

# marketing plan

Children's Center for the Visually Impaired



April 2014



prepared by:

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under the guidance of Dr. James K. Gentry,  
School of Journalism and Mass Communications

**Marketing Communications Capstone**

Prepare children with visual impairments, including those with multiple disabilities, to reach their highest potential in the sighted world.

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# Team Credentials



**Andrew Clark**

Andrew has five years of marketing experience and is currently serving as the marketing analyst for Data Systems International. Andrew received his undergraduate degree from the University of Kansas in

Journalism: Strategic Communications. Andrew will receive his master's degree in marketing communications from the School of Journalism and Mass Communications at the University of Kansas in May.



**Cheri Schoenhals**

Cheri is the public relations manager at GBA Engineers Architect where she has been for over nine years. She received dual bachelor degrees at Kansas State University in Business Administration in marketing as well as in communications with an emphasis in advertising. Cheri will receive her master's degree in marketing communications from the School of Journalism and Mass Communications at the University of Kansas in May.

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**Katie Jolly**

Katie is a marketing program manager at Cerner Corporation, where she has had several roles related to healthcare IT marketing and communications. She earned her bachelor's degree in Business Administration from Truman State University in 2008. Katie will receive her master's degree in marketing communications from the School of Journalism and Mass Communications at the University of Kansas in May.

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**Professor James Gentry**

This project was supervised by James K. Gentry, Ph.D., Clyde M. Reed Teaching Professor at the School of Journalism and Mass Communications at the University of Kansas. Prior to joining KU as a journalism dean in

1997, Gentry was dean at the University of Nevada, Reno, for five years and before that was a member of the faculty at the University of Missouri School of Journalism.

# Executive Summary



Children’s Center for the Visually Impaired has provided unique and essential services to visually impaired children in the Kansas City metro area for over 60 years. The quality of care and education is praised by countless parents, community members and even accrediting organizations. The organization is heavily reliant on fundraising to fund its operations. Like many nonprofits, CCVI continually aims to find new, creative ways to increase engagement from the community. A team of three University of Kansas graduate students worked with CCVI and several of its key stakeholders to develop a strategic marketing communications plan to address this issue.

The team conducted primary and secondary research to better understand CCVI’s unique situation. The secondary research helped the team grasp the landscape regarding visual impairment, education and therapy available for visually impaired children, insurance coverage, similar services, and other nonprofit organizations.

The team also conducted primary research in the form of several interviews and surveys. Interviewees included board members, a parent of a student, and participants of the Trolley Run. Survey audiences included Trolley Run participants, CCVI board members, CCVI Young Friends members and CCVI parents.

The CCVI team developed several strategies to help CCVI increase awareness of the organization in the community, improve its perceived value and to increase efficiency in its fundraising efforts. Strategies include:

- Utilize success stories
- Strike emotional chord with potential volunteers and donors
- Emphasize the CCVI name in event promotion
- Improve website content and social media reach
- Enable people to experience life with a visual impairment
- Personalize campaigns
- Revamp donation page on website

The team created tactics to support these strategies, timeline recommendations, budget estimates and an appendix that contains detailed primary research information.





## History

The Kansas City Nursery School for the Blind first opened its doors in 1952 as an educational facility to address the needs of children with visual impairments. The organization was initially supported by the Kansas City Association for the Blind, the Junior League of Kansas City, Missouri and the Delta Gamma Alumnae Chapter. In 1982, the organization changed its name to the Children's Center for the Visually Impaired.

## CCVI Today

CCVI exists to empower visually impaired children and their families to function successfully in the world. It prepares children of all ages to successfully transition to regular school districts through diverse experiences and proven educational principles.

CCVI works with all children with a visual impairment, regardless of whether they have multiple disabilities, with the goal to prepare them for life with their visual impairment by offering these programs:

- Infant Program
- Preschool and Kindergarten classes
- Itinerant and consulting services

## General information about visual impairment

Since vision is one of the most important ways children learn during early development, a visual impairment impedes this learning. Visual impairment has several definitions. With regard to education, the definition of visual impairment, including blindness, is an impairment that, even with correction, adversely affects a child's educational performance, according to the Individual with Disabilities Education Act (IDEA). The term includes both partial sight and blindness ("Categories of Disability Under IDEA").

Visual impairment is the least common disability in children. The rate at which visual impairments occur in individuals younger than the age of 18 is 12.2 per 1,000. Severe visual impairments (legally or totally blind) occur at a rate of .06 per 1,000 (Odle, T.). Although the rate for visual impairment may be low, often children with visual impairments have one or multiple other disabilities.

## Industry and legislation

The Children's Center for the Visually Impaired (CCVI) does not fall into a specific industry category. It is an educational facility which caters to a specific disability of visual impairment for children. While the focus of CCVI is to educate children, the education centers around teaching the children how to live and function with their visual impairment.

Federal legislation for visually impaired children falls under the umbrella of disability. There have been several disability-related pieces of federal legislation passed since the 1960s, including the Individuals with Disabilities Education Act (IDEA), No Child Left Behind (NCLB), Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the Assistive Technology Act. Each of these laws plays an important role in the education of children with disabilities, including visual impairment.

## Services for visually impaired children

Parents have several options for assistance for their visually impaired child. Most parents learn about their child's visual impairment from a physician or ophthalmologist. They are then typically referred to state organizations that can then guide them toward the appropriate venue of care. Several types of organizations

can ultimately assist these families, including school districts, state schools for the blind, private schools and organizations, and rehabilitation centers.

## Competition

CCVI offers a service to visually impaired children and their families that is unique to the Kansas City area. Although there are numerous organizations that offer services to disabled children, no other organizations in the Kansas City area are completely dedicated to preparing visually impaired children to succeed in an academic setting.

Because CCVI relies heavily on donated funds to provide services, other nonprofit organizations may compete with CCVI for donations. In addition, several local organizations serve children with disabilities and host fundraising events similar to those of CCVI.

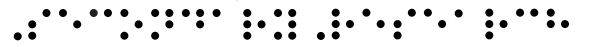
## Funding

CCVI's funds come from several sources. Approximately one-third of CCVI's budget comes from state and local school district contracts, insurance and parent-funded tuition. The remaining two-thirds must be raised in the private sector with special events and donations from individuals, corporations, foundations, service groups and the United Way.

CCVI's fundraising events are:

- Trolley Run
- CCVI Food Fight
- Derby Day
- Holidays in Crestwood

# Secondary Research



The United States has  
42,000 children with a  
severe visual impairment.

-The National Dissemination Center for Children  
with Disabilities



## National Landscape

Visual impairment is defined as “the vision loss of a person to such a degree as to qualify as an additional support need through a significant limitation of visual capability resulting from either disease, trauma, or congenital or degenerative conditions that cannot be corrected by conventional means, such as refractive correction or medication (Arditi, 331).”

Educational institutions in the U.S. classify visual impairment into the following categories:

- Partially sighted
- Low vision
- Legally blind
- Totally blind

Vision impairment can happen at any age. Most vision conditions in children stay the same throughout their lives. Visual impairments in children vary – some conditions may result in vision problems for only a short time, while others get worse over time and result in poorer vision or blindness as the child gets older (Raising Children Network).

