

MWB: Research Findings

Mothers Without Borders - Annual Gala

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Executive Summary

When referring to a Gala's website, the number one goal on people's minds is to gather the basic information about the upcoming event (date, time, ticket, where, etc). By comparison, other motives (such as becoming a sponsor, learning about the organization, or viewing past events, etc.) were ranked poorly, a potential indicator that most attendees are searching primarily only for info that's absolutely needed in order to attend. They want to be prepared for the gala.

Since the data collected from surveys and interviews is very limited, the initial secondary research and SWOT analysis will be an important source to pull from in supporting future design decisions.

Overview

7 Survey Responses

1 Interview

Survey Findings (Summarized)

Summary:

- Responses: 7/7
- Gala Attendance: 7/7
- Biggest reason why people would end up not attending a gala was financial (2/7 responses say)
- When compared to other reasons, "donate / volunteer time", and "enjoy a social event" were the top reasons why people choose to attend events, respectively.
- Biggest thing respondents wanted to do when they visited a Gala's website (pre-event) was to view general event details for upcoming/current galas (e.g. place, time, date, tickets). "View Past Galas" was surprisingly ranked last out of 6. (My assumption was that people would want to see what the event would be like, what to expect, before committing to purchasing a ticket and donating. So far, it seems that assumption was wrong).
- People want an idea of what the event will be like, but judging by responses, it seems that most don't think to investigate past events to know what to expect for upcoming events. Rather, they look for specific details and information for the upcoming event.

Challenge(s) Faced:

- Because of the specificity of the target audience, it was difficult to get qualified participants. I went through word of mouth through word of mouth, Slack (Designlab's communities), and LinkedIn.
- Google Forms was limited in its ability to create ranking questions. This led to a cumbersome way of responding as a participant AND reading data as a researcher.

Interview Findings (Summarized)

Summary:

- The interviewee participated in 2 galas as a volunteer (non-donor/sponsor) by helping with event planning and pre-event communications.
- Convenience of time and date is very important to participants. Finding something that works for the majority and constantly for years to come is the goal. Consistent date and times. ("What's a free day none of you will be on vacation?")
- Always make sure the time and date is convenient, *especially* for the regulars.
- Paid for Software for online auctions (easier to manage)
- Important Details to include:
 - General "Save the Date" details
 - Auction-Online details, (passcode required?)
 - Auction-Live details, (passcode required?)
 - Dinner
 - Entertainment
 - Preview auction items (2 weeks prior to event, passcode required?)
- Previous experience from interviewee was with the following 2 organizations:
 - Special Olympics Utah
 - Ouelessebougou Alliance (lifteachother.org)

Challenge(s) Faced:

- Similar to the survey, I struggled to find qualified people to interview. The few I found did not have time for an interview.

MWB Goals Summarized

Ideal gala outcome/turnout for MWB is successfully getting 370 attendees. Last year (2021) was MWB's first gala and it was a challenge getting people there (marketing was a challenge).