

# 2019 Network Delaware Annual Survey + Focus Group Feedback

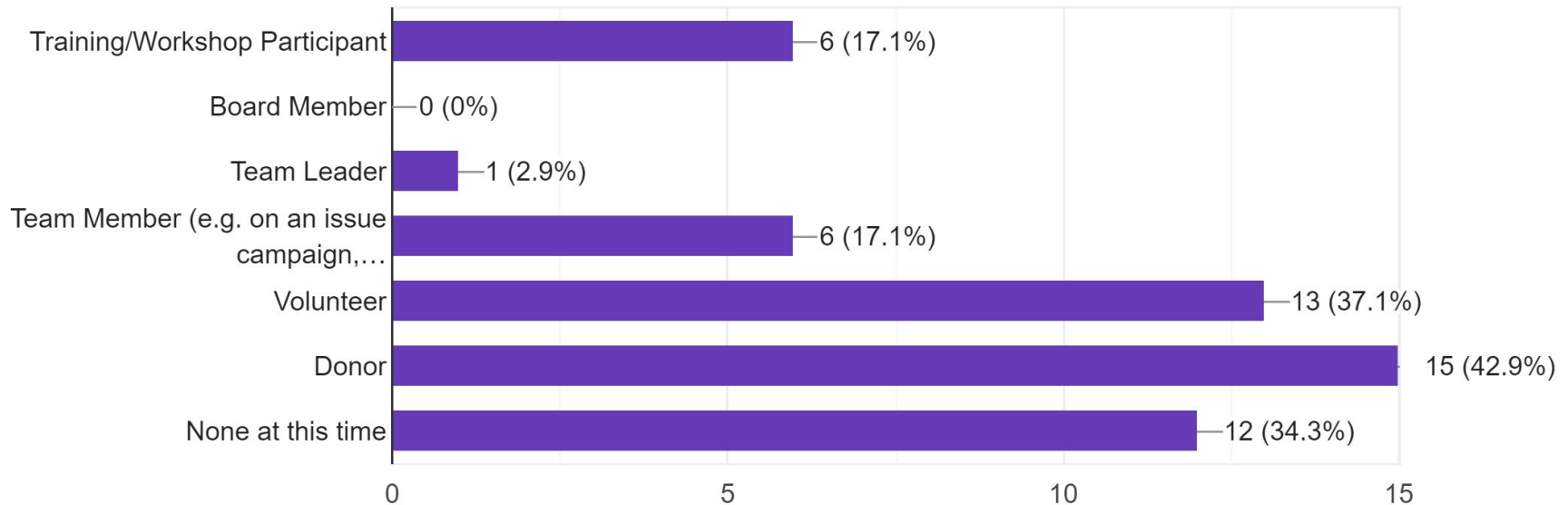


**NETWORK**  
**DELAWARE**

# Overview of Survey Takers

What is your role with Network Delaware? (Please select all that apply.)