In November 2012, the National Dissemination Center for Children with Disabilities released statistics of children in the United States that have some degree of visual impairment. The study found that the U.S. alone had:

- 490,420 children with vision difficulty (the term “vision difficulty” refers only to children who have serious difficulty seeing even when wearing glasses and those who are blind).
- 42,000 children with a severe vision impairment (unable to see words and letters in ordinary newsprint).
- 59,341 children who are legally blind.

Children with visual impairment have four common options for educational programs: state departments of education, schools for the blind, rehabilitation programs and multiple disability programs (American Printing House for the Blind).

Table A below shows the number of students enrolled in each type of program in the United State in 2010.

Table A

**Distribution of Eligible Students Based on the Federal Quota Census of Jan. 4, 2010**

	Visual Readers	Braille Readers	Auditory Readers	Pre-Readers	Non-Readers	Total
State Depts of Education	14,210	3,897	3,179	10,313	17,5333	49,132
Schools for the Blind	918	950	464	1,671	1,156	5,159
Rehab Programs	1,045	458	965	347	458	3,273
Multiple Disability Programs	47	22	96	38	1,172	1,375
<b>Totals</b>	<b>16,220</b>	<b>5,327</b>	<b>4,704</b>	<b>12,369</b>	<b>20,319</b>	<b>58,939</b>

Source: American Printing House for the Blind

## Legislation

Legislation to provide proper education for children with disabilities has seen vast improvements since the 1960s. Visual impairment falls into the category of a disability and therefore under the following legislation:

### Individuals with Disabilities Education Act (IDEA)

Originally enacted in 1975, the law was created to ensure children with disabilities received a free appropriate education (FAPE). It has been amended several times, most recently in 2011. The Act guides how states, school districts and public agencies provide early intervention, special education and related services to more than 6.5 million eligible infants, toddlers, children and youth with disabilities.

### No Child Left Behind (NCLB)

This law was enacted in 2001 and amends the Elementary and Secondary Education Act (ESEA). It brought multiple changes to the nation’s educational systems by holding schools more accountable for the progress

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of students, including those with disabilities. NCLB is currently being evaluated by Congress and in the process of reauthorization.

## **Section 504 of the Rehabilitation Act**

This legislation came prior to IDEA in 1973 and is a civil rights law that prohibits discrimination on the basis of a disability. Not all students with disabilities qualify for special education under IDEA. Section 504 plays an important role in education by covering those students. This law applies to public and secondary schools.

## **Americans with Disabilities Act (ADA)**

The ADA was passed in 1990 to protect the civil rights of people with disabilities in all aspects of employment, accessing public services, and guaranteeing access to public accommodations. The act entitles students, parents and others to equal access and an equal opportunity to participate in public school services, programs, and activities.

## **Assistive Technology Act**

Originally enacted in 1988, the Assistive Technology Act is often referred to the Tech Act. It has been amended several times, most recently in 2010. The Tech Act improves the access and function of people with disabilities in school, work, home and community. The intention is to ensure people with disabilities have access to assistive technology devices and services (Disability & Education Laws).

The most recent legislation directly related to visual impairment was introduced on Feb.14, 2014. H.R. 4040 or The Alice Cogswell and Anne Sullivan Macy Act focuses on the visually impaired and deaf or hard of hearing.

The legislation would ensure:

- Every child who is deaf and/or blind, regardless of whether they have additional disabilities, will be properly counted and served
- Each of a child's unique learning needs will be properly evaluated

- States will engage in strategic planning to be sure that they can in fact meet each child's specialized needs
- The U.S. Department of Education will do its part to hold states and schools accountable
- Students who are deaf will be served by qualified personnel
- Students who are blind will receive state-of-the-art services and skills supported through a new major national collaborative initiative addressing their unique learning needs

The Act has only been introduced in the House, but the American Foundation for the Blind (AFB) originally drafted the act in 2013 and is encouraging everyone to contact members of the House and Senate to co-sponsor H.R. 4040 (PR Newswire).

## **Insurance coverage**

Insurance is a difficult topic to understand and can be confusing, especially for parents of a child with a visual impairment. With the new Healthcare Reform laws, the issue of insurance coverage becomes even more daunting. One of the main reforms with the new law is that anyone with a pre-existing condition cannot be denied insurance coverage. This may help to create new options for families that did not previously have private health care.

Private insurance coverage varies between each provider; therefore, in order to find out what is available, parents must call their insurance company and ask about the coverage available to them.

## **Supplemental Coverage**

There are some options available to help parents who are not currently covered under another insurance which provides assistance with the cost of having a child with a disability. The options are based on income and eligibility of the disability. This supplemental coverage includes:

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## Supplemental Security Income (SSI)

In order for a child younger than age 18 to qualify for SSI, he or she must meet Social Security's definition of disability for children, and his or her income and resources must fall within the eligibility limits. The amount of the SSI payment differs from one state to another because some states contribute to the SSI payment.

Eligibility requirements include:

1. The child must not be working or earning more than \$1,070 a month. (This earnings amount usually changes every year)
2. The child must have a physical or mental condition, or a combination of conditions, that result in "marked and severe functional limitations." This means that the condition(s) must extensively limit the child's activities.
3. The child's condition(s) must have been disabling, or be expected to be disabling, for at least 12 months, or must be expected to result in death.

It can take three to five months for a state agency to decide if the child meets the eligibility requirements. There are some exceptions where SSI will make payments right away and up to six months while the state agency decides if the child meets the eligibility requirements ("Social Security").

Following are some conditions that may qualify, according to the Social Security Administration:

1. HIV infection
2. Total blindness
3. Total deafness
4. Cerebral palsy
5. Down syndrome
6. Muscular dystrophy
7. Severe intellectual disorder (child age 7 or older) and
8. Birth weight below 2 pounds, 10 ounces.

Each state also has financial assistance programs for disability services. For the states of Kansas and Missouri, these include:

## KanCare

KanCare is the program through which the State of Kansas administers Medicaid. Launched in January 2013, KanCare delivers care to more than 360,000 consumers across the state. Kansas has contracted with three health plans, or managed care organizations (MCOs), to coordinate health care for nearly all Medicaid beneficiaries.

The Kansas Department of Health and Environment (KDHE) and the Kansas Department for Aging and Disability Services (KDADS) administer KanCare within the State of Kansas. KDHE maintains financial management and contract oversight of the KanCare program while KDADS administers Medicaid waiver programs for disability services ("KanCare").

## Missouri HealthNet for Kids

The purpose of the MO HealthNet program is to provide medical services to persons who meet certain eligibility requirements as determined by Family Support Division (FSD). The goals of the MO HealthNet program are to promote good health, to prevent illness and premature death, to correct or limit disability, to treat illness, and to provide rehabilitation to persons with disabilities ("Department of Social Services").

Under the program, parents have several options regarding the cost of providing care for a child with a disability. Often, the parent must take the initiative to research the options and understand which, if any are right for them.

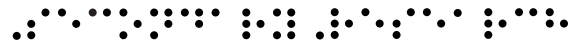
## Similar Organizations

Although there are several schools throughout the United States that provide services to visually impaired and blind children, not all of them offer the same programs and services as CCVI. The Anchor Center for Blind Children in Denver and VIPS in Louisville are the most similar.

