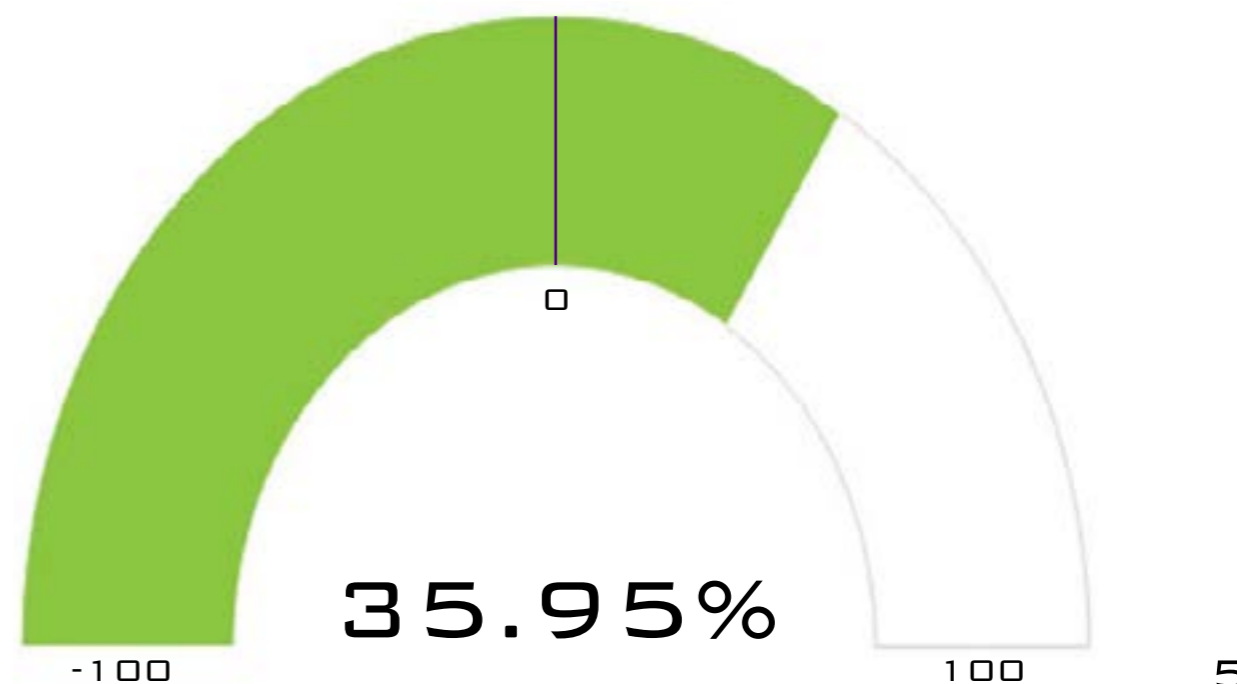
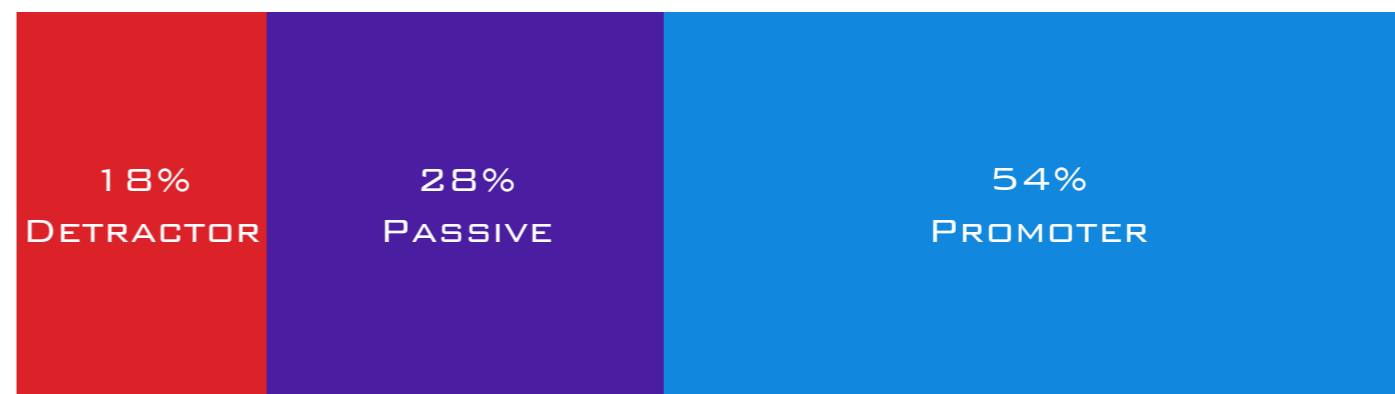
PASSIVES GAVE A SCORE OF 7 OR 8. THEY ARE SOMEWHAT SATISFIED BUT COULD EASILY SWITCH TO A ANOTHER ORGANIZATION IF GIVEN THE OPPORTUNITY. THEY PROBABLY WOULDN'T SPREAD ANY NEGATIVE WORD-OF-MOUTH, BUT ARE NOT ENTHUSIASTIC ENOUGH ABOUT YOUR ORGANIZATION OR SERVICE TO ACTUALLY PROMOTE THEM.

PROMOTERS

PROMOTERS ANSWERED 9 OR 10. THEY LOVE THE COMPANY'S PRODUCTS AND SERVICES. THEY ARE THE REPEAT DONORS, ARE THE ENTHUSIASTIC EVANGELIST WHO RECOMMENDS THE ORGANIZATION'S PRODUCTS OR SERVICES TO OTHER POTENTIAL DONORS.