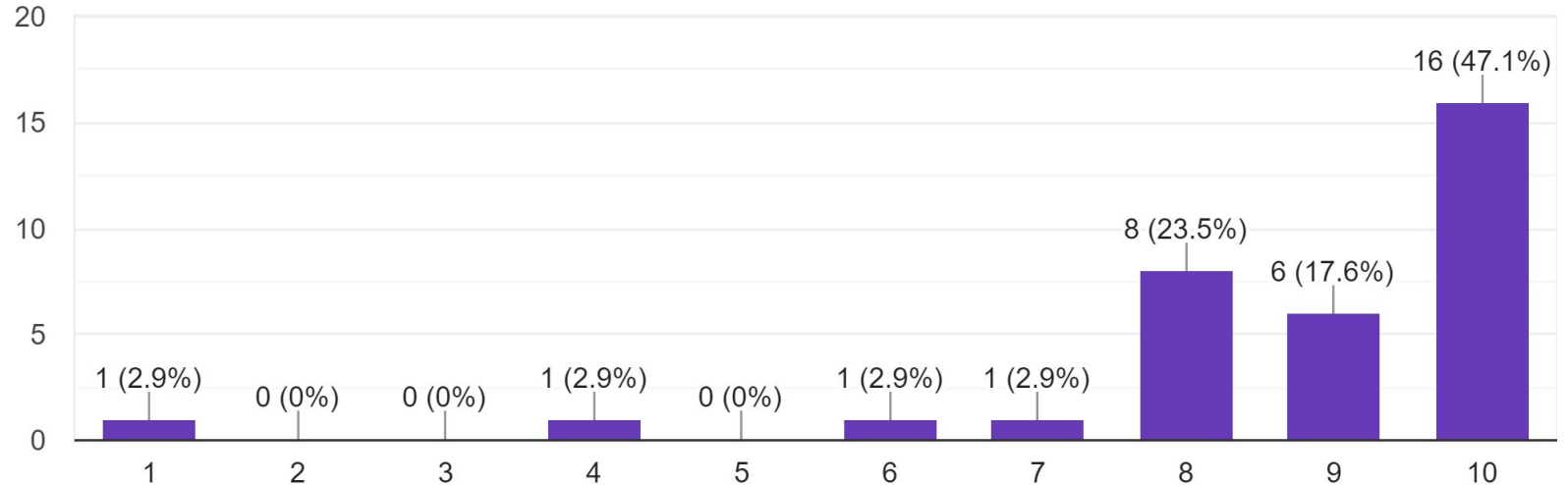
35 responses



# Recommendation of the Network (10=highest, average=8.71)

Would you recommend Network Delaware to others?

34 responses



# Levels of Support for Network Activities

<u>Activity</u>	<u>Level of Support (5=the highest)</u>
Policy change / Issue campaigns	4.8
Holding elected officials accountable	4.7
Increasing voter turnout	4.7
Civic Action Alerts	4.6
Organizer and training programs	4.6
People's Congress	4.5
Identity-specific organizer training programs (e.g. Ella Baker Black Organizers Group, Latinx organizers group, etc.)	4.5
Network Action Teams	4.5
Workshops on running for office	4.4

# What Issues Should the Network Prioritize?

<u>Issue</u>	<u>% of Priority Support</u>
Racial Justice	<b>91.4%</b>
Criminal Justice Reform	<b>80%</b>
Education	<b>65.7%</b>
Immigrant Rights / Voting Rights	<b>62.9%</b>
Housing	<b>60%</b>
Environment / Reproductive Justice	<b>57.1%</b>
LGBTQ Rights	<b>40%</b>
Economics	<b>37.1%</b>
Disability Rights	<b>34.3%</b>

# Levels of Member Community Engagement

<u>Activity</u>	<u>Level of Engagement (5=most engaged)</u>
Reading the local news	4.2
Attending a community meeting, event, or action	3.9
Taking civic action in my own community or neighborhood	3.7
Contacting a legislator about a policy	3.6
Attending a public body meeting (e.g. school board, city/county council, or at the General Assembly)	3.4
Volunteering on a local issue campaign (e.g. to push a cause such as education, criminal justice reform, health, etc.)	3.1
Volunteering on a local political campaign	2.8

# Effectiveness of Network Organizational Systems

<u>Activity</u>	<u>Level of Engagement (5=most engaged)</u>
Communications	4.5
Volunteer management/involvement	4.1
Administration/Operations	3.9
Fundraising	3.7

# Member Personal Leadership Assessment

<u>Question</u>	<u>Personal Assessment (5=highest)</u>
I believe I have a role to play in the political process	4.7
I believe I'm involved in making change	4.4
I am (or I already have) committed to organizing over the long-haul for social change	4.3
I am part of a dedicated team that "gets stuff done"	4.1
I understand how to push for intersectional justice (e.g. race, gender, economic status, etc.)	4.1
I know how to make an impact in my community	4.1



# Overall Network Delaware Reflections

<u>Area</u>	<u>Assessment (5=highest)</u>
Network Delaware has had a positive impact on my own life	4.3
I feel motivated being around other Network Delaware members and volunteers	4.3
Network Delaware has excellent Civic Engagement initiatives	4.2
Network Delaware has excellent Policy Change initiatives	4.2
Network Delaware is one of the best organizations at getting regular people involved in making change	4.2
Network Delaware has helped me improve my own skills and knowledge	4.1
Network Delaware has excellent Leadership Development initiatives	4.1