## Anchor Center for Blind Children

According to the AnchorCenter.org website, the An-

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Anchor Center provides three main programs, including Infant and Toddler Services, the Preschool Program and Home Services. Similar to CCVI, these programs are designed to educate children on living with their disability and to prepare them to integrate into the public or private school system.

Fundraising events include:

1. Sunset in the Country - This event is in its 18th year and attendance is by invitation only. The dinner and auction are hosted by Jim and Pam Crowe at their home. Companies have the opportunity to sponsor a table with the proceeds benefitting blind and visually impaired children in Colorado.
2. A Million for What Matters - A partnership fundraising contest between Anchor Center and Concerts for Kids. Contestants purchase a ticket for \$10 with a chance to win a 2014 Ford Mustang, courtesy of Sill-Terhar Ford. One hundred percent of the ticket purchase goes back to Anchor Center. Contestants guess the weight of The Austin Young Band including instruments and equipment to the hundredth of a pound.
3. ForeSight Golf Tournament at Sanctuary Golf Course – The June golf tournament is presented by Re/Max benefiting Anchor Center. Participants can have a team, sponsor a hole or place company signage in promotional materials.

The Anchor Center offers donors various ways to donate:

1. Monetary donations - Anchor Center tells donors exactly what their contribution goes toward.
  - \$25 provides three braille books for the pre-school class
  - \$60 provides a home visit to an infant and family
  - \$100 provides three hours of music therapy
  - \$250 provides a functional vision assessment for a child with suspected vision problems
  - \$500 provides six weeks of the toddler program for one child

2. Anchor Angel Circle of Giving - Members of the “Anchor Angels” pledge to give a minimum \$1,000 gift for two consecutive years (just \$83.34 per month). Giving levels include:
  - Bronze Angel -- \$1,000 gift for two consecutive years
  - Silver Angel -- \$2,500 gift for two consecutive years
  - Gold Angel -- \$5,000 gift for two consecutive years
  - Platinum Angel -- \$10,000 gift for two consecutive years
  - Diamond Angel -- \$20,000 gift for two consecutive years

Angels receive a keepsake pin.

3. Kaleidoscope Color Circle - As a Kaleidoscope Circle Sponsor for \$10 or more per month, a gift provides the therapy and education the children with visual impairments need. Sponsors receive updates on children’s activities through the newsletter as well as the website. Sponsors are welcome to visit a classroom to see firsthand how the gifts make an impact on the lives of the children.
  - Blue Circle: \$10 a month  
*Blue is considered beneficial to the mind and body.*
  - Yellow Circle: \$25 a month  
*Yellow is associated with joy, happiness, intellect and energy.*
  - Red Circle: \$50 a month  
*Red is full of energy, strength and determination*
4. Gift Planning - Planned gifts are typically made from assets in the estate rather than disposable income, and come to fruition upon death.
5. Wish List -- The Anchor Center provides a wish list of items, and every item donated allows the Center to save on operating costs.

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## Visually Impaired Preschool Services (VIPS)

The second organization similar to CCVI is VIPS. According to the vips.org website, the organization offers programs that include the Program for Infants, Program for Preschoolers, and Education and Support Programs for Families. The services are designed to teach children to use their other senses and to help families to cope.

Fundraising events include:

1. ReVision - ReVision, sponsored by Brown-Forman Corporation, is an exhibition of artists' work that explores the world of art through the eyes of the blind and visually impaired. ReVision re-examines the traditional gallery presentation as a tactile, auditory and spatial experience. The event brings together artists and patrons for an evening of art, hors d'oeuvres and live music.
2. VIPS Yum! Brand Corporate Cup - May golf tournament.

VIPS offers various ways to donate including:

1. Monetary donation – Funds typically are used to help with the expenses of running the school.
2. Donation to a fund – Donors can choose from the following funds.
  - \$55 for Magnification Devices
  - \$125 for Instruction for Cane Use
  - \$250 Provide In-Home Instructional Visit
  - \$600 iPad for Student Use
3. Donation of a scholarship – Scholarships are used to cover expenses of children attending the full-time preschool that are not covered under another service provider.
4. Buy a Fountain of Hope Brick - Bricks are laid around a Fountain of Hope in a designated garden. They can be inscribed with commemoration for a special loved one.

## Competition

CCVI is the only organization in the Kansas City area that offers specialized instruction for children from infancy who are visually impaired, including those with multiple disabilities. Other organizations, however, provide varied services for the visually impaired. Alternative programs and schools for the visually impaired include:

- School districts  
Many school districts have well-developed special education programs. Since these programs require a large financial investment, some districts are hesitant to refer children to specialty schools such as CCVI. They believe they can offer a comparable experience for visually impaired children without contracting with an outside organization. In reality, some of these districts cannot provide the specialized attention blind or visually impaired children need and children may lag behind unnecessarily for years.
- Kansas State School for the Blind  
Located in Kansas City, KS, KSSB is an alternative school for blind and visually impaired children. Teachers are licensed to instruct blind and visually impaired children, but also have specializations in areas such as math. Students range from pre-kindergarten to high school graduates.

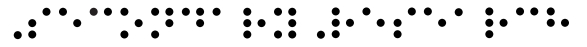
Since the majority of CCVI's budget comes from donations, other nonprofit organizations in the Kansas City area and those serving children with disabilities may compete with CCVI for donations.

Other nonprofits in the Kansas City metro area with services similar to CCVI include:

- Children's Therapeutic Learning Center  
Children's TLC offers specialized care to children with a variety of developmental disabilities. It also shares a building with CCVI.
- Triality  
Triality specializes in personalized services for people of all ages with developmental disabilities. Triality Tots Early Intervention Center offers



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services for young children along with at-home services.

- Northland Early Education Center  
NEEC provides early education and therapy for children up to five years of age with special needs.

Other nonprofits in the Kansas City metro area with similar fundraising efforts include:

- Head for the Cure Foundation  
Head for the Cure raises awareness and funding for the fight against brain cancer. It began its signature event, a 5k held in Kansas City, more than 10 years ago. Today, events have expanded to include races in 10 other cities across the United States.
- Arthritis Foundation Kansas City  
The Arthritis Foundation hosts several events in the Kansas City area to raise awareness and funds for arthritis education and programs. Events include a walk, two Jingle Bell runs, an arts event and celebrity appearances.
- Children's Therapeutic Learning Center  
Children's TLC raises money to fund specialized care to children with a variety of developmental disabilities. The Children's TLC Groundhog Run attracts more than 4000 runners each year and is unique as it is entirely underground.
- Operation Breakthrough  
Operation Breakthrough focuses on providing early education child care and social services for children in Kansas City's urban core. The organization is a beneficiary of the annual Jazz in the Woods event, which is Kansas City's largest free music festival.
- Ozanam  
Ozanam provides a variety of services for children and families in need. Annual fundraisers include a golf tournament, disc golf tournament and holiday gala.

