



## **TGBC Community Insight Discovery**

***What do they really think?*** Discovery options to gain insight into your clients, patrons, or specific constituencies and benchmark other organizations. Provides important information to understand your community and guide your planning.

- **Understanding Your Community (Patrons, Clients, Donors, Membership)**
  - Community Survey:
    - A short survey (Online; <3min) to get a broad view of interests and experience.
    - Survey Question Template is provided and TGBC develops, administers survey and consolidates results.
  - Focus Group(s):
    - Facilitated conversations with selected constituencies to probe and discuss current state, experiences and desired outcomes.
    - Script Template is provided and TGBC facilitates session(s) and consolidates results
- **Benchmarking**
  - Free form research and review of other organizations that are similarly situated or to which you aspire. Organizations are selected that can provide insight into best practices, membership/donor dynamics and elements for success.

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