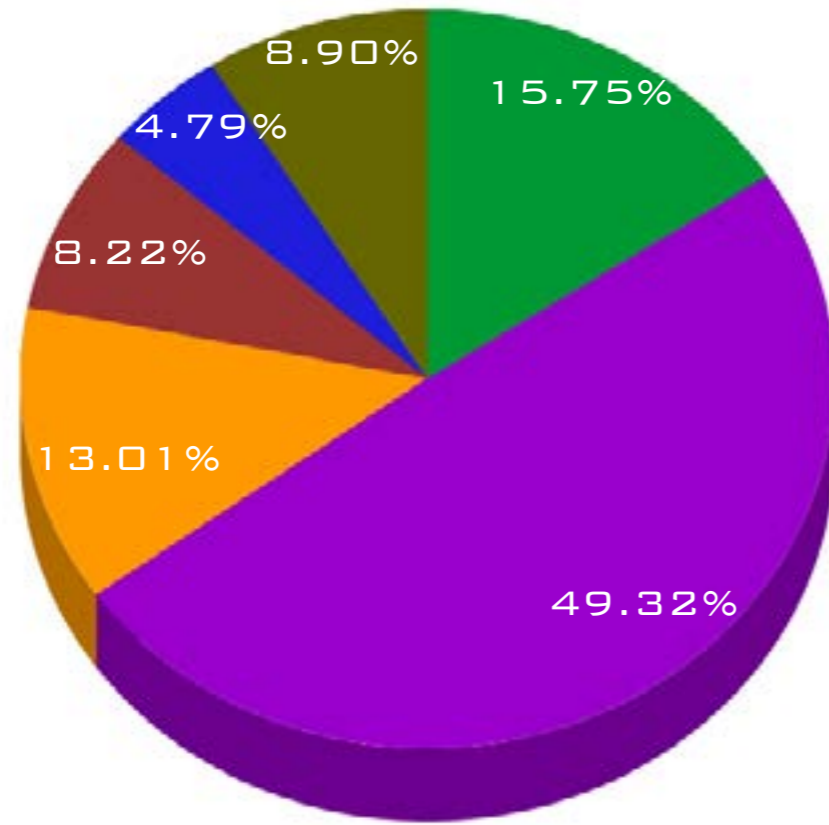
ACCORDING TO THIS STUDY, CONSANO ENJOYS A VERY STRONG NPS OF 35.95% AMONG ITS DONORS.

(Q8) ON A SCALE FROM 0-10, HOW LIKELY ARE YOU TO RECOMMEND CONSANO TO A FRIEND OR COLLEAGUE?



FINDINGS

(Q1) HOW DID YOU FIRST HEAR ABOUT CONSANO?



TALKING CONSANO

THE MAJORITY (49.32%) OF CONSANO CONTRIBUTORS FIRST HEARD ABOUT CONSANO FROM A FRIEND. A SMALLER PORTION (21.91%) FIRST HEARD OF CONSANO FROM A DIGITAL PLATFORM (SOCIAL MEDIA, INTERNET SERACH OR OTHER.)

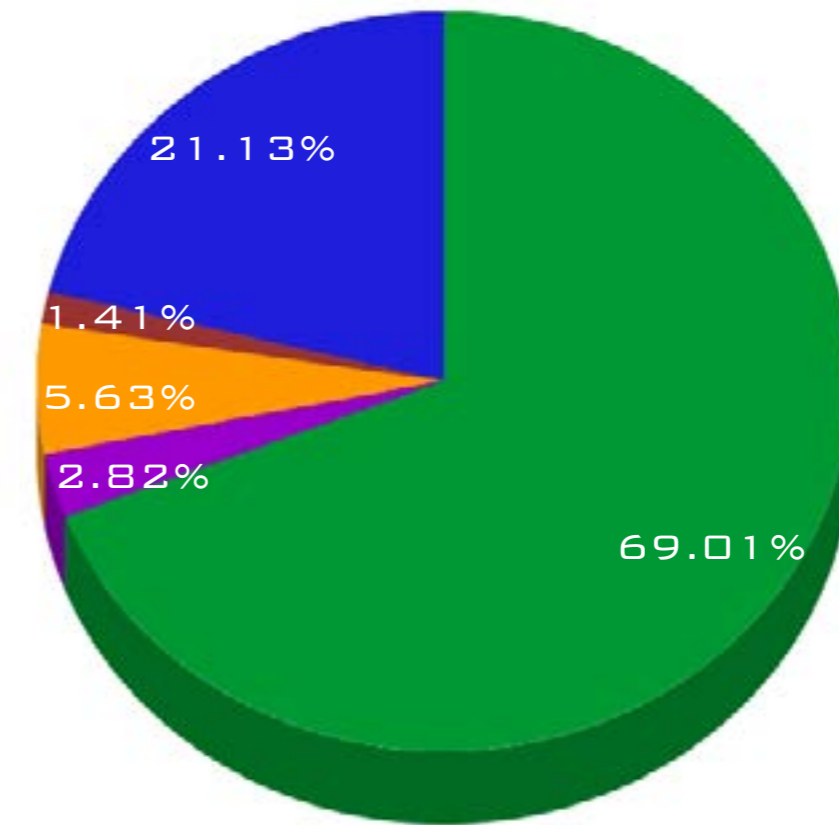
NOTABLE

60.38% OF CONSANO CONTRIBUTORS WHO MAKE 150K OR MORE, FIRST HEARD ABOUT CONSANO FROM A FRIEND VS. ONLY 25% OF THOSE WHO MAKE 25K-50K.

RECOMMENDATION

CONSANO SHOULD INCREASE ITS NUMBER OF EVENTS THAT PROMOTE FACE TO FACE CONTACT WITH CONTRIBUTORS AND POTENTIAL CONTRIBUTORS. THERE IS A WEALTH OF PEOPLE WHO ARE WILLING TO SPEAK GREAT THINGS ABOUT CONSANO. HELP THEM GET THE CONVERSATION STARTED.

(Q2) WHAT IS YOUR PREFERRED SOCIAL MEDIA FOR FOLLOWING CONSANO?



THE IMPORTANCE OF FACEBOOK

THE MAJORITY (69.01%) OF CONSANO CONTRIBUTORS PREFER FACEBOOK WHEN FOLLOWING CONSANO. OF CONSANO CONTRIBUTORS WHO CHOSE "OTHER" FOR FOLLOWING CONSANO, THE MOST POPULAR ANSWER WAS E-MAIL (53.84%).

