

HELP START EDUCATION FOUNDATION

SEP-DEC 2025
FINAL PRESENTATION





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BYU PR
INTELLIGENCE

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ABOUT US

The BYU PR Intelligence Lab is a faculty-led, student-run PR firm that is grounded in research and strategy. We develop tailored communication insights and recommendations that address our client's needs through data and intelligence.

Through a mentored environment connected to courses, students become data literate, learn client skills and rise to leadership positions as they work with organizations that seek to make a positive social impact.



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Help Start's Goal:

Create a strategy to identify and message potential donors

OBJECTIVES

- 1 UNDERSTAND
TARGET AUDIENCE
- 2 DETERMINE
DONOR
MOTIVATION
- 3 DEVELOP
COMMUNICATION
STRATEGY

TIMELINE

9/23

PR Lab &
HSEF Kickoff Meeting

9/30-10/31

Conducted
interviews

10/7-10/14

Conducted
focus groups

10/21-11/19

Conducted
Field Survey

11/20-12/16

Data Analysis &
Final Presentation

RESEARCH METHODS



Interviews



Focus Groups



Survey

INTERVIEW OVERVIEW

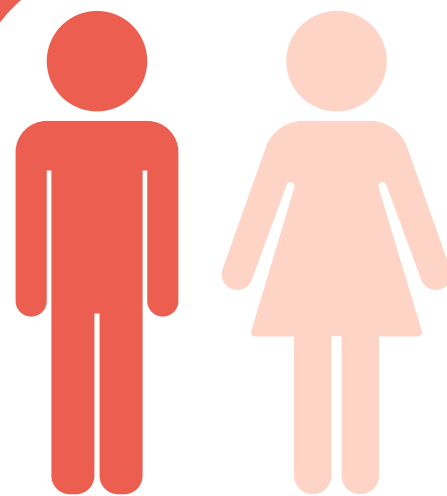
Ages ranged
from

20-87



29

Interviewed



9
female

20
male

Analyzed
through

- **Otter AI**
- **Notebook LM**

FOCUS GROUP OVERVIEW

Participants
ranged from
students to
retirees

Focus group
administered on
10/14



3
separate focus
groups

24
total focus group
participants

SURVEY DESCRIPTION



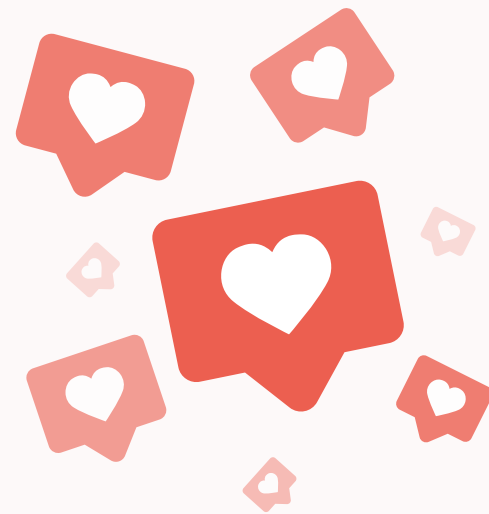
Demographics

- Age
- Gender
- Ethnicity/Race
- Employment status
- State
- Income
- Education



Humanitarian Efforts

- Frequency
- Organizations
- Communications
- Motivations



Social Media Usage

- Platforms

Objective 1:

Understand Target Audience

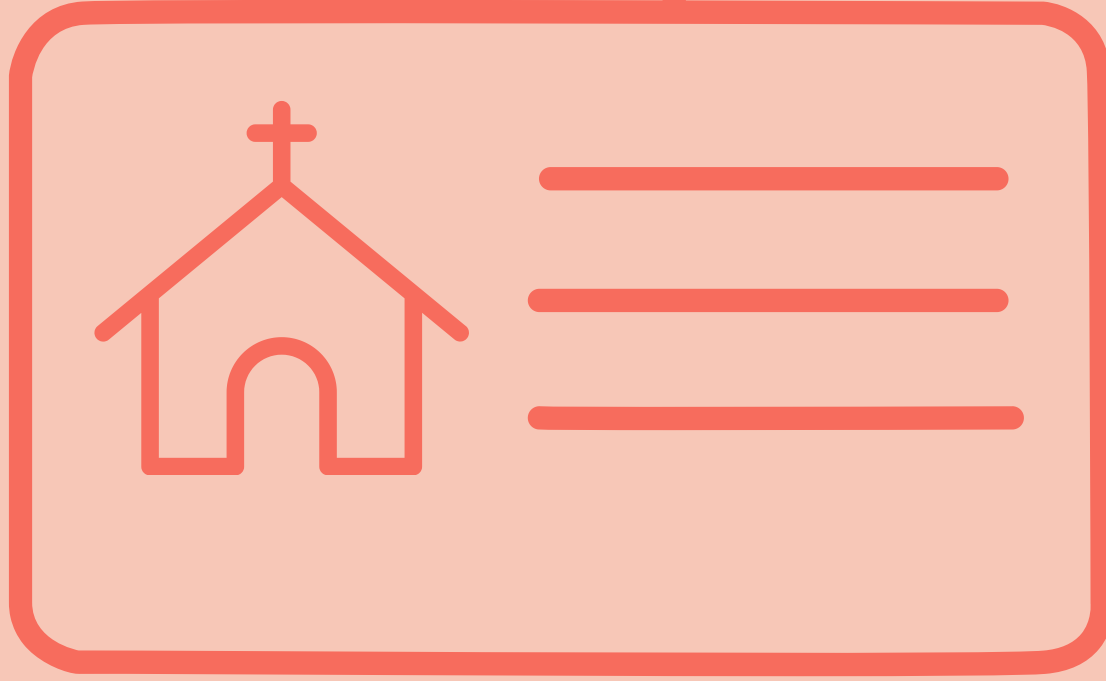
Personas





Meet Dallin

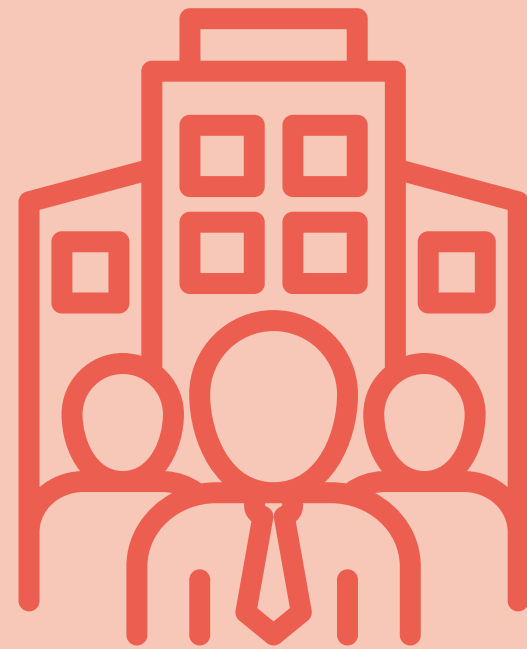
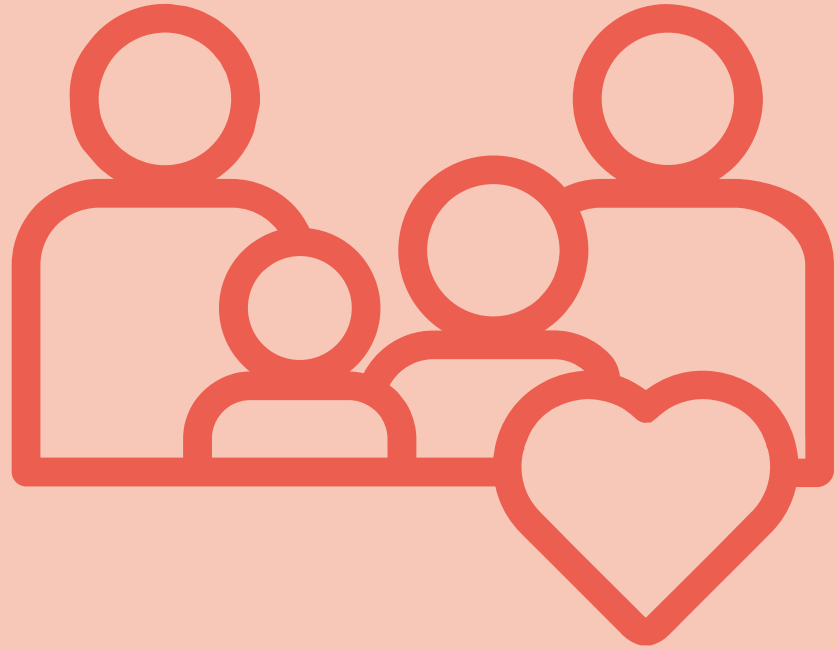
BIO