## About CCVI

CCVI has addressed the needs of visually impaired children for over 60 years. In 1982, the organization changed its name to the Children's Center for the

Visually Impaired. CCVI moved to its current location in midtown Kansas City in 1999. The Children's Center Campus, as it is known, is the home of three nonprofit agencies serving children in the Kansas City area: CCVI, Children's Therapeutic Learning Center (TLC) and the YMCA Early Learning Center. This campus provides a playground, cafeteria, gym, therapy pool and six classrooms for students.

The organization has grown from serving just a handful of students in 1952 to nearly 300 infants through elementary school-aged children today. It has received strong financial and volunteer support from various community groups, companies, individuals and school districts. CCVI plays an important role in the community as the only school in the Kansas City area that offers specialized instruction for children from infancy who are visually impaired, including those with multiple disabilities.

CCVI has received accreditation from the National Accreditation for Council for Agencies Serving People with Blindness or Visual Impairments (NAC) as well as the maximum five-year accreditation from the National Association for the Education of Young Children (NAEYC). More than 75,000 consumers receive services from organizations accredited by NAC ("NACBLVS").

## CCVI Services

CCVI offers an individualized experience for each student. The services begin at infancy and continue through all stages of development. The service categories provided by CCVI are the Infant Program, Preschool & Kindergarten classes, and the Itinerant or Outreach Program.

1. The Infant Program - This is a home-based program that allows the child to be in his or her natural environment and be supported with teachers, nurses, therapists and social workers.

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2. Preschool and Kindergarten classes - The classes are held at the CCVI campus and prepare children for entry into the public or private school systems.
3. Itinerant or Outreach Program - This program provides direct instruction and consulting services to area school districts, mainly in outlying areas. The services provided through this program may include assessment and monitoring of functional visual development, training on specialized classroom equipment such as closed circuit TV, braille equipment and magnifying devices, developing in-service programs for staff, training of classroom aides, and providing support to classroom teachers, aides and parents.

CCVI also provides specialized services which include braille instruction, orientation and mobility, deaf/blind services, assistive technology, low vision training, speech, occupational, physical and aquatic therapies, and family support.

Since a significant number of students attending CCVI have multiple disabilities, it is important for the CCVI staff to do more than teach. Staff also includes professionals in occupational, speech/language and physical therapies, as well as in the specialized instruction areas of braille and orientation and mobility. CCVI teachers are certified in Early Childhood Special Education and Blind/Partially Sighted, according to the CCVI website.

## CCVI Events

CCVI relies on several events for a significant portion of its budget each year. These events are recurring and have become well-known in the Kansas City community.

- CCVI Food Fight  
This event, held annually in February, is a culinary competition featuring top chefs in Kansas City. It celebrated its fifth anniversary in 2014.

- Trolley Run  
The Trolley Run is the largest timed four-mile race in the country. More than 11,000 people participated in the 2013 event, which marked its 25th year.
- Derby Day  
Derby Day is an experience that offers drinks, appetizers, silent auction, a hat contest and a gerbil race.
- Holidays in Crestwood  
Several merchants in the Brookside area of Kansas City donate 10 percent of their sales during three days in December. CCVI also holds a luncheon and visit with Santa during the event.

## Partnerships with Local Eye Centers

Since 2001, Sabates Eye Centers has been the title sponsor for the Trolley Run. This title sponsorship provides an important contribution to CCVI's budget each year. Sabates Eye Centers promotes the event on its website as the "SEC Trolley Run." While Sabates uses the same logo as CCVI, the language and name used varies and weakens the Trolley Run name.

Durrie Vision is the presenting sponsor for CCVI Food Fight. The Durrie Vision website only mentions CCVI in a blog entry from 2010. Durrie Vision has a representative on the CCVI board.

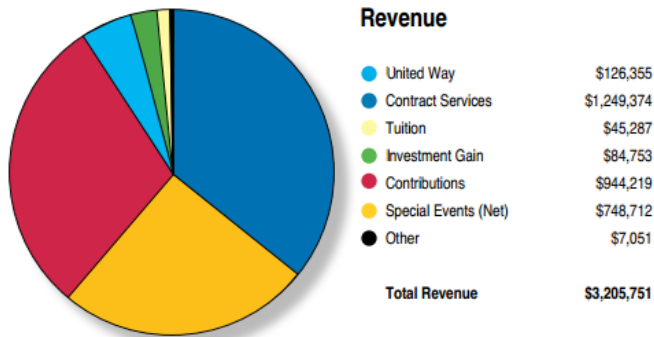
## Finances

Two-thirds of CCVI's budget comes from the private sector in the form of donations from corporations, organizations such as the United Way and other service groups, and individuals. The remainder comes from school district contracts, tuition from parents and insurance coverage.

CCVI's revenue is estimated to be \$3.5 million for the 2013 - 2014 school year.

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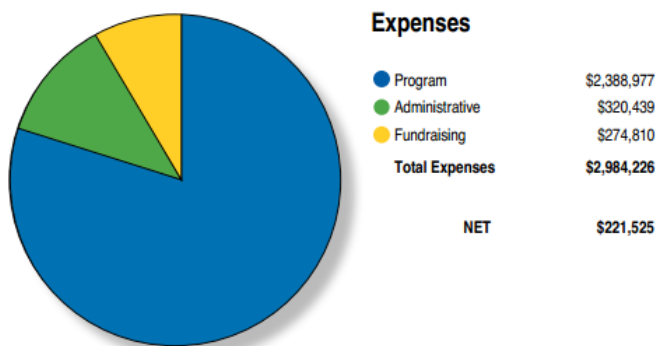
**Figure 1**  
**Children’s Center for the Visually Impaired**  
**2011-2012 School Year Revenue**



Source: “About CCVI.” *CCVI.org*. Children’s Center for the Visually Impaired, n.d. Web. 3 Feb. 2014.

CCVI expenses include the cost to deliver programs to 300 children, administrative costs and expenses related to fundraising efforts.

**Figure 2**  
**Children’s Center for the Visually Impaired**  
**2011-2012 School Year Expenses**



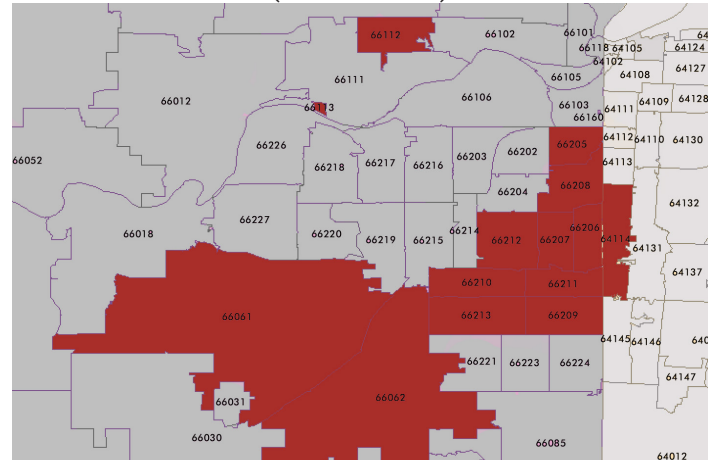
Source: “About CCVI.” *CCVI.org*. Children’s Center for the Visually Impaired, n.d. Web 3 Feb. 2104.