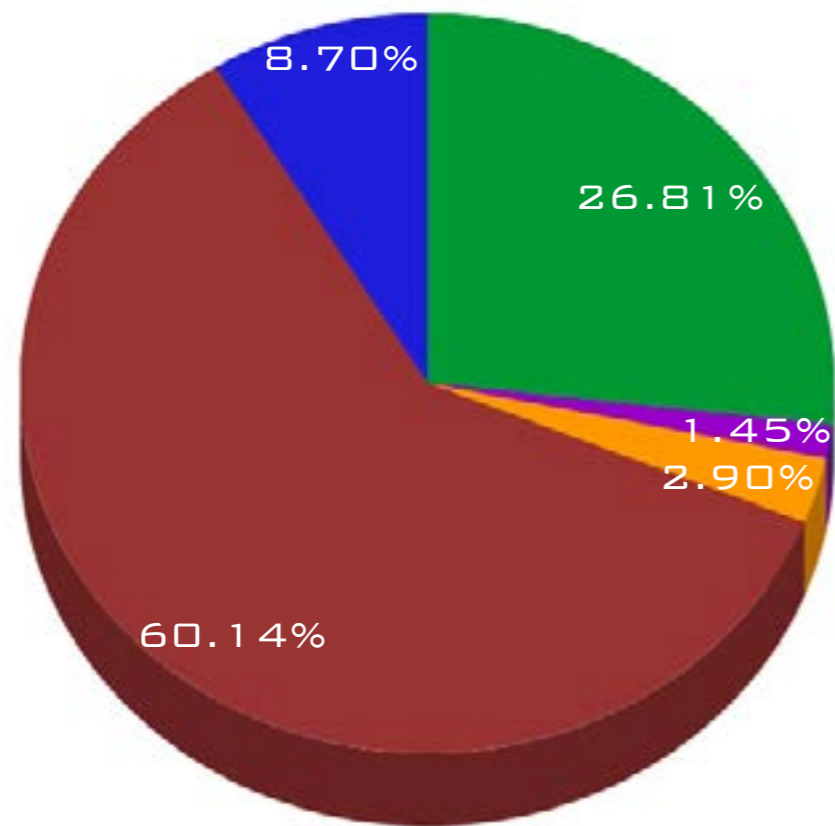
NOTABLE

THE VAST MAJORITY (87.50%) OF CONSANO CONTRIBUTORS WHO MAKE 25K-50K PER YEAR, PREFER FACEBOOK WHEN FOLLOWING CONSANO VS. 69.81% OF CONSANO CONTRIBUTORS WHO MAKE 150K OR MORE, PREFER FACEBOOK WHEN FOLLOWING CONSANO.

RECOMMENDATION

CONTINUE TO CREATE ENGAGING CONTENT ON SOCIAL MEDIA, PREFERABLY FACEBOOK TO PROPERLY REACH LESS SOCIABLE CONSANO CONTRIBUTORS.

(Q3) WHAT TYPES OF SOCIAL MEDIA CONTENT WOULD YOU PREFER TO SEE MORE OF?



WHAT IS HAPPENING?

THE MAJORITY (60.14%) OF CONSANO CONTRIBUTORS PREFER TO SEE “RESULTS FROM RESEARCH PROJECTS”. THE NEXT MOST POPULAR RESPONSE WAS “STORIES ABOUT PATIENTS AND FAMILIES (26.81%).

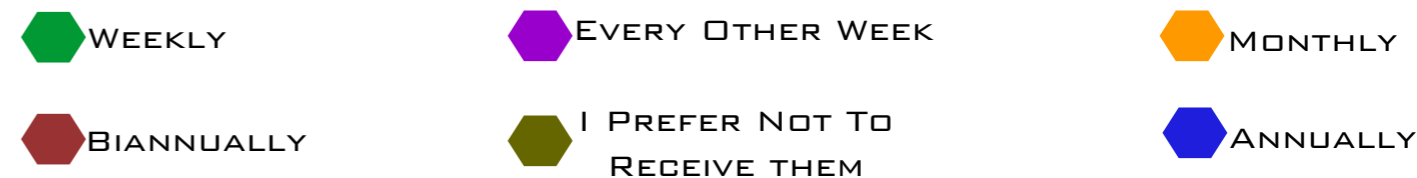
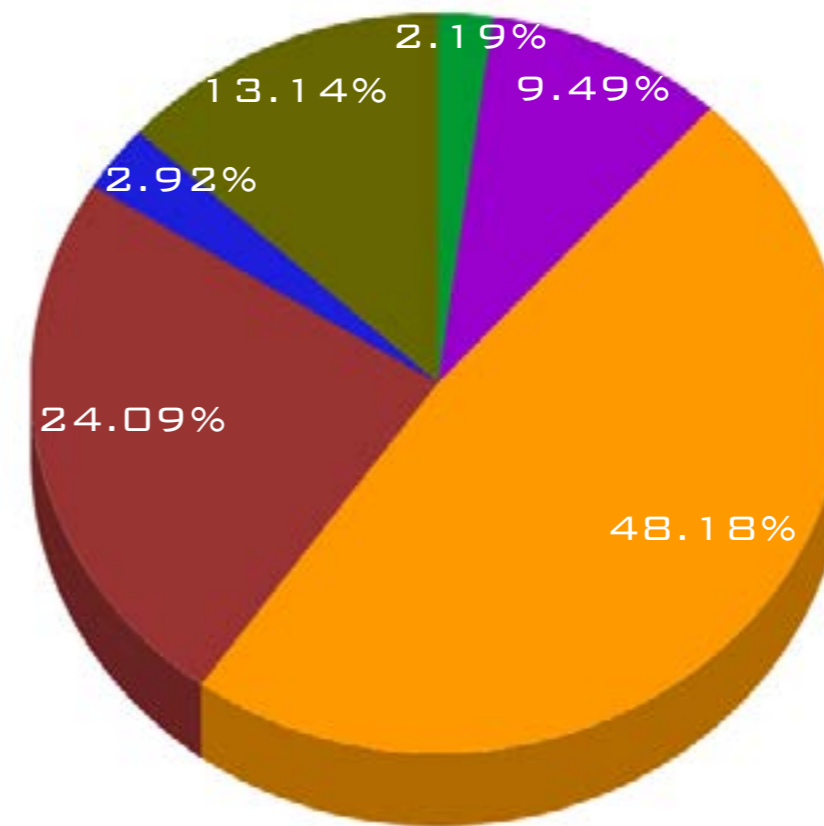
NOTABLE

OF CONSANO CONTRIBUTORS WHO PREFER TO SEE “RESULTS FROM RESEARCH PROJECTS”, 61.65% OF THEM WERE BETWEEN 30 AND 49 YEARS OLD, WHILE ONLY 36.99% OF THEM WERE 50 OR OLDER.