Age Range: 18-24

Family: Single, no children

BIO

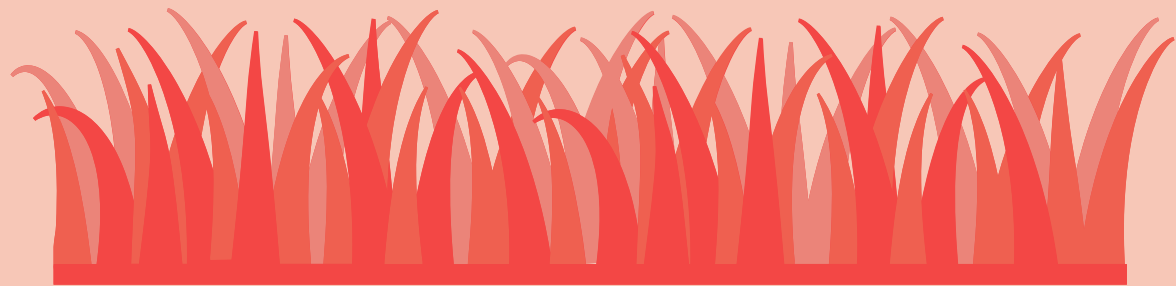


Meet Angela

Age Range: 45-64

Family: Married, 4 children

BIO

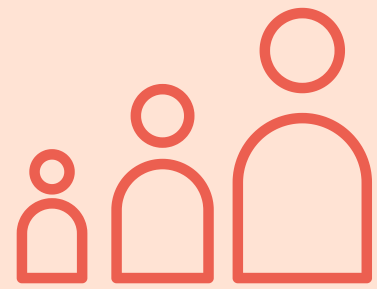


Meet David

Age Range: 65+

Family: Married, 6 children, 20 grandchildren

OVERALL INSIGHTS



Employment status and **income** do not reflect likelihood of donation



Education is related to willingness to donate



Gender and **frequency of donation** have no correlation



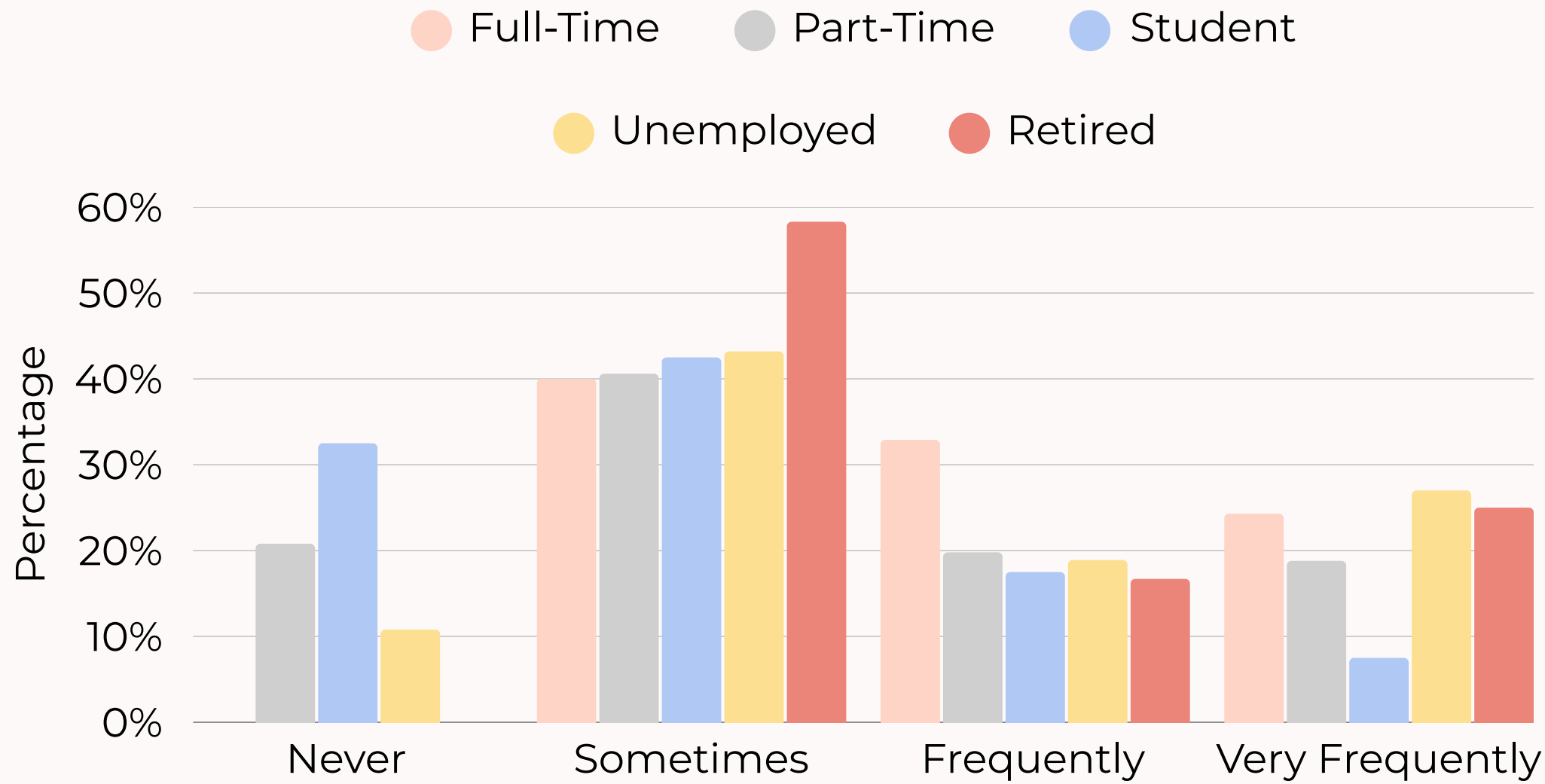
Older age groups are more likely to donate

INSIGHT #1:

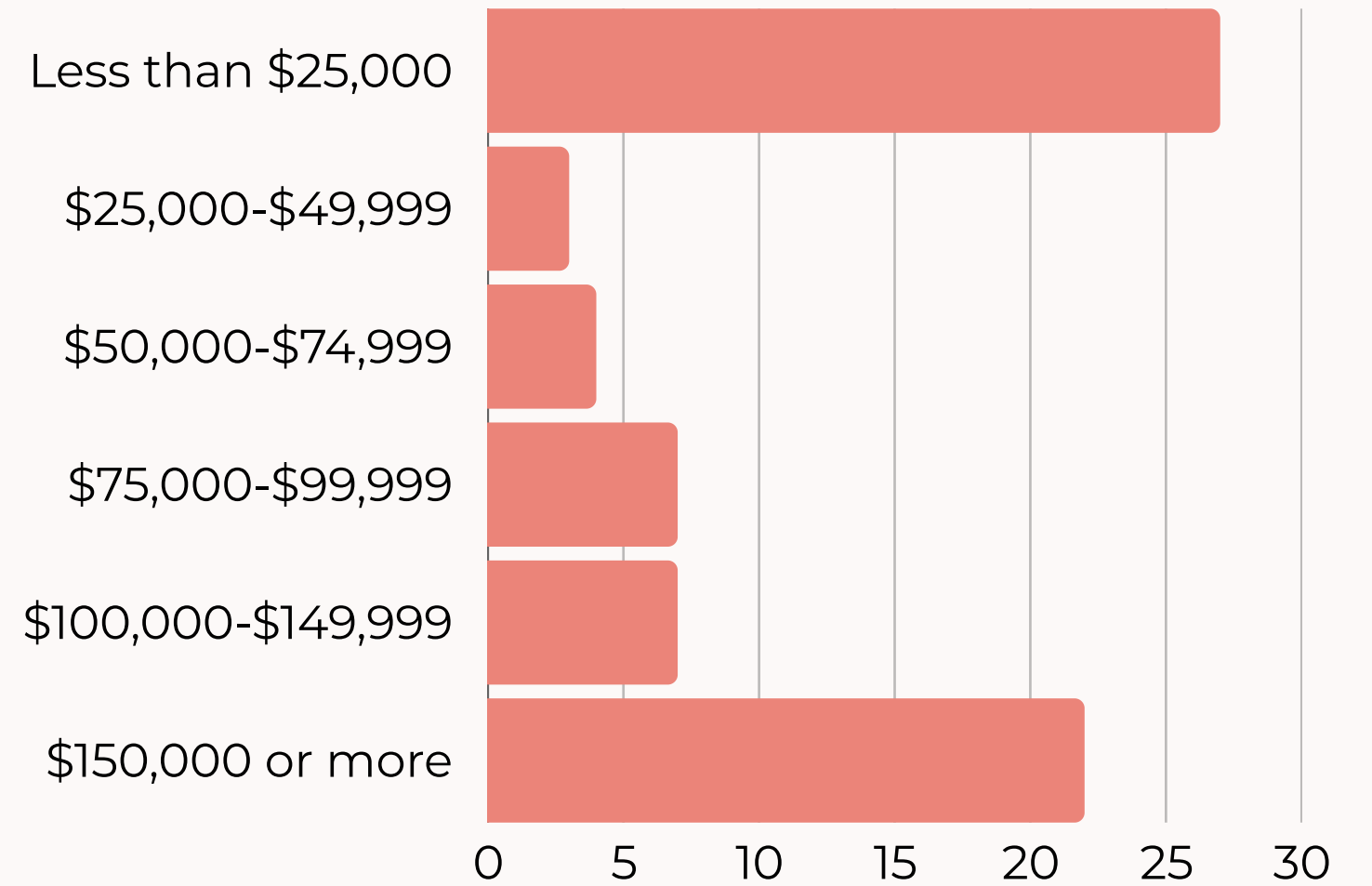
EMPLOYMENT STATUS AND INCOME DO NOT REFLECT LIKELIHOOD OF DONATION



How often do you make a monetary donation to a non-profit organization?



Frequent non-profit donors categorized by household income



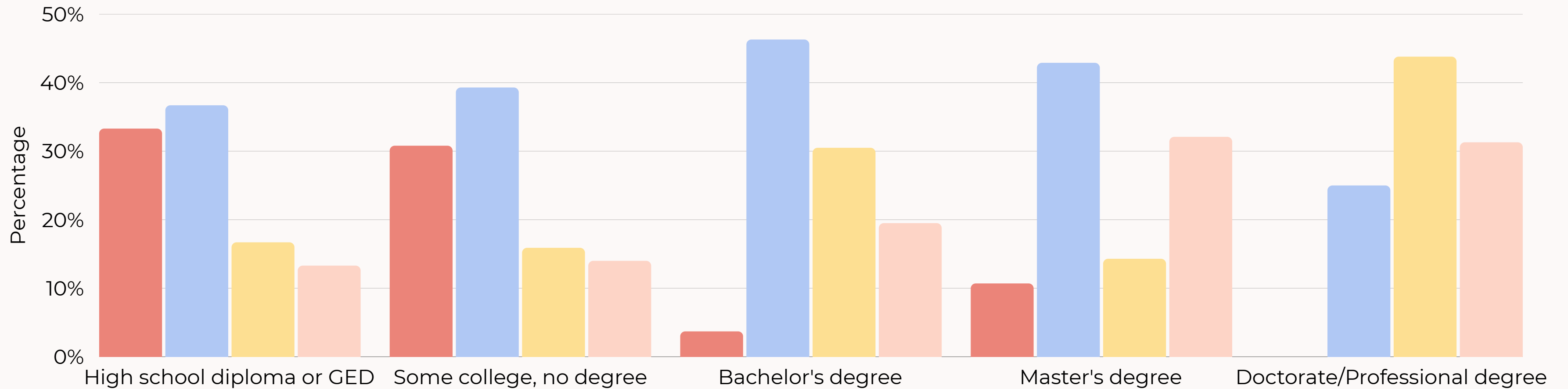
INSIGHT #2:

EDUCATION IS RELATED TO WILLINGNESS TO DONATE



How often do you make a monetary donation to a non-profit organization?

Never Sometimes Frequently Very Frequently



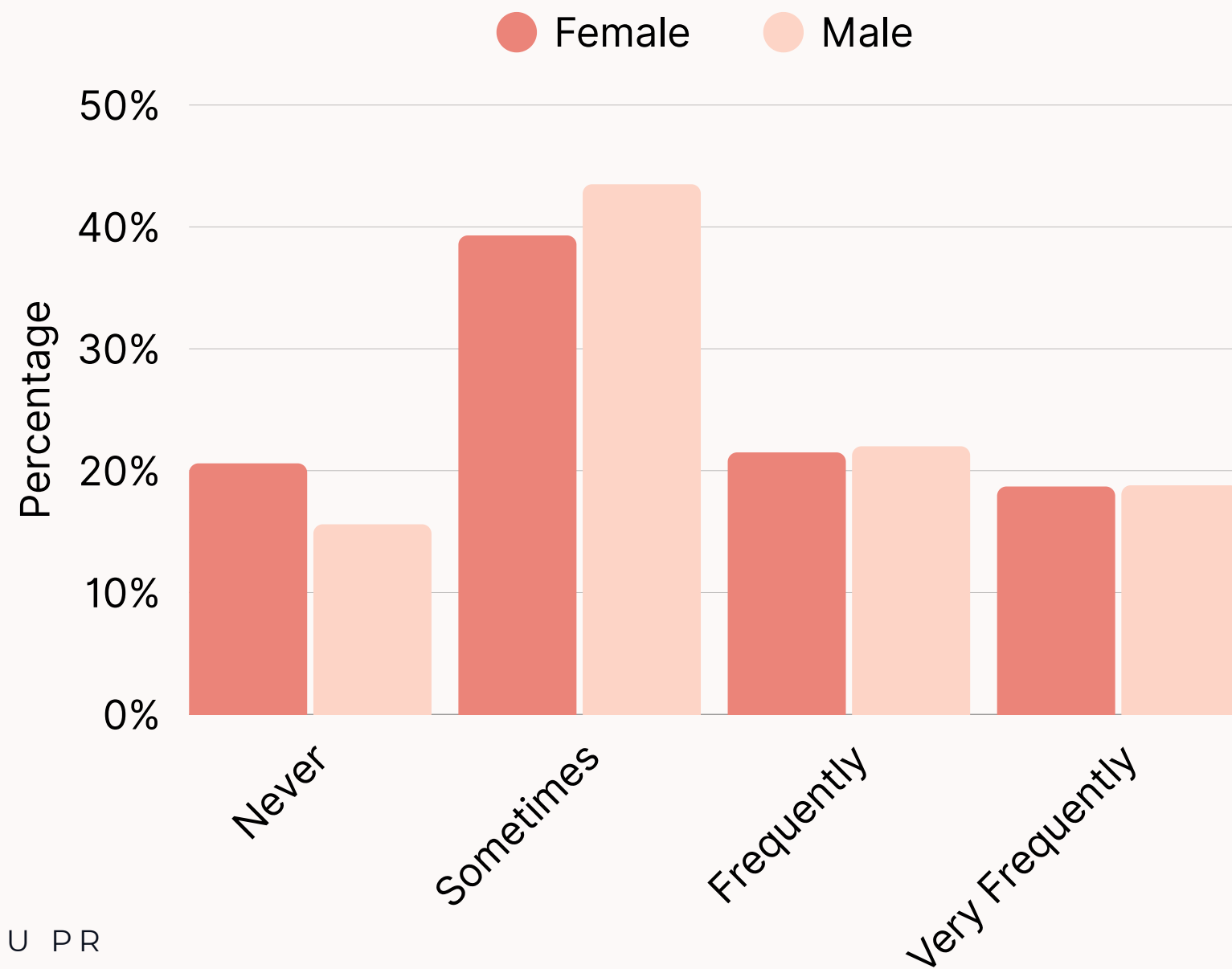
One interview participant explained their education at BYU “**set a foundation that allowed [them] to really understand how to learn**” and “gave [them] credibility,” suggesting they valued the purpose of education.

INSIGHT #3:

GENDER AND FREQUENCY OF DONATION HAVE NO CORRELATION



How often do you make a monetary donation to a non-profit organization?