## Donor Demographics and Trends

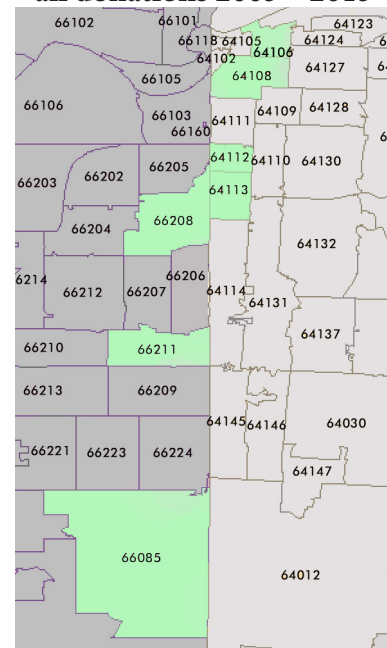
CCVI enjoys a nation-wide donor base, with funds coming from more than 3600 unique zip codes since 2003. Logically, however, the majority of donors and donations come from the Kansas City metro area. Figures 3 and 4 show the areas with the greatest

number of donors as well as the largest amount of donations.

**Figure 3**  
**Zip codes with 100 or more unique donors**  
**(2003 – 2013)**



**Figure 4**  
**Top 8 zip codes bringing in more than 51 percent of**  
**all donations 2003 – 2013**



Zip code 64121 is too small of an area to be shown on map but is part of the top 8 zip codes.

As can be expected, the average donation to CCVI is higher than the median donation due to a number of large donations. Figures 5 and 6 show the median and average gift amounts since 1990.

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Figure 5

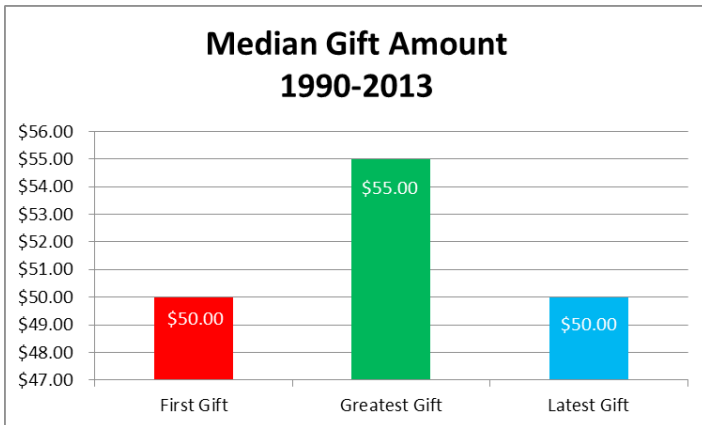
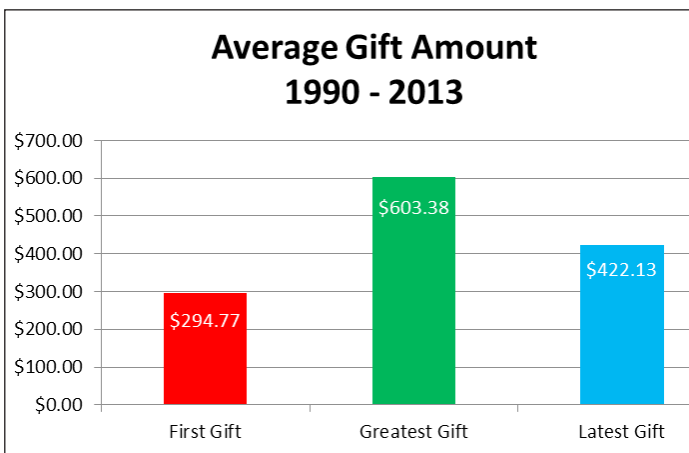


Figure 6



CCVI realizes the importance of growing its donor base for continued and increased funding for its vital programs. Table B shows that the number of new donors and size of donations has steadily increased over the last several years.

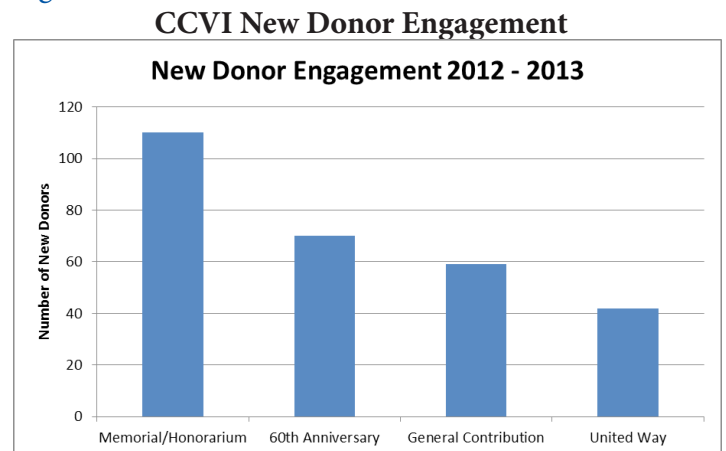
Table B

Year	No. of New Donors	Amount
2010-2011	419	\$215,158
2011-2012	462	\$318,810
2012-2013	391	\$574,293

Figure 7 illustrates the four most common ways new donors engage with CCVI. The largest number of new donors (110) gave to CCVI in the form of an honorarium or as a memorial. CCVI also saw a boost in new

donors through its 60th anniversary campaign, general contributions and designated donations through the United Way.

Figure 7



## Nonprofit Giving Trends

As consumers, technology and the economy all evolve over time, nonprofits must adjust to ensure their needs are continuously met. Data is provided by Blackbaud (formerly Convio), an industry leader in nonprofit fundraising. Figure 8 illustrates how people receive information about their top charities and how it differs by generation.

Figure 8

### Top Charity Information Channels by Generation

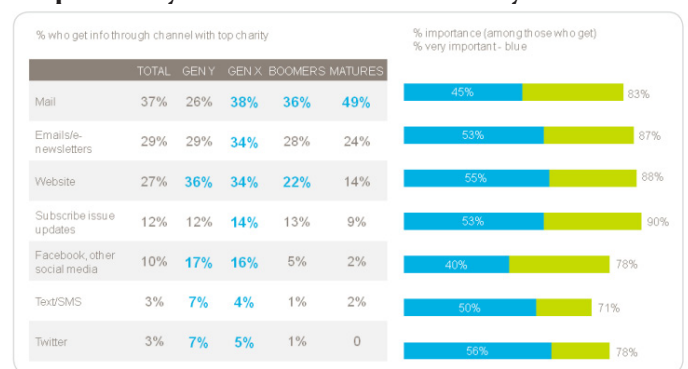


Figure 8: Top Charity Information Channels by Generation (blue numbering represents statistically significant difference)

Source: McLaughlin, Steve. "Charitable Giving Report: How Nonprofit Fundraising performed in 2012." Blackbaud.com. Blackbaud, Inc. Feb. 2013. Web. 5 Feb. 2014.

As a note, generations are defined as the following, according to UN.org:

Generation	Born
Gen Y	1981-2000
Gen X	1965-1980
Boomer	1946-1964
Matures (Traditionals)	1925-1945

Table C shows that Matures, Boomers and Gen X are currently the most attractive segments as they contribute the most per year. However, looking at Figure 4, it is apparent that Gen Y plans to increase their giving in the next year more than the other segments. Members of Gen Y are increasing their earnings as they grow their careers and plan to increase their giving accordingly.