RECOMMENDATION

AS PER CONSANO CONTRIBUTORS, MORE RESULTS FROM RESEARCH PROJECTS AND STORIES ABOUT PATIENTS AND FAMILIES WILL BOOST USER ENGAGEMENT AND KEEP CONSANO A TRANSPARENT NONPROFIT.

(Q4) HOW FREQUENTLY WOULD YOU PREFER TO RECEIVE CONSANO NEWSLETTERS VIA EMAIL?



MONTH TO MONTH

THE MAJORITY (48.18%) OF CONSANO CONTRIBUTORS PREFER TO RECEIVE CONSANO NEWSLETTERS VIA EMAIL ONCE A MONTH. INTERESTINGLY, 40.15 % OF CONSANO CONTRIBUTORS PREFER TO RECEIVE CONSANO NEWSLETTERS VIA EMAIL TWICE PER YEAR OR LESS.

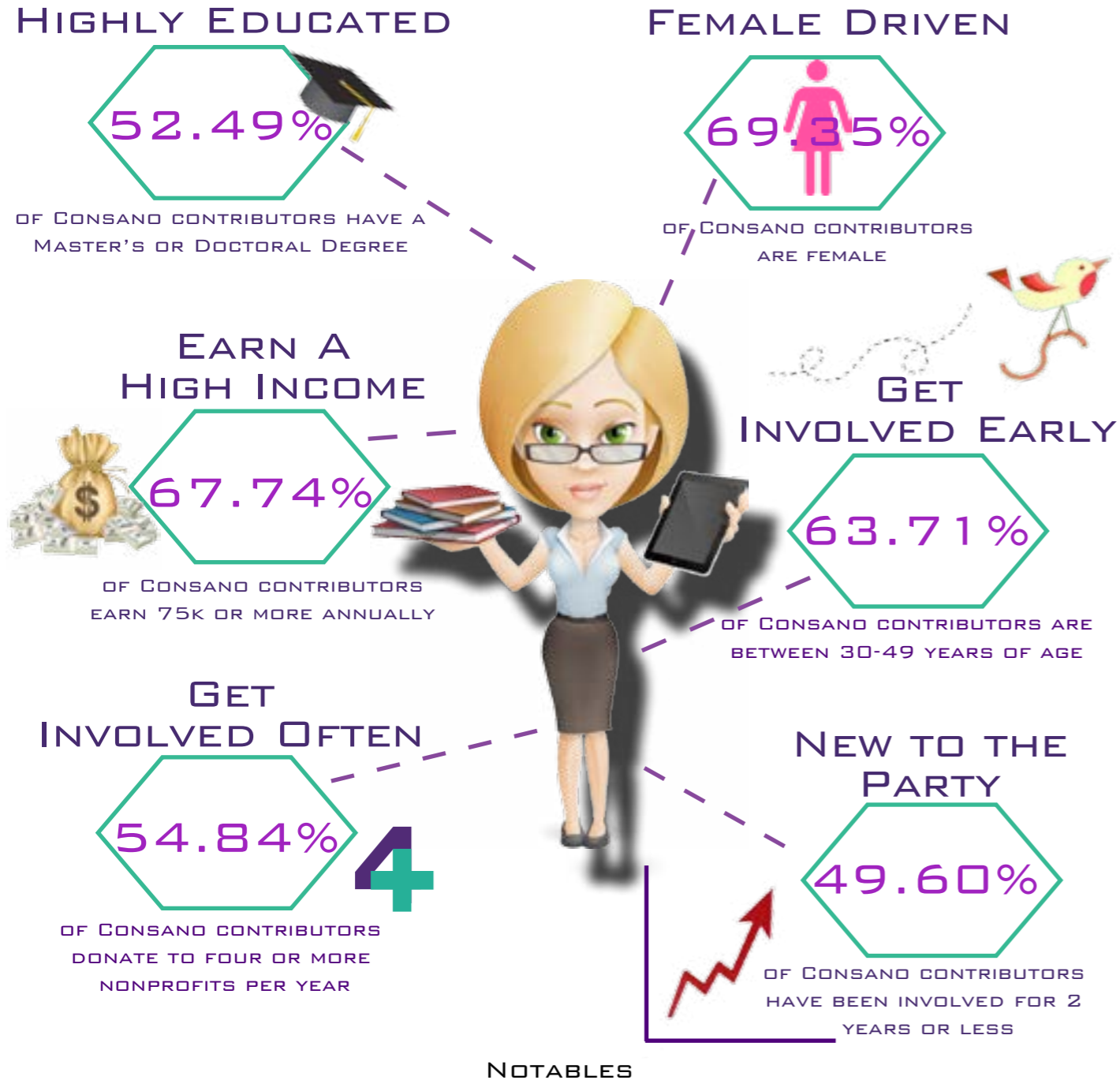
NOTABLE

ALMOST HALF (45.45%) OF ALL MALE CONSANO CONTRIBUTORS PREFER TO RECEIVE CONSANO NEWSLETTERS VIA EMAIL TWICE PER YEAR OR LESS, WHILE 67.88% OF FEMALE CONSANO CONTRIBUTORS PREFER TO RECEIVE CONSANO NEWSLETTERS VIA EMAIL TWELVE OR MORE TIMES PER YEAR.

RECOMMENDATION

CONTINUE TO ENGAGE CONSANO CONTRIBUTORS ON A MONTHLY BASIS.

MEET YOUR IDEAL CONSANO CONTRIBUTOR



APPENDIX A: SURVEY INSTRUMENT

2016 Consano Perception Survey

Q1 How did you first hear about Consano?

- Friend
- Family
- Professional Colleague
- Social Media
- Internet Search
- Other _____

Q2 What is your preferred social media for following Consano (select one)?

- Facebook
- Instagram
- Twitter
- YouTube
- Other _____

Q3 What types of social media content would you prefer to see more of?

- Results from research projects
- Researcher biographies
- Inspirational quotes
- Stories about patients and families
- Other _____

Q4 How frequently would you prefer to receive Consano newsletters via email?