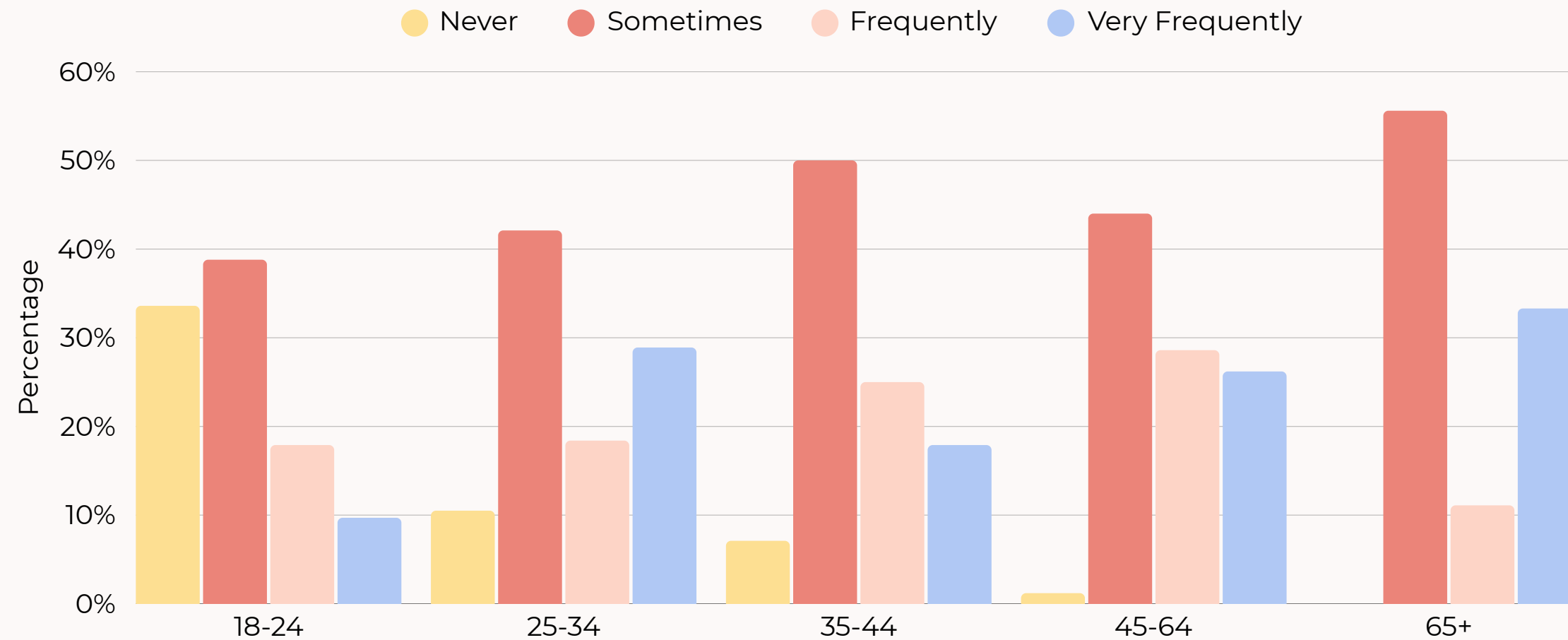
I think what motivates me is I feel very blessed with all that I have, I want to give back and support others.

INSIGHT #4:

OLDER AGE GROUPS ARE MORE LIKELY TO DONATE



How often do you make a monetary donation to a non-profit organization?



An 81-year-old donor said he “**donate[s] to about 12 charities every year** and even run[s] a family foundation.”

*Everyone is a
potential donor.*

RECOMMENDATIONS

- **Encourage small contributions:** Explicitly state that every amount is valued to engage donors who feel their funds are insufficient
- **Target fixed budgets:** Maintain consistent advocacy to stay top-of-mind for middle-aged donors working with limited, pre-set charitable funds
- **Visualize the impact:** Mimic the "Light the World" model by using images or text to show exactly what specific donations provide
- **Engage younger generations:** Utilize networks like the LDS Returned Missionaries Association and various African cultural associations
- **Leverage university partnerships:** Promote HSEF through alumni events and clubs at institutions like BYU, UofU, USU, UVU, and Westminster



Objective 2:

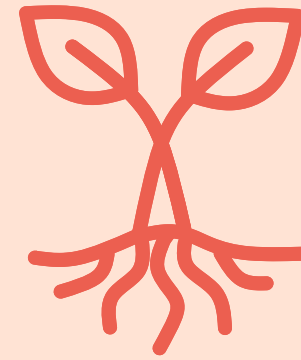
Determine Donor Motivation



OVERALL INSIGHTS



People prefer donating to **religious organizations, humanitarian efforts, and educational non-profits**



Donors prefer **long-term** solutions over short-term solutions



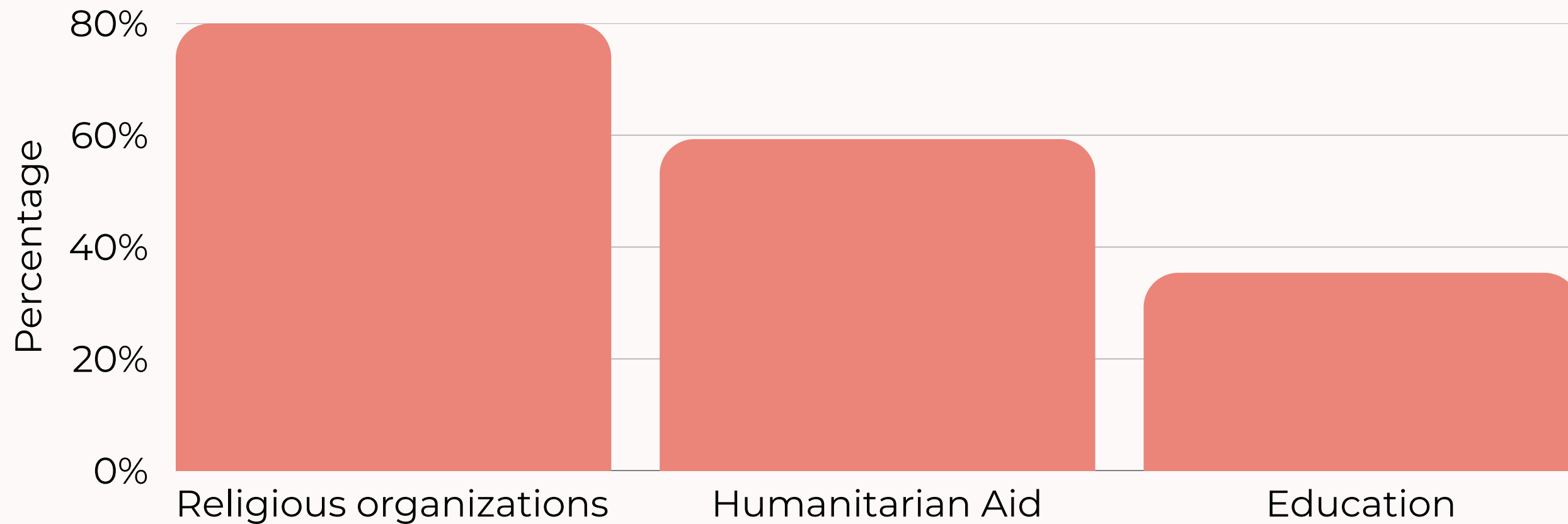
An organization's financial and real-world impact must be **transparent**

INSIGHT #1:

THE TOP THREE TYPES OF NONPROFITS PEOPLE PREFER TO DONATE TO



What type(s) of non-profit organizations have you donated to?



