

# THE **INS** GROUP PLAYBOOK



GOAL: Assess your game plan to identify, invest in, and deliver winning plays.

## A Message from Our Head Coach

I am thankful to be starting 2022 with renewed energy, enthusiasm, and purpose. This year I am taking more time to explore and assess how The INS Group can best serve our community. It is exciting to discuss ideas with our team and think big about how we can increase our impact.

Our goal this year is to make decisions about where to invest our resources to strategically move forward and support our community. We use assessment activities to analyze our operations to determine what choices are right for us. In the process, we discover ways to be more efficient, make changes as needed, and act with intention to embrace new opportunities.

This approach has also served us in identifying new services that we could provide while maintaining our commitment to deliver quality and tailored client services. To help organizations with accessible communication, we offer **sign language interpretation** and **foreign language translation** services. Being able to communicate with people in their language fosters meaningful connections. When we help organizations reach and serve more people, it is the right play for our organization.

Like The INS Group team, organizations too have to determine priorities and know that it is okay not to say yes to everything. Does your organization struggle with deciding which plays are worth the investment? Our client feature on the North Carolina Coalition Against Sexual Assault (NCCASA) shows the power of using assessment activities to make decisions and inform successful outreach strategies.

In this issue, we also share a list of questions that will help your organization make decisions that maximize resources and impact. For our Take Five Activity, we invite you **to participate in a brief survey** to share any feedback about the Playbook. We also encourage organizations to survey stakeholders for valuable insights, perspectives, and feedback.

Please **contact us** for a complimentary consultation to learn how we can help your team use assessment activities to shape your organization's future.

*Ruth A. Peebles*

Ruth Peebles, MPA  
President & Founder

## Decision-Making Begins With Asking Questions

How many decisions do you make in a day? Researchers estimate that adults make up to 35,000 remotely conscious decisions each day. That is a lot of decisions! Thankfully, many of our daily decisions are low-stakes and do not require a lot of thought. In a work setting, decisions carry more weight and can have long-term impacts. For nonprofit organizations, the stakes are even higher. Decisions have consequences that can impact organizational sustainability. There is a high level of accountability to responsibly manage resources that are in limited supply while also trying to get the resources to do more. Nonprofits also have worries about scarcity and missing out on opportunities, causing

decision-making to be even more challenging and stressful. This can lead to making decisions without thinking through the outcomes, overthinking decisions aka analysis paralysis, or maintaining the status quo to avoid difficult decisions.

To help make decision-making less daunting, we outline key assessment questions that will help your organization make strategic decisions. As you will see in the following example scenarios, decisions often have many different variables that require careful consideration.

[Read More](#)



## The Stats Are In...

Check out these data points to help assess and inform your key plays.

Data from [Blackbaud's 2020 Charitable Giving Report](#) showed **21% growth in online giving** year over year.

[Pew Research surveys](#) found that **72%** of the public uses some type of social media.

[Classy's The State of Modern Philanthropy 2021 report](#) found **4 out of 5 donors** who donate to an individual's fundraising campaign on behalf of a nonprofit are new to the organization.

[Sprout Social reports](#) that after following an organization on social media, **91% visit the brand's website or app**, 89% will buy from the brand, 85% will recommend the brand to a family or friend.

## Take

On the first anniversary of the Playbook, we invite you to participate in a survey to share any feedback you have for us. And you can vote for the next Playbook topic! We know your time is valuable and we appreciate you taking the time to share your thoughts.

Have you conducted a survey recently with your stakeholders? We encourage you to incorporate activities such as surveys and polls to gather valuable feedback to understand the impact of your work and inform strategic decision-making for resource allocation.

[Take the survey now.](#)



### Nonprofit Services

Learn more about The INS Group's customized consulting services for nonprofits.



### INS Blog

We are excited to share our expertise through our blog. Read now for insights and solutions to achieve your goals.



### Contact Us

Please reach out for a free consultation to learn how our custom solutions fit your needs.

*\*The information shared in the Playbook is for educational purposes only and does not constitute medical advice.*

## Key Plays

North Carolina Coalition Against Sexual Assault

**NCCASA**  
EDUCATION ♦ ADVOCACY ♦ LEGISLATION

## A Strategic Approach to Accessible and Inclusive Outreach

The [North Carolina Coalition Against Sexual Assault \(NCCASA\)](#) is an inclusive, statewide alliance working to end sexual violence through education, advocacy, and legislation. NCCASA was first organized in 1986 by local rape crisis center advocates and was officially incorporated in 1988 with a clear mission to focus on supporting the work of rape crisis centers across the state that provide direct services. According to [Monika Johnson-Hostler](#), NCCASA Executive Director, "We are an extension to the voices of survivors throughout the state of North Carolina and that informs the work that we do."

While NCCASA does not provide direct services, it does raise awareness of the services available in North Carolina to connect sexual assault survivors with help. During COVID, it has become even more imperative for NCCASA to help service providers disseminate the message that services are still available. "We wanted to make sure that without a doubt survivors knew that they could still depend on our rape crisis centers throughout the state to meet their needs," noted [Johnson-Hostler](#). The organization decided to launch a media campaign to share this critical message. After identifying key activities including engaging local agencies with the campaign, producing campaign materials in Spanish, and tracking campaign performance, NCCASA partnered with [The INS Group](#) to execute the media campaigns.

With traditional outreach strategies such as events restricted, there was an opportunity to explore different outreach activities tailored to local programs and their audiences. The [INS Group](#) collaborated with the NCCASA team to survey local programs to engage them with the campaigns. This also helped to shape the campaign strategy and tailor outreach activities to each participating program. The outreach activities available included radio ads, Google advertising, social media ads, print ads in local publications, website banner ads, and television commercials. A unique campaign plan was developed for each agency that included a custom selection of outreach activities designed to best reach their service community.

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