**Table C**  
**Estimated Donors and Contributions by Age Segment**

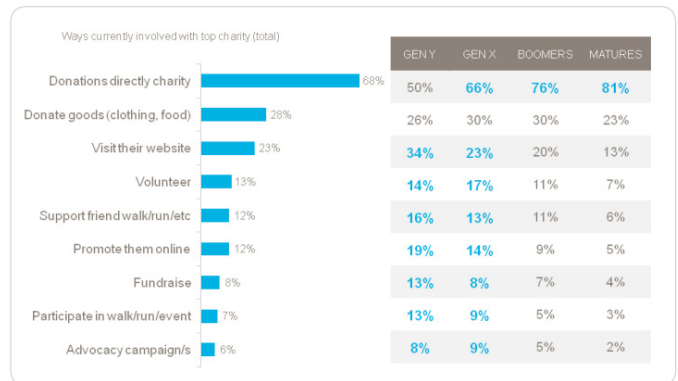
	Estimated Population	Estimated % Giving	Estimated Number of Donors	Average Contributions/Year \$	Estimated Annual Contributions
Matures	39.0M	79%	30.81M	\$1066	\$32.7B
Boomers	78.0M	67%	52.26M	\$901	\$47.1B
Gen X	62.0M	58%	35.96M	\$796	\$28.6B
Gen Y (ages 18-29)	51.0M	56%	28.56M	\$341	\$9.7B
	<b>230.0M</b>	<b>64%</b>	<b>147.59M</b>		<b>\$118.2B</b>

Source: Bhagat, Vinay, Pam Loeb, and Mark Rovner. "The Next Generation of American Giving." *Convio.com*. Convio, Mar. 2010. Web. 5 Feb. 2014.

Figure 9 shows how each generation initially gets involved with charities. The most common forms of engagement for all generations are donating directly to the charity (money or goods) and visiting the organization's website. Members of Gen Y or Gen X are more likely to initially engage through volunteering, fundraising or participation in events than older generations.

**Figure 9**

## First Form of Engagement

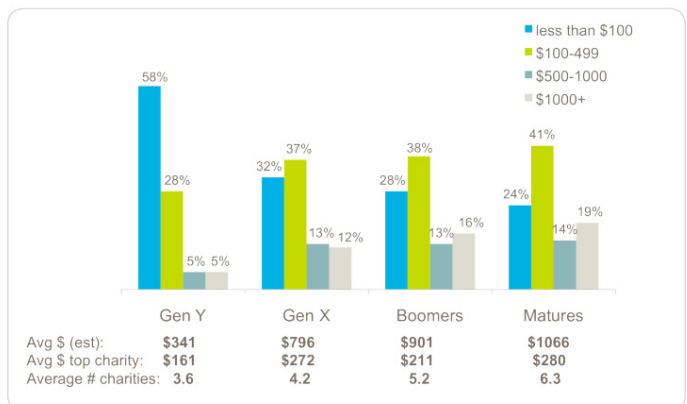


Source: Bhagat, Vinay, Pam Loeb, and Mark Rovner. "The Next Generation of American Giving." *Convio.com*. Convio, Mar. 2010. Web. 5 Feb. 2014.

According to Blackbaud, members of Gen Y are most likely to give less than \$100 per year while members of Gen X, Boomers and Matures are most likely to donate between \$100-499 per year.

**Figure 10**

## Generational Groups and Average Contributions Per Year



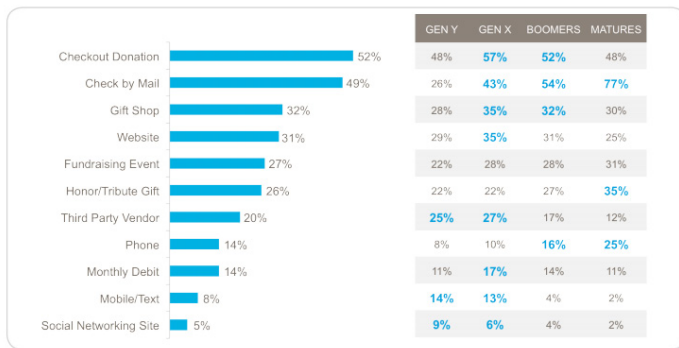
Source: McLaughlin, Steve. "Charitable Giving Report: How Nonprofit Fundraising performed in 2012." *Blackbaud.com*. Blackbaud, Inc. Feb. 2013. Web. 5 Feb. 2014.



# Secondary Research



**Figure 11**  
**Methods of Donating by Generation**



Source: Source: McLaughlin, Steve. "Charitable Giving Report: How Nonprofit Fundraising performed in 2012." Blackbaud.com. Blackbaud, Inc. Feb. 2013. Web. 5 Feb. 2014.

gaining donors from new sources, but it also means increased competition from countless new nonprofit organizations, according to Marc Chardon of npEN-GAGE. When a major disaster strikes Asia, people in the United States often jump to donate via text messaging, the Web or by phone. Technology has made this extremely easy and a very popular way to give. When people donate to these national or global causes, it can impact giving to local charities that they may have given to otherwise.

## Other trends and statistics

A hot political topic over the past several years has been tax reform, particularly the charitable giving tax deduction. Currently, charitable donations are tax deductible, meaning they can reduce taxable income. Many have called into question whether the country can continue to afford this large tax break and if the missions of some charitable organizations keep the spirit of the code intact. Lawmakers are currently looking at ways to reduce tax breaks that favor the wealthy, and this is certainly one that can fall into that category. Many nonprofit organizations are lobbying against such a change, as it could drastically impact donations received.

## Timing of Giving

According to a 2012 report by Steve McLaughlin at Blackbaud, organizations in the human services sector receive 34.5 percent of their donations between October and December of each year. Much of this is due to year-end campaigns and a last chance to receive a tax deduction.

**Table D**

### Giving Trends by Month

2012 Overall Giving Distribution by Month by Sector												
Sector	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Arts and Culture	6.58%	7.87%	9.27%	7.67%	8.40%	9.03%	5.94%	6.82%	6.36%	8.46%	7.68%	15.9%
Education	6.95%	6.32%	7.14%	7.32%	9.18%	9.76%	6.05%	6.29%	6.37%	8.11%	7.83%	18.7%
Environment, Animals	6.96%	8.05%	7.50%	7.06%	7.33%	9.11%	7.76%	7.22%	7.73%	8.15%	6.82%	16.32%
Faith-based	6.23%	7.51%	8.79%	8.14%	8.46%	8.01%	7.49%	6.18%	7.13%	7.70%	7.59%	16.78%
Healthcare	7.70%	6.95%	7.67%	7.12%	7.89%	8.25%	6.51%	6.70%	7.20%	8.62%	8.20%	17.19%
Human Services	8.46%	6.70%	7.29%	7.46%	7.24%	8.02%	6.74%	6.26%	7.32%	8.67%	8.10%	17.74%
International Affairs	6.06%	7.09%	6.82%	6.76%	6.63%	8.10%	5.84%	7.53%	6.27%	8.03%	10.41%	20.46%
Public/Society Benefit	9.55%	7.20%	7.87%	7.69%	8.05%	8.25%	7.67%	7.33%	6.82%	8.21%	9.58%	11.77%
All Sectors	7.44%	6.91%	7.49%	7.30%	7.88%	8.60%	6.52%	6.64%	6.91%	8.36%	8.27%	17.69%

Source: Source: McLaughlin, Steve. "Charitable Giving Report: How Nonprofit Fundraising performed in 2012." Blackbaud.com. Blackbaud, Inc. Feb. 2013. Web. 5 Feb. 2014.