- Weekly
- Fortnightly (every other week)
- Monthly
- Biannually (2x per year)
- Annually
- I would prefer not to receive Consano newsletters

Q5 What do you like best about the way(s) Consano interacts with you?

Q6 What do you like least about the way(s) Consano interacts with you?

Q7 If you could make one change or suggestion about the way Consano communicates with you, what would it be?

Q8 On a scale from 0-10, how likely are you to recommend Consano to a friend or colleague?

- 0 1 2 3 4 5 6 7 8 9 10

Q9 In regard to your overall satisfaction with Consano, please share any feedback (positive or negative) that you believe would be important or beneficial for Consano's leadership to consider moving forward.

Q10 I believe Consano should be more visible in state and local media.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

Q11 How long have you been associated (giving, volunteering, advocating, etc.) with Consano

- Less than 1 year
- 1 to 2 years
- 2 to 3 years
- 3 to 4 years
- 5 or more years

Q12 Are you interested in becoming more involved with Consano (leadership role, board position, advocate, etc.)?

- Yes
- No

Q13 Thank you for your willingness to become more involved with Consano! Please enter your email address and we will reach out to you in the near future to discuss involvement opportunities.

Q14 How do you best identify yourself?

- Female
- Male
- Transgender
- Other
- I prefer not to answer

Q15 In which of the following age groups do you belong?

- 18-29 years old
- 30-39 years old
- 40-49 years old
- 50-59 years old
- 60 or more years old
- I prefer not to answer

Q16 Which of the following options best describes your education level?

- High School Diploma or GED
- Associates or Trade Degree
- Bachelor's Degree
- Master's Degree
- Doctoral Degree (PhD, MD or JD)
- I prefer not to answer

Q17 Which of the following options best describes your total annual household income (before taxes)?

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$149,999
- More than \$150,000
- I prefer not to answer

Q18 How many non-profit organizations do you support each year?

- 1
- 2
- 3
- 4
- 5 or more
- I prefer not to answer

Q19 Consano would appreciate any additional feedback or comments that you would like to leave.

APPENDIX B: QUALITATIVE RESPONSES

(Q5) WHAT DO YOU LIKE BEST ABOUT THE WAY(S) CONSANO INTERACTS WITH YOU?

EMAILS ARE NOT FREQUENT.	IT'S PERSONAL. IT'S MOLLY.
DO NOT HAVE ENOUGH EXPERIENCE TO COMMENT	IT IS NOT VERY FREQUENTLY
EMAIL	PERSONAL CONNECTION WITH MOLLY
BEING INSPIRED BY INDIVIDUALS AND SEEING OPPORTUNITIES TO SUPPORT	VERY POSITIVE AND PROFESSIONAL
VERY UPBEAT, MAKING PROGRESSW	DOES NOT FILL UP MY EMAIL INBOX DAILY.
CONNECTED TO PATIENT STORIES AND RESERACHERS	VALUE DRIVEN, OPTIMISTIC , VIBRANT...
THE EMAILS ARE TIMELY	PERFECT COMBINATION OF SCIENCE AND WARMTH AND HUMOR
FEELS PERSONAL - THERE ARE ACTUAL HUMANS BEHIND THE MESSAGES.	INSPIRATIONAL STORIES!!
THEY KEEP EMAILS TO THE POINT	THEY ARE NON INVASIVE BUT PRESENT
RECEIVING RESEARCH UPDATES - BOTH SUBSTANTIVE AND FUNDRAISING-RELATED	NOT TOO INTRUSIVE
HONESTY AND TRANSPARENCY	EMAIL
ENGAGEMENT ON TWITTER OR AN EMAIL FROM MOLLY	SUCCINCT, INTERMITTENT, YET PERTINENT
RESPECTFUL WRITING AND INFORMATION ABOUT HOW THEY WORK	FEELS PERSONAL, ALWAYS NICE TO HEAR FROM MOLLY!
POSITIVE MESSAGES	NOT TOO FREQUENT, RELEVANT
RECEIVING RESEARCHER INFO/RESULTS THROUGH CONSANO (IT'S NICE TO SEE HOW DONATIONS ARE BEING USED). LEARNING HOW CONSANO'S MESSAGE IS GETTING INTO THE MEDIA (PRINT AND VIDEO)	THE TRANSPARENCY THE TRANSPARENCY
I HAVE BEEN VERY PLEASED WITH CONSANO'S COMMUNICATION IN GENERAL. I LIKE THE USE A LOT OF SOCIAL MEDIA TO COMMUNICATE. I WOULD LIKE TO HEAR MORE ABOUT RESEARCH, RESULTS, EVEN IF IT SEEMS INCREMENTAL. I WOULD ALSO BE HAPPY TO HEAR WHAT IS IN THE PIPELINE AS FAR AS MEDICINE, RESEARCH AND POSSIBLE FUTURE PROJECTS.	NOT IN MY FACE... I FOLLOW IT ON FACEBOOK SO ENJOY PERUSING IT ANNUAL
CONSANO'S FOUNDER AND CEO PROVIDES A DIGESTIBLE SOCIAL FORMAT THROUGH WHICH TO RECEIVE INFORMATION. IT VARIES BETWEEN WITTY TID BITS AND HEAVIER NEWS.	GALA EVENT
FIRST, YOU CAN FEEL THE PASSION BEHIND EVERYTHING THAT IS COMMUNICATED. SECOND, I APPRECIATE THE UPDATES AND FEELING LIKE I AM CONSTANTLY UP TO DATE	

I DON'T KNOW WHY I AM ON THE MAILING LIST

PERSONAL INSIGHTS!

NOT TOO FREQUENTLY AND NO GIMMICKS OR "JUNK MAIL".

ALWAYS POSITIVE.

NOT SURE

NON-INTRUSIVE

SCIENTIST-PATIENT INTERACTIO

TIMING IS GOOD. NOT TOO OFTEN, NOT SO SPARSE.

