Marketing and Outreach Projects

1. Increasing Volunteer Engagement
2. Establishing Collaborations
3. Assessing Student Referral Program
Projects

Central Goal: Increasing Student Enrollment

Building on Existing Assets
- Student Referrals
- Volunteer Engagement

Establishing New Connections
- External Collaborations
Project 1:
Volunteer Engagement Survey
Overview

Intro

- Volunteer Engagement Survey aimed to assess the interest of volunteers in being involved, either informally or formally, in outreach efforts. It identified the areas in which volunteers are most willing to participate in outreach, as well as materials that Aidha can provide to best encourage this participation.
- Additionally, the survey asked volunteers to identify the networks to which they belong, enabling Aidha to begin to maintain a database of networks affiliated with its volunteer base for future collaborations.

Target sample

- A total of 58 volunteers were included in the survey
- Given 285 eligible active volunteers, 20% of eligible volunteers surveyed

Deliverables

- Presentation of data analysis to all staff members
- Database of 36 networks to which volunteers belong
Volunteer Engagement Survey

As part of our on-going efforts to continually improve our volunteer engagement initiatives, we are seeking your feedback on our outreach, communication and retention processes. We would very much appreciate your honest feedback in the following survey, which will take about 10 minutes to complete. Please rest assured that the information you provide will be treated in the strictest confidence.

Name

How long have you been volunteering with Aidha?

How did you find out about Aidha

- [ ] Friend [Aidha volunteer]
- [ ] Friend [employer of an Aidha student]
- [ ] Friend [affiliated with Aidha in another way]
- [ ] Aidha staff member
- [ ] Aidha student
Project 2: New Collaborations
# Project 3: New Collaborations

## Target Groups

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<tr>
<th>Volunteer</th>
<th>Enroll (to employers)</th>
<th>Enroll (to Foreign Domestic Workers)</th>
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<tr>
<td>Alumni Associations</td>
<td>Expat Associations</td>
<td>Religious Organizations</td>
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<tr>
<td>Professional Associations</td>
<td>Parenting Groups</td>
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<tr>
<td>Service Clubs</td>
<td>International Schools</td>
<td></td>
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</tbody>
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## Results

- **8 new collaborations** with local associations

## Deliverables

- Database of organizations contacted and record of contact
- Follow-up plan for 2015 calendar year
Project 3:
Referral Program Survey
Overview

Intro

• Referral Program Survey aimed to assess the motivations of students to refer their friends to Aidha. In understanding the degree to which students currently refer their friends, as well as gauging their interest in potential changes to the referral program, Aidha can alter the Refer-A-Friend incentive to encourage more students to refer their friends.

Target sample

• A total of 157 current students were included in the survey (distributed in person on campus). The students, enrolled in Module 1 and Module 2, had all been attending Aidha for several months before completing the survey.
• Given 549 eligible students, 29% of eligible students surveyed

Deliverable

• Presentation of data analysis to all staff members
Experience at Aidha
Skills Gained

- Improved survey development skills
  - Data interpretation and analysis

- Expanded knowledge of area-specific issues
  - Role of foreign domestic workers in Southeast Asia
  - Nonprofit sector in Singapore

- Practiced communication and presentation skills through meetings with external partners
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