According to a 2011 CASE Campaign Report, the top 10 percent of donors (those who make the largest contributions) contributed 95 percent of total funds raised in a campaign sample (Kindelsperger). While gaining additional donors is undoubtedly important, this illustrates the fact that those top donors are vital to the success of campaigns for many nonprofits.

Some sectors of nonprofit agencies receive more money than others. According to the Midwest Center for Nonprofit Leadership, human services agencies make up more than a quarter of the nonprofit agencies in Kansas City, but only receive slightly more than 10 percent of all revenues.

## Increased Competition

Technology has shrunk the world and expanded the boundaries of nonprofits' donor bases. This can mean

## Nonprofit Marketing Best Practices

The following list is a summary of several nonprofit marketing best practices.

- **Ensure your mission and vision resonates with every campaign, communication and event.**  
Every donor should know about the organization's cause as well as how the organization uses each donation (Berstein).
- **Respond to change by adjusting marketing and fundraising efforts.**  
When economic climates, technology or other factors cause change, organizations must be proactive and adjust accordingly (Blackbaud).
- **Be personal.**  
Organizations should make every attempt to connect with donors on a personal level. This can range from telling success stories to personalizing email campaigns. Organizations can also benefit from testing email subject lines to understand what resonates with donors (Blackbaud).
- **Thank donors and volunteers.**  
It may seem obvious, but nonprofits need to ensure their donors and volunteers feel valued and appreciated, regardless of commitment (Koenig).
- **Recruit high quality staff and volunteers.**  
A nonprofit's staff and volunteer base is typically the face of the organization. Ensure they understand and are committed to the organization's goals and mission (Bernstein).

# SWOT Analysis



“...helping kids with such specific needs, and making sure they can live productive, rather than dependent lives.”

-CCVI Board Member

## Strengths

- **Unique service:** CCVI is the only organization completely dedicated to preparing visually impaired children to succeed in an academic setting in the Kansas City area.
- **High profile event:** CCVI has a successful, iconic fundraising event in the Trolley Run.
- **High quality services:** CCVI customizes programs to each student with staff that includes professionals in occupational, speech/language and physical therapies. CCVI has received the maximum five-year reaccreditation from the National Accreditation Council for Agencies Serving People with Blindness or Visual Impairment (NAC) and the maximum five-year accreditation from the National Association for the Education of Young Children (NAEYC).
- **Family focus:** Provides support programs and services for parents of the students.
- **Strong communications:** Local news coverage of events and active Facebook presence.
- **Fundraising:** CCVI has a network of past donors it can leverage for future donations as well as strategic partners to assist in fundraising and executing events.
- **Staff and volunteers:** CCVI has internal capabilities to execute fundraising events and marketing initiatives.

## Weaknesses

- **Organization and cause awareness:** There is little connection between fundraising events and CCVI's cause.
- **Funding:** CCVI's budget is largely comprised of donations and funding from events.
- **Data on donors:** CCVI does not capture significant demographic information on its donors.
- **Website content:** CCVI's website is dominated by text and does not emphasize donor calls-to-action.
- **Promotion of personal stories:** CCVI does not share personal success stories of students broadly across multiple channels.
- **Location:** CCVI's shared facility with Children's TLC and the YMCA can cause confusion and inhibit differentiation among the organizations. In addition, the facility can be difficult to get to, parking is limited and it is not near many residential areas.

## Opportunities

- **Captive Trolley Run audience:** Take advantage of the heavy participation and recognition of the Trolley Run to promote CCVI and its cause.
- **Fundraising via social media:** Use social media tools to promote fundraising rather than just awareness.
- **Additional social media channels:** CCVI currently utilizes Facebook and Instagram. It could take advantage of other channels such as Twitter and a public-facing blog.
- **Untapped market of potential donors:** CCVI has thousands of donors, but has the potential to reach many more. It could tap into existing databases to gain new donors or target new audiences with different campaigns.
- **Additional family support:** Parents need reliable caregivers that are qualified to care for their visually impaired children. CCVI could provide scheduled child care services on weekends or help certify caregivers.
- **Lion's Club:** CCVI has an existing partnership with the Lion's Club but could leverage the organization to help gain awareness and funding.
- **Hands-on experiences:** Help donors understand life with a visual impairment.

## Threats

- **Other nonprofits:** There are more than 2,500 nonprofits in the KC Metro and each is trying to acquire funds from the metro residents.
- **Federal and state funding:** If legislators lose focus on visual impairment disabilities, funding could be cut and impact CCVI's ability to provide services.
- **Tax laws:** Potential changes to tax laws could reduce or eliminate tax deduction for charitable giving.
- **Brand confusion:** Participants may believe their Trolley Run donations are benefitting Sabates Eye Center rather than CCVI.
- **School districts:** If school districts do not contract with CCVI and choose to provide services in-house, CCVI will lose a portion of its funding and referrals.



# Primary Research



“I love CCVI and all the people associated with it. They work extremely hard and give much more than their time to the organization...”

- Parent

## Purpose

To gain a better understanding of the community's awareness of CCVI and opportunities to improve that awareness, the team conducted primary research using surveys, in-depth interviews and a website audit.

## Method

The team sent surveys to Trolley Run participants, CCVI board members, parents of students at CCVI, and Young Friends of CCVI. All responses were gathered through the online software, Survey Monkey.

In-depth interviews were conducted in order to gain a better understanding of CCVI from the perspective of a parent, board members and Trolley Run participants. Each of the surveys gave different insight and understanding of CCVI's reputation in the community. All in-depth interviews were conducted in person at various times and locations.

The website audit was performed to find opportunities for improvement that are inexpensive and easy to implement. Each page was reviewed and analyzed based on overall website best practices.

## Surveys

### Trolley Run Participants

See Appendix A for a copy of all questions and responses.

The research team conducted a survey of past Trolley Run participants from Feb. 10 to Feb. 21 to better understand participants' experiences and attitudes toward the event. The survey was sent to 6,119 people who had participated in the Trolley Run in 2013. A total of 349 people responded for a response rate of 5.7 percent.

The survey primarily focused on participant demographics, the participant's experience at the Trolley Run and the association between the Trolley Run and CCVI.

### The Respondents

- 69 percent of respondents were female
- 53 percent were between the ages of 25 and 44
- 68 percent of respondents heard about Trolley Run through word of mouth
- The majority were local; 99 of the 115 unique zip codes entered were in the Kansas City metro area

### Key Findings

#### *Trolley Run Experience*

The survey confirms that participants feel the Trolley Run is a well-organized, great event. A solid majority (65 percent) said their experience at the Trolley Run was better than other races in the area. Additionally, 79 percent of respondents said they had participated in the Trolley Run more than once. There were a few recurring themes about logistics.