NOT TOO PUSHY

RESEARCH PROJECT INFO

NON-INTRUSIVE

IT KEEPS ME UPDATED ON WHAT'S NEW

EMAIL

ACCESSABILITY

POSITIVE TONE, PERSONAL STORIES

NOT TOO PUSHY

EMAILS ARE NOT TOO FREQUENT SO WHEN THEY DO COME I TAKE THE TIME TO LOOK AT THEM

HONESTLY HAVEN'T EXPERIENCED TOO MUCH INTERACTION
- ONLY FOLLOWING VIA EMAIL, NOT SOCIAL MEDIA

NOTABLE

CONSANO CONTRIBUTORS LIKE HOW PERSONAL THE ENGAGEMENT PIECES FROM CONSANO ARE. REAL PEOPLE, REAL STORIES AND REAL EMOTIONS.

RECOMMENDATION

SEE PAGE 18.

I DON'T INTERACT WITH THEM -- SORRY! I AM AN OLD LADY

STRAIGHT FORWARD PERSON TO PERSON APPROACH

NOT TOO MANY EMAILS

POSITIVE MESSAGES, A BREAK FROM #SCARY DONALD TRUMP

NOT SURE THIS PERSON'S TO MY CONNECTION WITH CONSANO

IT FEELS VERY PERSONAL AND SINCERE, YET VERY PROFESSIONAL.

FRIENDLY

PERSONAL TOUCH

I'VE ACTUALLY STOPPED FOLLOWING DUE TO TOO MUCH INFORMATION.

FUNNY, SMART COMMENTARY

THE TONE IS WARM, WELCOMING, INCLUSIVE.

INFREQUENT CONTACT

UPDATES ON FUNDED RESEARCH

TIMELY RESPONSE TO REQUESTS

(Q6) WHAT DO YOU LIKE LEAST ABOUT THE WAY(S)

CONSANO INTERACTS WITH YOU?

NOT ENOUGH EXPERIENCE

DON'T NEED TO BE CONTACTED

PRETTY FREQUENT NEWS FOR ME

GENERIC EMAILS

TOO MANY UPDATES

FACEBOOK

PERHAPS TOO MUCH STILL

TOO WORDY

REPEAT CONTENT

REDUNDANT

I LIKE EVERYTHING ABOUT CONSANO.

I WOULD LOVE TO SEE MORE VIDEOS!

TOO MUCH INFORMATION. TOO MANY POSTS.

NOT ENOUGH UPDATES ABOUT RESEARCH PROJECTS

I WOULD PREFER SOCIAL MEDIA OVER EMAIL

DON'T HAVE TIME TO PAY ATTENTION TO IT.

SMALL SCALE PROJECTS (GO BIG, OR GO HOME!)

AGAIN, I DON'T KNOW WHY I AM ON THE MAILING LIST

UNFORTUNATELY, NO ANSWER TO THIS -- ALL GOOD

I DON'T HEAR ENOUGH ABOUT SOME OF THE OUTCOMES

FROM THE SOCIAL MEDIA I'M READING, IT'S NOT ACTUALLY REALLY CLEAR WHAT RESEARCH WORK IS BEING DONE. I TEND TO GIVE MONEY WHEN I HEAR ABOUT A PROJECT THAT SOUNDS GOOD.

NOTHING YET. MAYBE JUST MORE SPECIFIC INFORMATION ABOUT WHAT IS CHANGING AS A RESULT OF THE FUNDING OF RESEARCH PROJECTS

I WOULD LIKE TO KNOW MORE ABOUT HOW THE MONEY IS BEING TRANSLATED INTO ACTIONABLE PROGRESS.

THERE ARE SO MANY ORGS RAISING MONEY AND SENDING INFO AND SOLICITATIONS. HARD TO DIFFERENTIATE.

WEB PAGE IS NOT USER FRIENDLY. YOU SHOULD BE ABLE TO FIND THE CORRECT DONOR PAGE BEFORE HITTING THE DONATE BUTTON

I DON'T INTERACT SO DON'T KNOW. EMAIL IS FINE I GUESS

I DON'T HEAR ENOUGH ABOUT THE PROCESS OF RESEARCH PROJECTS

I DON'T RECEIVE MUCH INTERACTION, EXCEPT FROM FACEBOOK POSTS FROM MOLLY

NOTABLE

CONSANO CONTRIBUTORS SEEK MORE UPDATES ON RESEARCH PROJECTS AND WANT TO KNOW HOW THEIR DOLLARS ARE WORKING TOWARDS MEDICAL ADVANCEMENTS.

RECOMMENDATION

SEE PAGE 18.

(Q7) IF YOU COULD MAKE ONE CHANGE OR SUGGESTION ABOUT THE WAY CONSANO COMMUNICATES WITH YOU, WHAT WOULD IT BE?

MAYBE UPDATES ON FUNDING PROJECTS

I LIKE SEEING CONSANO POSTS ON FB MORE OFTEN

INCLUDE MORE SPECIFICS

MORE PROJECT INTO

MORE VIDEOS

IT'S PERFECT THE WAY IT IS.

MORE SUBSTANTIVE MONTHLY UPDATE ON PROJECTS

MORE SIGNS OF PROGRESS, FUNDRAISING GOALS ACHIEVED, ETC.

I DO NOT HAVE CHANGES TO RECOMMEND. I LIKE THE USE OF FACEBOOK, TWITTER, AND NEWSLETTERS. AGAIN, I WOULD LIKE TO HEAR MORE ABOUT RESEARCH RESULTS. ALSO, EVEN IF NOT TOTALLY RELATED TO WHAT CONSANO IS DOING, POSSIBLE EXCITING NEW THINGS IN MEDICINE THAT ARE BEING WORKED ON THAT NON-MEDICAL PEOPLE MAY NOT KNOW ABOUT

GET RESEARCHERS TO EXPLAIN MORE OF THEIR STUDIES NO MATTER HOW SMALL THE RESULTS

MAYBE MORE SOCIAL SHARING ABOUT THE PROJECTS CURRENTLY BEING DONATED AGAINST, TO INSPIRE FOLKS TO HELP OUT

MORE ABOUT THE RESEARCH! I LOVE THE FOCUS ON MOLLY, SUCH A GREAT AND EMOTIONAL FOUNDER STORY, SO I DON'T WANT TO TELL YOU DO TO DO AWAY WITH IT. WHY DON'T YOU BRING IT TOGETHER - MAYBE VIDEOS WHERE MOLLY INTERVIEWS THE RESEARCHERS ABOUT THEIR PROJECTS? (CAPTIONED VIDEOS IN FB ARE THE STICKEST THING GOING RIGHT NOW!) OR SCIENCE LESSONS WITH THE FINKELSTEINS - GET CLARA TO TRANSLATE SCOTT'S MEDICAL JARGON, OR SOMETHING CUTE LIKE THAT.