HSEF'S CONNECTIONS:

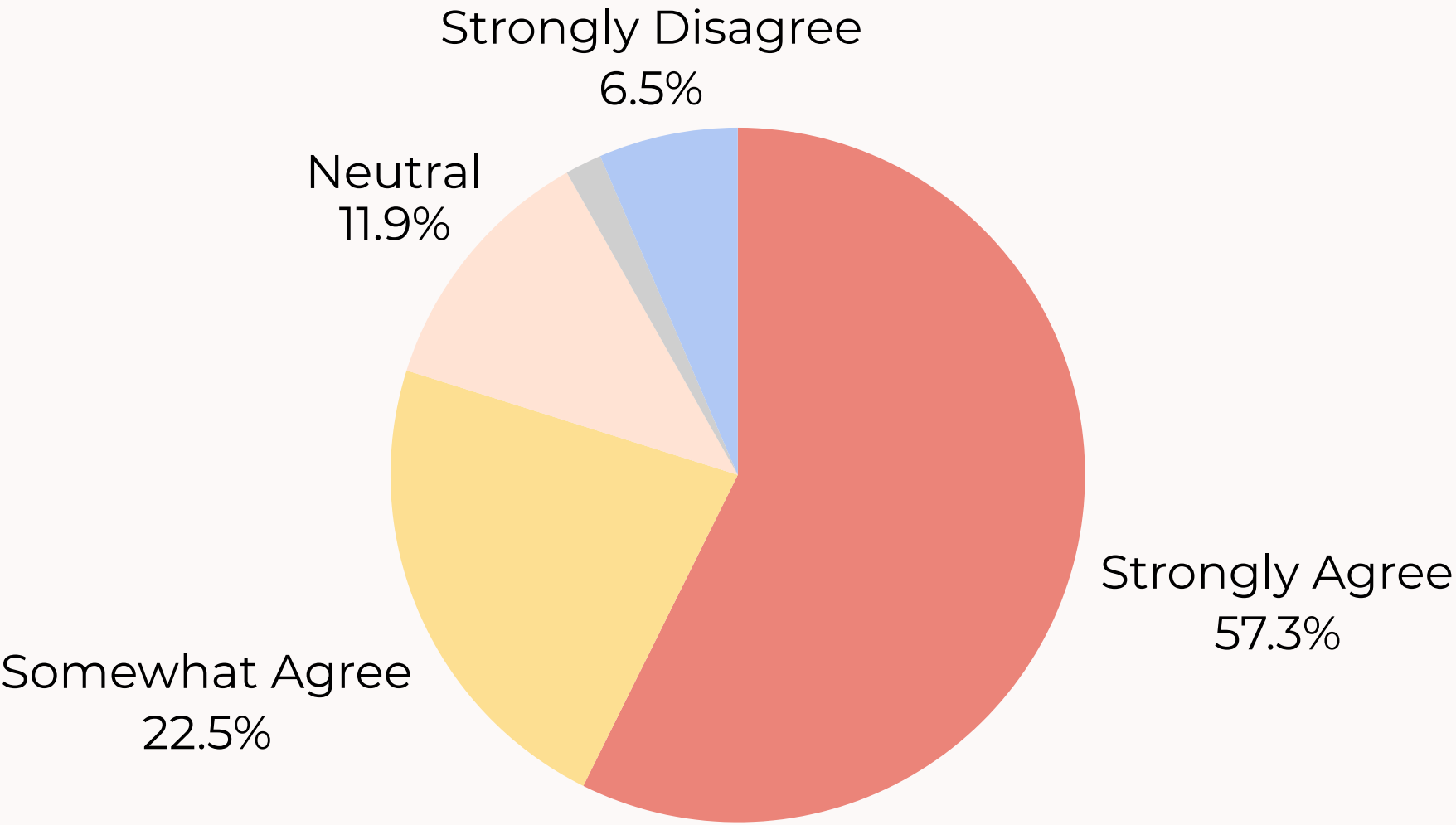


INSIGHT #2:

DONORS PREFER LONG-TERM SOLUTIONS OVER SHORT-TERM



I prefer donating to organizations that focus on empowering self-reliance through education, rather than simply providing short-term aid.



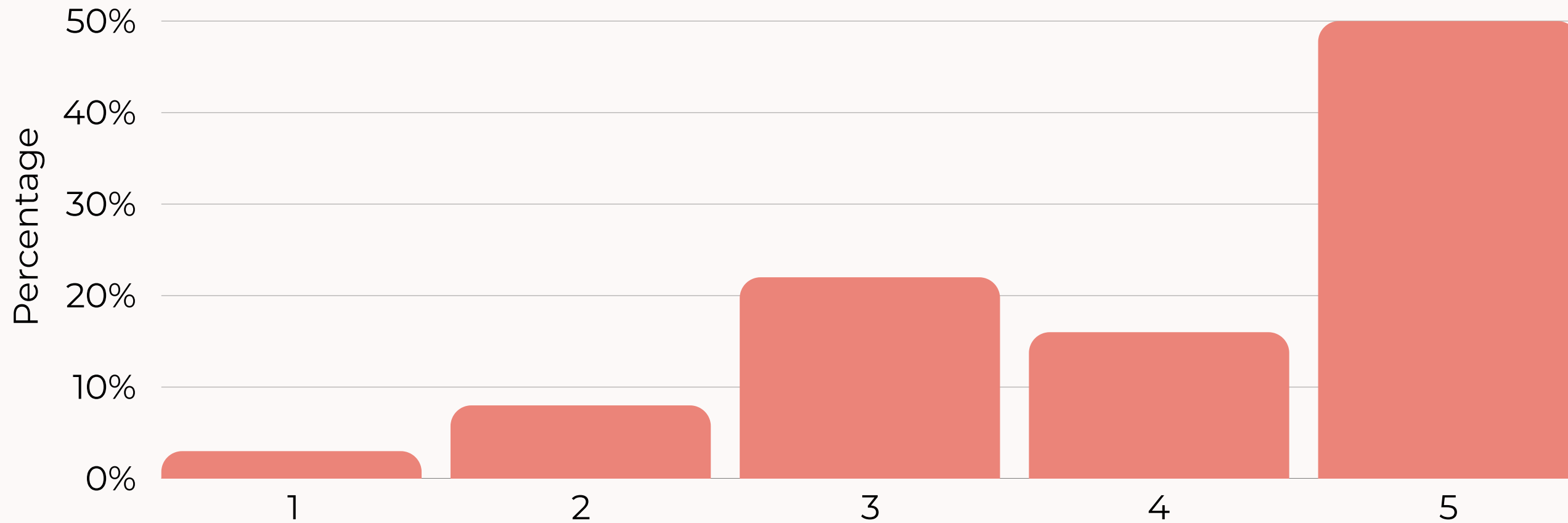
*It's the ability to become **self-reliant** that builds their character and strength they'll carry on for **generations**.*

INSIGHT #3:

AN ORGANIZATION'S FINANCIAL AND REAL-WORLD IMPACTS MUST BE TRANSPARENT



On a scale of 1 to 5, please rate how important transparency is in your decision to donate to a non-profit organization.



*I will say the most difficult part of vetting Help Start Education Foundation is their website. I feel like their website did not provide a lot of **concrete information**... I could tell that they were a smaller organization. I think just trying to find a person to contact them to **submit an application was a little bit difficult**, but once I had a point of contact, it was smooth sailing from there.*

RECOMMENDATIONS

- **Increase transparency:** Adhere to best practice guidelines recommended by reputable nonprofit rating tools (e.g., Charity Navigator). Implement and publicly share the following policies:
 - Conflict of Interest Policy, Whistleblower Policy, Documentation Retention and Destruction Policy
- **Accessibility of tax filings:** Make annual tax filings (e.g., Form 990) easily accessible on the organization's website.
- **Secure third-party endorsements:** Explore and actively build relationships with third-party validation platforms such as GlobalGiving, GuideStar, and Devex.
- **Enhance communication transparency:** Consider adding the following new sections to the website to improve regular communication and reporting:
 - A gallery of past newsletters.
 - A blog or feed that integrates recent Instagram posts.
 - A dedicated page for annual reports and financial information.



Objective 3:

Develop Communication Strategy



OVERALL INSIGHTS



Three common ways to hear about non-profits: religion, word of mouth, social media