# Fundraising feedback (from the focus group)

## **Deltas**

- We need to bring in more money (e.g. monthly donors)
- We need a fundraising infrastructure within the Network

## **Proposed Recommendations**

- Network Delaware must grow a culture of fundraising from within its membership and expand our monthly donor base
- Fundraising should be our top priority as a developing organization (e.g. need strong branding, list of accomplishments, strategic plan, and highlight what makes us unique)
- Focus on connecting our mission and the work that our members do to our fundraising asks

# Issue Campaigns Feedback (from the focus group)

## Plusses

- There are members who feel very passionately about certain issues
- Issue campaign members are eager to improve their organizing skills (they want to learn)

## Deltas

- Members of issue campaigns said they felt isolated from the rest of the work that the Network was doing, and they also felt unsure as to how they could reach out to the Network at large when they needed additional resources/support
- Members did not feel like they were supported by the organization and struggled to keep their meetings productive and goals focused

## Proposed Recommendations

- Provide a more structured “umbrella” on top of issue campaigns to give support and coaching
- Increase communication from Network Delaware to its various issue campaigns (e.g. Network coach at each meeting, recognize and inform issue campaigns, etc.)
- Connect the issue campaigns with the work that Network’s Planning Committee is doing, so they feel less in the dark
- Main areas the issue campaigns need help: setting SMART goals, campaign plan, accountability, and action items
- A good portion of our issue-based work is reactive...we should consider if that’s how we want it to be

# Communications Feedback (from the focus group)

## Plusses

- Several folks complimented the Civic Action Alerts (e.g. variety of info + made it easy to send others)
- General consensus was that Network is more well-known than a year ago, which is a good thing, and that our Op Eds have been helpful in getting our name out
- We do a good job of sending different opportunities to members

## Deltas

- Not great communication between issue campaigns and the broader Network (i.e. internal communications)
- Not enough fundraising asks
- Very Facebook-reliant

## Proposed Recommendations

- Can we get better communication on other platforms, like Twitter and Instagram, for those who aren't on facebook?
- We should include Network Delaware's origin story in more of our Comms material, including fundraising asks. That a group of people decided that the status quo is unacceptable and joined together to demand more of our state, cities, communities

# Training Feedback (from the focus group)

## Plusses

- Lots of opportunities
- The Op Ed Workshop and the People's Congress and the Candidate School got shout-outs for being informative and positive experiences

## Deltas

- Would be nice to have some smaller/more personalized trainings

## Proposed Recommendations

- Offer more training to issue campaigns
- Trainings people want to see (e.g. how to use Action Network, deal with burnout, how to get involved in the broader community, candidate support, starting a new project, etc.)

# Organizational Culture Feedback (from the focus group)

## Plusses

- A clear effort to bring together diverse folks
- Not a rigid hierarchy
- Not intimidating to ask others for help
- Tons of opportunities to get involved
- Most events are kid-friendly
- “Empower” and “connect” were the two words that folks most readily associated with Network Delaware

## Proposed Recommendations

- Be sure to offer members spaces within Network Delaware not just where they can work, but also where they can recharge and find new inspiration
- Block clubs were a recommendation for ways to build community locally
- In addition to thinking about how our individual programs/campaigns are building power, we should think about how we are building power as a “brand” for our entire organization

# Partnerships Feedback (from the focus group)

## Plusses

- We've had successful partnerships with the MWUL and ACLU

## Deltas

- We haven't written down (or if we have, haven't shared publicly) how we go about seeking/forming/collaborating with organizational partnerships.
- We aren't seeing money from these partnerships

## Proposed Recommendations

- We should explore how to capitalize off of national partnerships for fundraising
- We should explore what partnerships might look like for other issue-based advocacy groups (ie, what it would look like for us to give them support but not to take over their group, and what we could ask of the organizations in turn) - Put together an MOU