MORE UPDATES ON RESEARCH OR WHEN NEW RESEARCH PROJECTS ARE AVAILABLE

SPECIFIC INFORMATION ABOUT PROJECTS THAT MATCH MY INTEREST

MORE CALL TO ACTION FOR DONATION. I REALLY ONLY DONATE WHEN I'M AT THE FUNDRAISER. I DON'T SHOP ONLINE MUCH AND DON'T LIKE ENTERING CREDIT CARD INFO.

MAYBE BY SENDING INFO THAT I COULDN'T GET ANYWHERE ELSE AND THAT DOESN'T SUGGEST FUNDRAISING.

AN OCCASIONAL HIGHLIGHTED, MORE IN DEPTH STORY IE: PARTICULAR INVESTIGATOR, HUMAN INTEREST STORY

I HAVEN'T SOUGHT OUT INFORMATION RECENTLY, SO I FEEL LIMITED IN PROVIDING FEEDBACK. I'M UNCLEAR AS TO THE OPTIONS AVAILABLE AT CONSANO THESE DAYS.

MAKE THE COMMUNICATIONS SPECIFIC TO THE CAMPAIGN TO WHICH I DONATED.

ASK EACH DONOR THEIR PREFERRED METHOD OF COMMUNICATION.

I WOULD LIKE A MONTHLY NEWSLETTER VIA EMAIL. I HARDLY CHECK FACEBOOK.

I DON'T THINK I'VE SEEN VIA EMAIL THE RESULTS OF PREVIOUS RESEARCH.

GOES TO MY JUNK MAIL - USER ERROR ON MY BEHALF, BUT WOULD BE NICE IF IT WAS SET UP SO THAT IT WASN'T MARKED AS SPAM.

EMAIL AN UPDATE ON THE PROJECT THAT SOMEONE HAS DONATED TO, LETTING THEM KNOW WHAT'S HAPPENING WITH IT

PLEASE REQUEST A DONATION ANNUALLY SO I DON'T FORGET!

FOCUS OF COMMUNICATION AND EVENTS CAN TEND TO COME ACROSS AS ELITIST; MAKE MORE ACCESSIBLE TO ALL PEOPLE, AND MAKE SMALLER CONTRIBUTIONS FEEL VALUABLE

FOCUS ON SENDING MORE INTERESTING INFORMATION ABOUT RESULTS.

NOTABLES

CONSANO CONTRIBUTORS SUGGEST THAT CONSANO OFFERS MORE UPDATES ON SIGNS OF PROGRESS IN THE RESEARCH EFFORTS AND HOW THEIR MONETARY SUPPORT IS HELPING.

RECOMMENDATION

SEE PAGE 18.

MOLLY MONTHLY

WHAT IS A MOLLY MONTHLY?

A MOLLY MONTHLY IS A SHORT (5-7 MIN), SELF CREATED VIDEO CLIP THAT THE FOUNDER OF CONSANO (MOLLY LINDQUIST) CAN USE TO SEND STRONG PERSONAL MESSAGES OF IMPORTANCE TO CONSANO CONTRIBUTORS AND POTENTIAL CONTRIBUTORS.

WHY A VIDEO?

A SELF CREATED VIDEO SHOWS CONTRIBUTORS A LOOK BEHIND THE CONSANO CURTAIN. GETTING A PERSONAL VIDEO UPDATE ON PROJECTS AND SUCCESS STORIES FROM THE CEO AND FOUNDER MAKES CONSANO SEEM MORE PERSONAL AND GROUNDED. WITH SO MUCH TO READ ON CONSANO'S WEBSITE AND SOCIAL MEDIA PROPERTIES, A VIDEO WILL CREATE AN EASY WAY TO FOLLOW CONSANO'S UPDATES WITHOUT HAVING TO READ.

WHAT WE HOPE TO ADDRESS

- (Q5) AS LAID OUT IN QUESTION 5, CONSANO CONTRIBUTORS RESPONDED VERY POSITIVELY TO PERSONAL, REAL AND PASSIONATE ENGAGEMENT PIECES. FREQUENT VIDEOS OF MOLLY WILL LOOK TO ENHANCE THE PERSONAL CONNECTION BETWEEN CONSANO AND ITS CONTRIBUTORS. SOMETHING TO REMEMBER IS, 'MOTION CREATES EMOTION'.

- (Q6) AS HIGHLIGHTED IN QUESTION 6, THE THING CONSANO CONTRIBUTORS LIKED LEAST WAS THE LACK OF UPDATES ON SPECIFIC RESEARCH EFFORTS. WITH MOLLY MONTHLY VIDEOS, CONSANO WOULD SHED LIGHT DIRECTLY ONTO THE MOST POSITIVE ADVANCEMENTS THAT HAVE OCCURED OVER THE PAST MONTH DUE TO THE IMMENSE SUPPORT OF ITS SUPPORTERS.

- (Q7) WHEN ASKED, CONSANO CONTRIBUTORS SUGGESTED THAT CONSANO UPDATE THEM MORE ON HOW RESEARCH PROJECTS ARE COMING ALONG AS WELL AS HOW THEIR DONATIONS ARE MAKING A REAL DIFFERENCE. A MOLLY MONTHLY WOULD BE ABLE TO SHOW TRUE PROGRESS REPORTS ON THE MOST POPULAR RESEARCH PROJECTS. IT WOULD ALSO ALLOW CONSANO TO SHOWCASE SUCCESS STORIES OF PEOPLE WHO WERE POSITIVELY EFFECTED BY CONSANO'S EFFORTS. THIS CAN GENERATE CERTAIN RAW EMOTIONS THAT WOULD OTHERWISE BE LOST IF THESE STORIES WERE PRESENTED IN WRITTEN FORM.