Donors prefer quarterly or annual contact



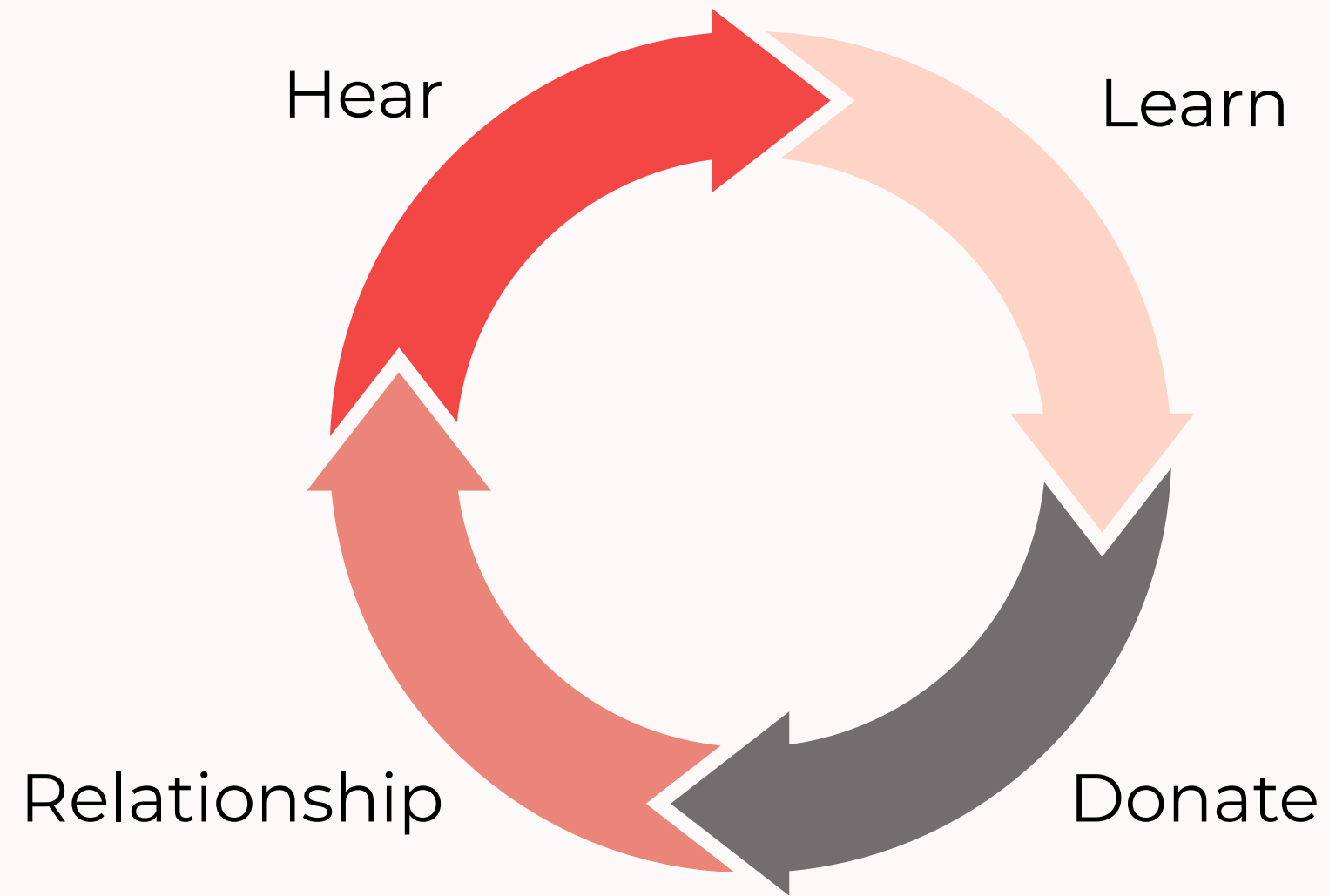
Instagram is the most commonly used form of social media



Donors prefer a human-focused Impact Report

DONOR LIFECYCLE

HOW IT STARTS AND WHERE IT GOES

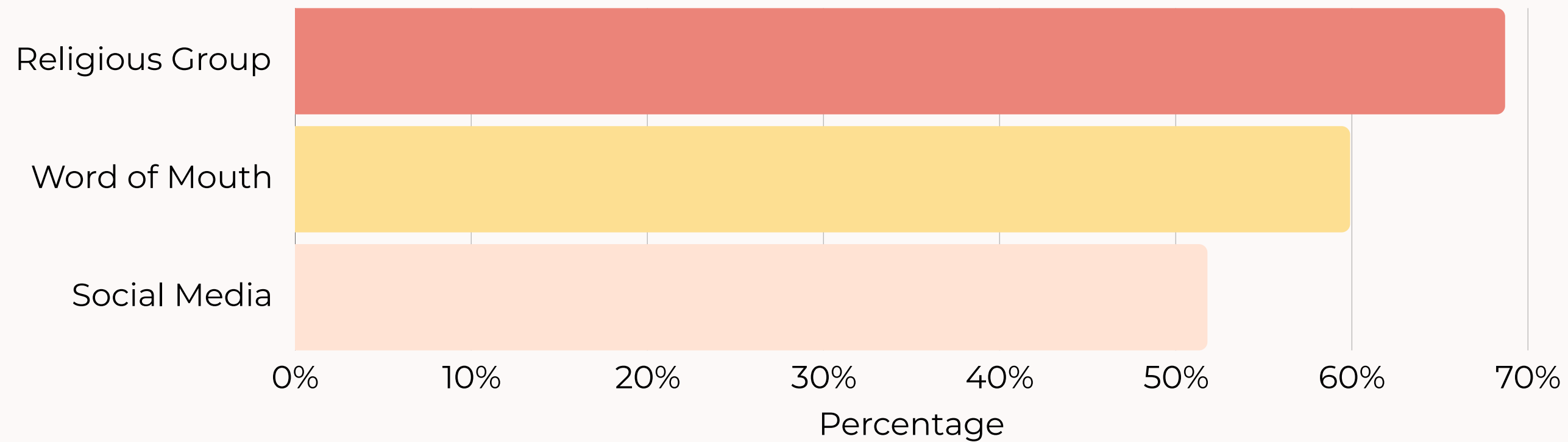


INSIGHT #1:

THREE COMMON WAYS TO HEAR ABOUT NON-PROFITS



Where do you typically receive information about non-profit organizations?



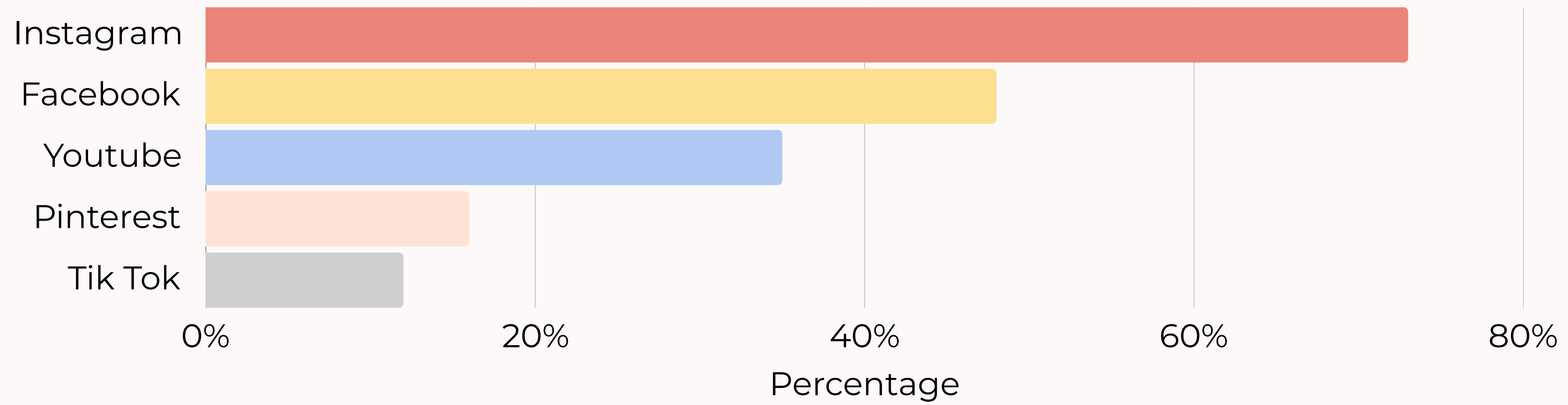
*The **biggest** one has just been **social media**. Especially seeing people like social media influencers, they'll team up with charitable organizations, and they'll post basically their own experience working with them.*

INSIGHT #2:

INSTAGRAM IS THE MOST COMMONLY USED FORM OF SOCIAL MEDIA



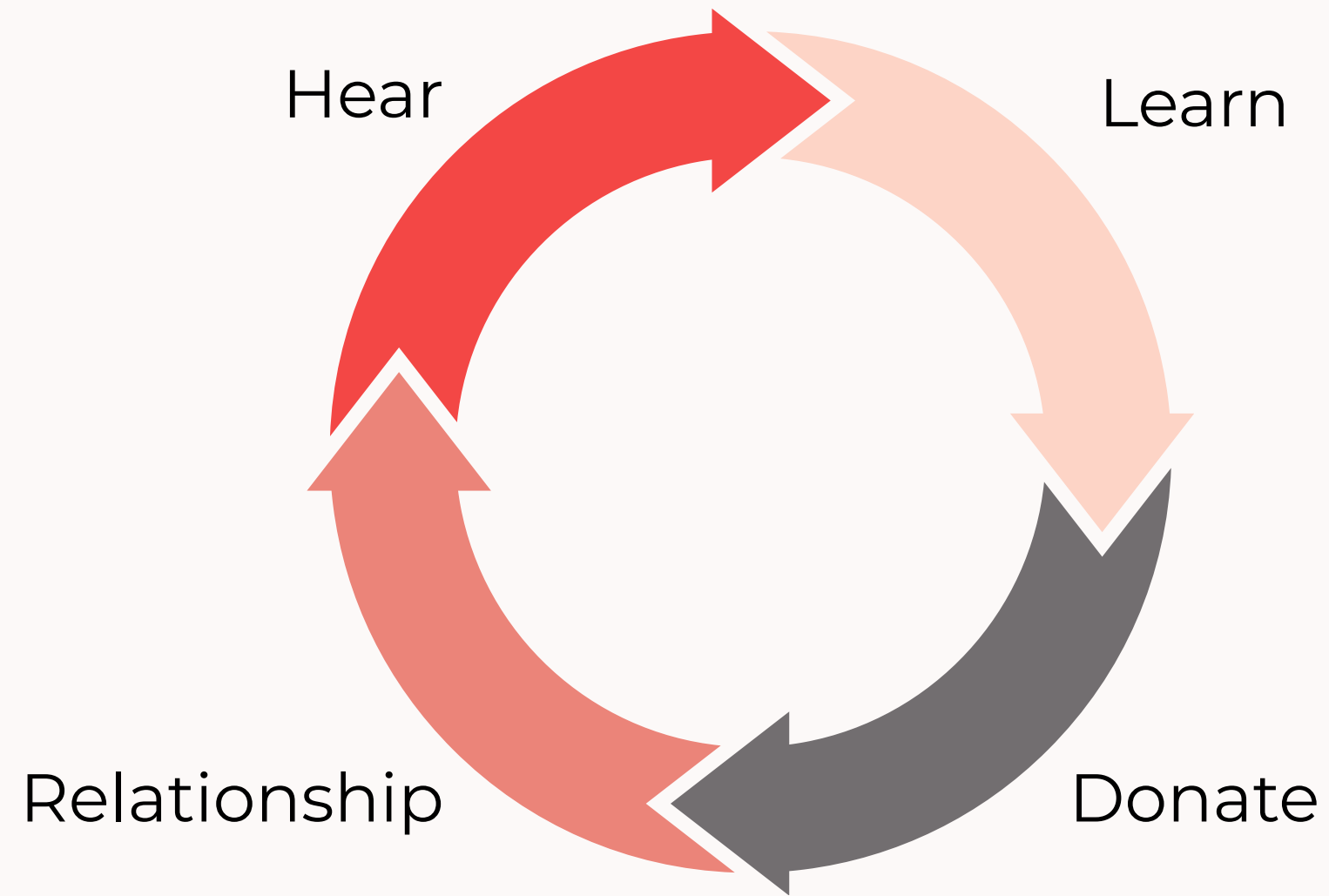
Which social media platforms do you use the most?



I'm old, so it's Facebook.

DONOR LIFECYCLE

HOW IT STARTS AND WHERE IT GOES



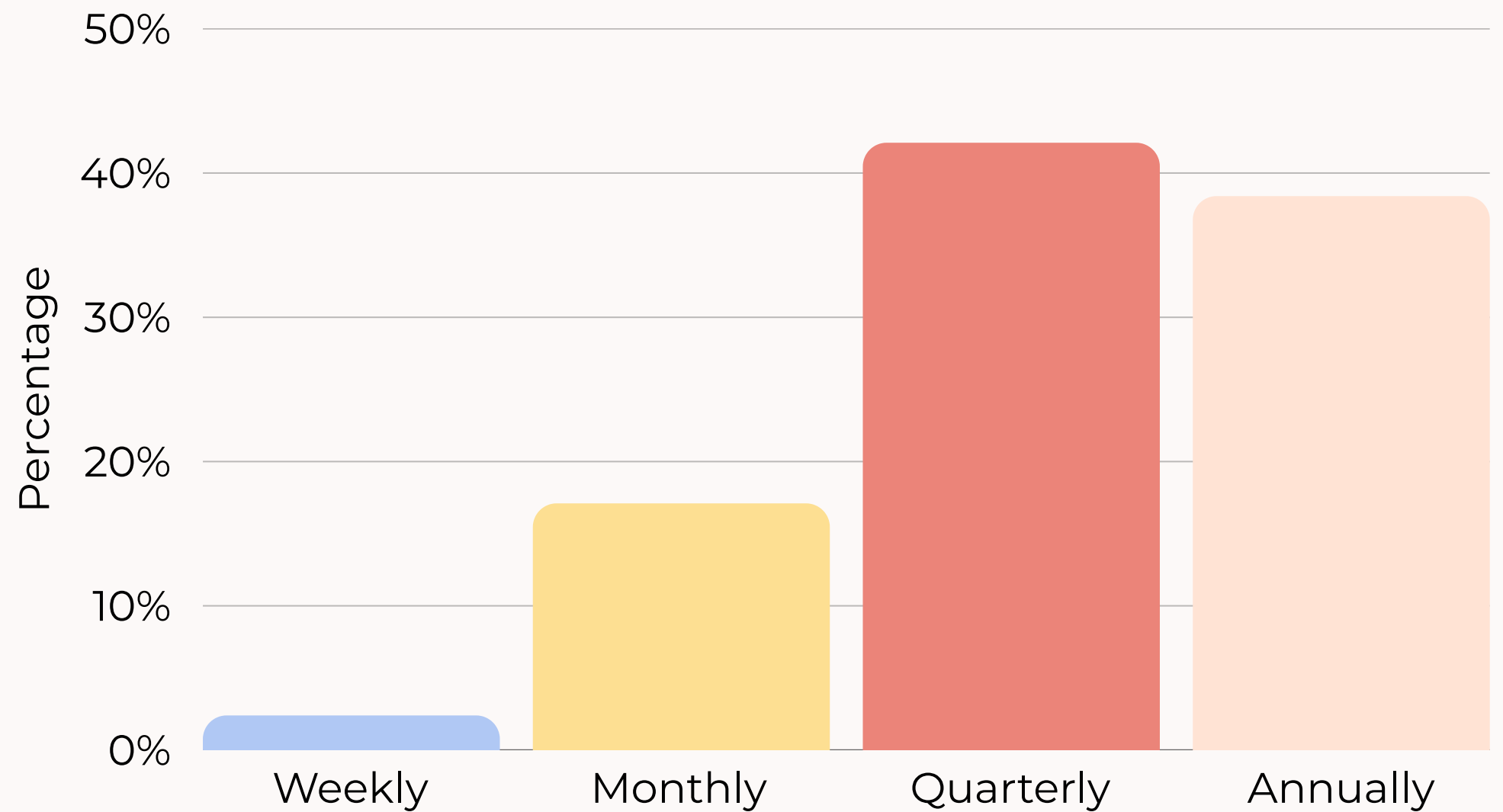
INSIGHT #3:

DONORS PREFER QUARTERLY OR ANNUAL CONTACT



*I may think, 'Oh, I would love to help out, and **I'll give a donation, but it may be just a one-time donation--not every week**, or something like that. [I prefer updates] probably **quarterly**.*

How often would you like to be contacted?



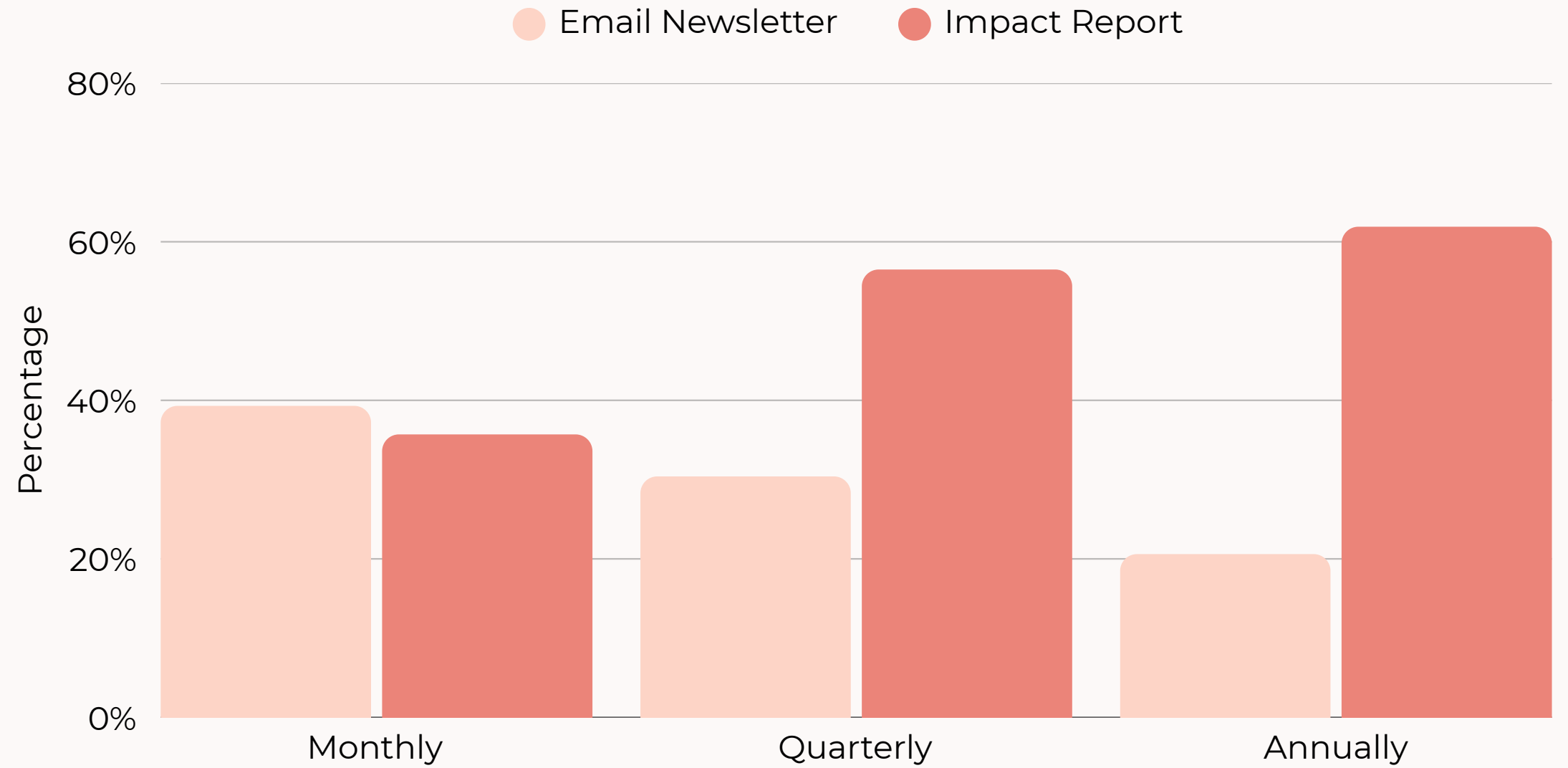
INSIGHT #4:

DONORS PREFER A HUMAN-FOCUSED IMPACT REPORT



*I would want to see, 'here's what we did this year. Here is the impact. I'd like to see a picture of the person, what they're doing with their life. **You've got to be accountable to me.**'*

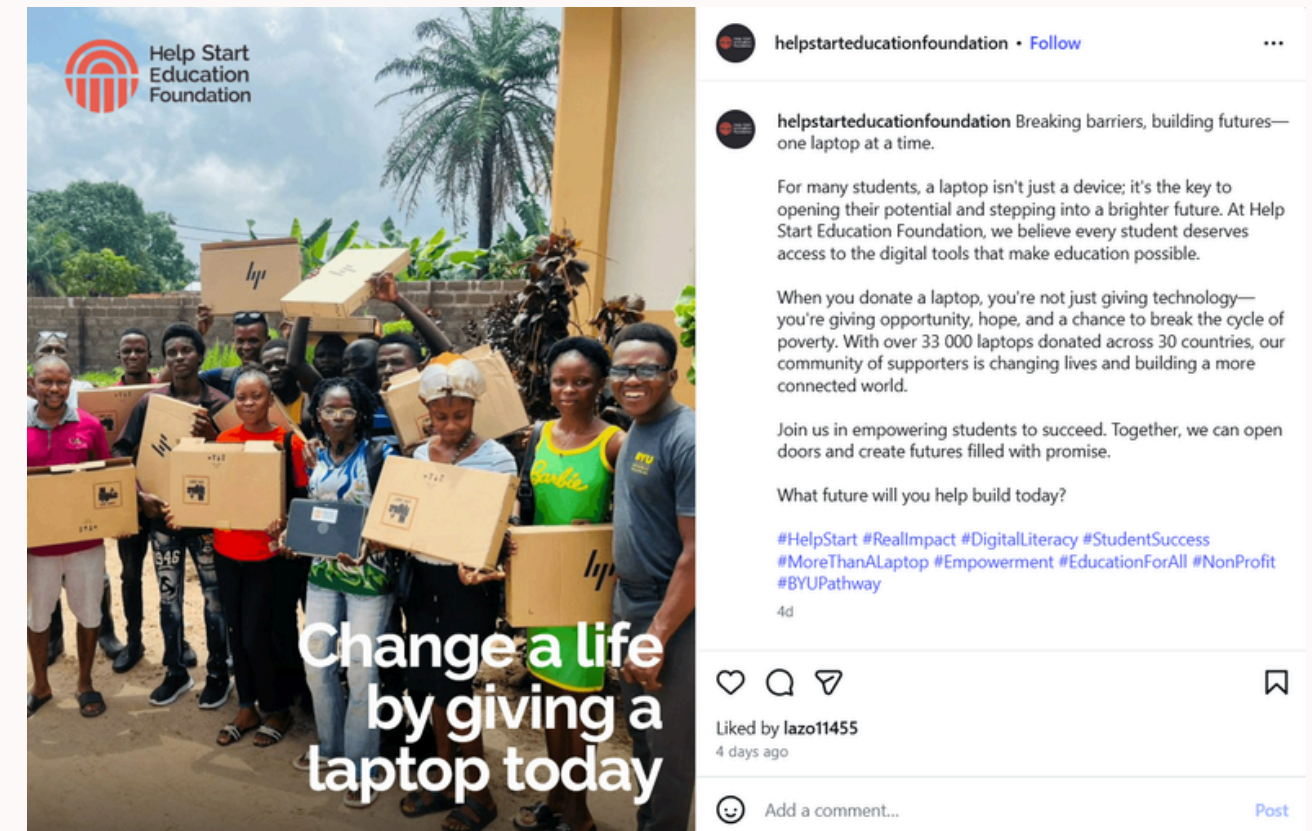
How often would you like to be contacted?



RECOMMENDATIONS

Building Awareness

- **Enhance word-of-mouth efforts:** Focus efforts on groups that value education, humanitarian efforts, and religion
 - Presentations to social impact students
 - Pop-up booths on college campuses
 - Building relationships with local church leaders
- **Prioritize social media:** Focus efforts on key social media platforms, including Instagram, Facebook, and LinkedIn.
 - Sharing recipient testimonials
 - Livestreams with HSEF leadership to build trust and rapport with new publics
 - “A Day in the Life” posts that show how HSEF recipients are using their computers
- **Explore organizational partnerships:** Consider partnering with other religious organizations to build awareness (e.g., presenting HSEF's mission at another church or community group).



RECOMMENDATIONS

Promoting Future Donations

- **"Less is more" Communication:** Adopt a "less is more" approach when communicating with donors. Provide a quarterly or annual impact report following donations.
- **Data-driven, Human-centered Impact Reports:** To perpetuate an enduring relationship between HSEF and its donors, ensure the report includes:
 - An image, quote, or testimonial of an HSEF recipient.
 - Hard data to showcase HSEF's growth and impact



Looking Forward:

A Sneak Peak

TARGET AUDIENCE

Everyone is a potential donor

- Encourage small contributions
- Target fixed budgets
- Visualize the impact
- Engage younger generations
- Leverage university partnerships



TRANSPARENCY

- Increase financial transparency:
 - Conflict of Interest Policy, Whistleblower Policy, Documentation Retention and Destruction Policy
- Make tax filings accessible online (Form 990)
- Secure third-party endorsements
- Enhance communication transparency:
 - A gallery of past newsletters.
 - A blog or feed that integrates recent Instagram posts.
 - A dedicated page for annual reports and financial information.



COMMUNICATION STRATEGY

Building Awareness

- Enhance word-of-mouth efforts
- Prioritize social media, especially Instagram
- Explore partnerships with religious organizations

Promoting Future Donations

- "Less is more" communication
- Data-driven, human-centered impact reports



THANK YOU

QUESTIONS?