POSSIBLE MOLLY MONTHLY CONTENT

- A ROUND UP OF EVERY PROJECT THAT MET ITS DONATION GOAL DURING THE PAST MONTH. (SHOWS PROGRESS)

- SHOWCASE NEW PROJECTS THAT ARE OR ARE COMING AVAILABLE FOR CONTRIBUTORS TO DONATE TO. (KEEPS PEOPLE INFORMED)

- SHOW STORIES OF PEOPLE WHO BENEFITED FROM THE GREAT WORK CONSANO AND ITS CONTRIBUTORS DO. (CREATES POSITIVE EMOTION)

- HAVE A RECOGNIZABLE FIGURE ACCOMPANY MOLLY TO HELP TELL THE CONSANO STORY AND ALL THE GOOD CONSANO DOES. (KEEPS CONSANO RELEVANT)

A MOLLY

(Q9) IN REGARD TO YOUR OVERALL SATISFACTION WITH CONSANO, PLEASE SHARE ANY FEEDBACK (POSITIVE OR NEGATIVE) THAT YOU BELIEVE WOULD BE IMPORTANT OR BENEFICIAL FOR CONSANO'S LEADERSHIP TO CONSIDER MOVING FORWARD.

POSITIVE RESPONSES

YOU GUYS ARE DOING GREAT WORK! KEEP IT UP!

EXCELLENT

I'M SATISFIED

KEEP UP THE GREAT WORK.

KEEP UP THE GREAT WORK!!

GOOD TO KNOW THAT RESEARCH IS BEING FUNDED.

I LOVE TO SEE HOW CONSANO HAS EMERGED IN SOCIAL MEDIA IN THE LAST COUPLE YEARS, AND BELIEVE IN THE IMPACT THAT CAN BE MADE FOR THE CAUSE

WELL RUN PROGRAM.. LOVE THE RESEARCH PROGRAMS YOU SUPPORT AND LOVE YOUR INVOLVEMENT OF THE COMMUNITY.. NEXT YEAR I PLAN TO ATTEND THE GALA!!!

THINK IT'S GREAT. HONOR PAGES IS BRILLIANT -- AND HAS THE BEST BET TO MOVE OUR SOCIETY AWAY FROM STARTING TOO MANY FOUNDATIONS/NON-PROFITS... AND INSTEAD FOCUSING ON RESEARCH AND THE IMPACT.

GREAT WORK!!! SO INSPIRING. LOVE THE NAME RIPPLES OF HOPE AWARD. BEST NAME FOR AN AWARD I HAVE HEARD.

CONTINUE DOING WHAT YOU ARE DOING! I REALLY ENJOY WATCHING CONSANO GROW (THROUGH FACEBOOK).

CONSANO FILLS A MUCH APPRECIATED NICHE, PROVIDING A WAY FOR ANYONE TO DIRECT DONATE TO A SPECIFIC PROJECT. IT IS GRATIFYING TO KNOW THAT 100 PER CENT OF MY DONATION WILL BE USED FOR RESEARCH, NOT ADMINISTRATIVE COSTS. LOVE THIS PLATFORM!

VERY HAPPY TO SEE WHAT THEY ARE DOING - A BIT DISAPPOINTED MORE PEOPLE ARE SUPPORTING INDIE MOVIE PROJECTS THAN MEDICAL RESEARCH.

NEGATIVE RESPONSES

WEB PAGE IS NOT USER FRIENDLY

AN ORGANIZATION THAT NEEDS A MORE EFFECTIVE VOICE.

CONSANO SOUNDS A LOT LIKE MONSANTO. IS THAT GOOD? I DON'T KNOW.

I DONATE TO A LOT OF NON-PROFITS. I HAVE ONLY DONATED TO ONE CONSANO PROJECT. I LIKE THE IDEA, BUT I LACK A PERSONAL CONNECTION TO A LOT OF THE PROJECTS.

SUGGESTIVE RESPONSES

KEEP ON COLLECTING MONEY FOR RESEARCH!

KEEP EXPANDING AS YOU ARE ABLE

GETTING MORE GRANT FUNDING

LOVE YOUR WORK

ARE THERE OPPORTUNITIES (BOTH RESEARCH AND FUNDRAISING) IN THE RARE DISEASE COMMUNITIES?

I WOULD BE HAPPY TO HEAR ABOUT OTHER INTERESTING AREAS OF MEDICINE, RESEARCH ETC EVEN IF NOT DIRECTLY RELATED TO A CONSANO PROJECT. IT COULD BE A SMALL SECTION IN THE NEWSLETTER.. EVEN A FEW BULLET POINTS.. SUCH AS: HEARING THE TEAM AT THE XX CENTER IN ST LOUIS MAKING GREAT PROGRESS ON... WHATEVER IT MAY BE.

OTHER CROWD-FUNDING PLATFORMS ARE EMERGING, AND THIS CAPABILITY IS INTEGRATING INTO EXISTING SOCIAL MEDIA, SO CONTINUING TO DIFFERENTIATE AND ADD UNIQUE VALUE WILL BE IMPORTANT.

CONTINUE MAKING CONNECTIONS WITH RESEARCHERS, CO-SPONSOR EVENTS RELATED TO PREVENTATIVE HEALTH PLANS, EDUCATION AND RESEARCH,

CONCEPT FOR CONSANO IS TOTALLY DIFFERENT FROM OTHER HEALTH NON PROFITS BUT BROUGHT COMMUNICATION OF LATE, IT SEEMS LIKE "SAME OLD, SAME OLD." TOUGH ENVIRONMENT AND IT'S NOT JUST ABOUT \$\$\$\$. ENTIRELY TOO MANY ORGS, IN MY OPINION, AND WOULD LOVE TO SEEM MORE COLLABORATION AND CONSOLIDATION.

I DO NOT KNOW ALL THAT MUCH ABOUT CONSANO - USED CONSANO TO SUPPORT A CAUSE AFFILIATED WITH MY DAUGHTER'S FRIEND. IT IS NOT A NAME I SEE OFTEN, SO I WOULD RECOMMEND GETTING THEIR NAME INTO THE MEDIA TO INCREASE AWARENESS.

ABILITY TO BROWSE PAST PROJECTS (NO LONGER ACTIVE)

TRANSPARENCY AND COMMUNICATION ARE THE KEYS. (A+) EASY WEBSITE NAVIGATION (A+)