Respondents left a large number of survey comments, including:

"It's an awesome, family friendly race. Course is great, supporters on the course are great, start and finish are excellent. It's a new favorite for me."

"It's a well organized race that attracts a broad population from the metropolitan area. I have found the registration process and event efficiently run."

"The commitment to accessibility was inspiring - staging audio cues for all runners along the way was brilliant!"

"Love the trolley run but sometimes not enough food/drink for the slower walkers!"

# Primary Research



## *Association with CCVI*

Most survey respondents indicated they were aware the Trolley Run was a fundraiser for CCVI, although some indicated they did not understand CCVI's mission. When prompted for ideas on how to increase visibility for the CCVI name and cause through the Trolley Run, respondents offered the following ideas. Several more can be found in the appendix:

- Increase CCVI visibility on advertising materials and t-shirts
- Provide better awareness of the children's stories
- Ask CCVI students or grads to have more involvement in Trolley Run activities
- Change the name of the race

"Maybe promote CCVI more though. I'm not really sure what they do, their charter, how they are funded, etc."

"Maybe something at the start of the race when people are standing, waiting, about "What is CCVI? Who do they help? How can you help?" would get more people's attention during a more "captive audience" portion of the event.

"The name of the race should be changed to reference visual impairment. Could have some sort of 'spotlight' on the children benefiting. Organize something near/ around the location of CCVI (like packet pick up at CCVI center)."

## **Conclusion**

From the survey results, it is clear participants enjoy the Trolley Run and is a major successful Kansas City event. While most of the people who responded to this survey stated that they were aware that the Trolley Run was a fundraiser for CCVI, many acknowledged that a strong connection between the event and the organization was lacking.

## **CCVI Board Members**

See Appendix B for a copy of all questions and responses.

The research team wanted to get an honest insight on how the CCVI board members view what the organization does well, that the organization needs to improve on, and what recommendations and ideas members had for the team from a marketing perspective.

The survey was sent to 41 CCVI board members and 10 responded.

## **The Respondents**

Seven respondents were female. Most of the board members were introduced to the organization through a friend or work colleague. One board member became aware of the organization through the Trolley Run. Two respondents are on the marketing committee, two are members of the executive committee and one respondent is the liaison to the advisory board.

## **Key Findings**

### *Board Member Involvement*

The board members all have a passion for the organization, citing the mission, cause and leadership as reasons they stay involved with CCVI.

"Great mission, strong leadership, sound financials and the ability to utilize my professional skills."

### *Future Goals*

Most of the board members' goals for the future relate to finances, as the survey respondents noted they would like to see the organization find more stable financing and move toward becoming financially independent so it can serve more children. One board member would like to see CCVI have higher visibility.

"I would like to see CCVI have a stronger voice and brand recognition in our community."

# Primary Research



## *Recommendations*

The board members had several recommendations. They mainly want to find ways CCVI can better connect to the community and share its story while also improving its brand recognition and visibility.

“Increase visibility of the mission and the need for CCVI in the community. Connect with the community more broadly so they recognize this amazing resource and can empathize with the children and families who are in need of visual impairment services, therapies, and special education.”

## *CCVI Strengths & Weaknesses*

For the organization’s strengths, the board members cited the volunteer commitment, CCVI’s staff and clear mission. For the organization’s weaknesses, the board members mentioned the need for so many fundraising events, CCVI’s connection to the community and a lack of community awareness.

“Lack of community awareness about who we are and what we actually do. Our brand is not strongly tied to our biggest event.”

## *How the CCVI Board Compares To Other Boards*

Those who serve on other nonprofit boards said they found their experience on CCVI’s board to be more engaging and fun.

“This has been the best, very organized, lots of participation.”

## **Conclusion**

The CCVI board members all share a passion for the organization and its mission. The board recognizes that CCVI needs to do a better job of connecting with the community and building its brand.

## **CCVI Parents**

See Appendix C for a copy of all questions and responses.

The research team wanted to get an honest insight into how those with a child currently enrolled at CCVI viewed the organization and what suggestions they had from a marketing or brand awareness perspective.

The survey was sent to 129 CCVI parents who had registered their email address and 19 people or 14.7 percent completed the survey.

## **The Respondents**

Of the 19 respondents, 17 were female. The respondents also submitted 15 unique zip codes from around the Kansas City area. Most of the parents first became involved with CCVI when their child was just a couple of months old, and all participants became involved when their child was two years old or less. Ten participants participate in CCVI support groups, while seven indicated that they do not participate in CCVI support groups.

## **Key Findings**

### *Additional Resources or Information*

Most of the parents felt there are no additional resources or information CCVI could provide to families. A few suggestions were to add satellite centers since the downtown location is not convenient for all families, an after-school program, and more information on what resources are available for families once their child leaves the program.

“Maybe more info on what’s available to the children once they complete their time at CCVI such as other special schools.”

### *Insurance Coverage*

About half of the survey respondents were not aware that some insurance plans cover therapies for the visually impaired. Of those that were aware of potential coverage, most obtained this information through individual research or their insurance provider. Only

# Primary Research



three participants learned of possible insurance coverage from CCVI.

“Yes; however, you guys only work with 1 or 2 insurance agencies. I’ve asked for 2 yrs for you to get on more insurance plans but I keep getting excuses.”

## *Event Participation*

The survey results showed that the parents encourage friends and community members to participate in CCVI fundraising events. Eleven respondents encourage their friends and family to participate in the Trolley Run, while five encourage general giving. Only one respondent indicated that she/he does not encourage event or fundraising participation.

## **Conclusion**

The parents had several interesting ideas on how CCVI can improve its services, and there seems to be a lack of communication with parents regarding insurance coverage. It is also evident that CCVI parents do a good job of encouraging others to participate in fundraising events or general giving.

## **CCVI Young Friends**

See Appendix D for a copy of all questions and responses.

The research team wanted to get additional understanding of CCVI Young Friends members’ experience and views of CCVI. The survey was sent to 140 CCVI Young Friends members and 12 people or 8.6 percent completed the survey. This survey primarily focused on learning the Young Friends’ thoughts on what CCVI does well, what the organization could improve, and their recommendations.

## **The Respondents**

Of the 12 respondents, eight were female. Most respondents were introduced to CCVI through volunteer activities in high school or college.

## **Key Findings**

### *Staying Involved With CCVI*

The Young Friends members enjoy seeing firsthand how CCVI improves the lives of the children it serves. Volunteering is also a social and networking activity for the Young Friends members.

“I love CCVI and all the people associated with it. They work extremely hard and give much more than their time to the organization. And I really like that it is an organization helping kids and families that really need help.”

### *Future Ideas for CCVI*

The survey respondents would like to see CCVI become more of a household name in the Kansas City area, which they hope will lead to increased fundraising and a wider volunteer base. They believe it is also important to continue to get young people involved with the organization and to promote volunteer opportunities.

“I would love if the organization was a household name outside of the tight knit community already affected by CCVI. This awareness will stem not the right word here more fundraising and volunteer opportunities for CCVI.”

### *Marketing Suggestions*

The Young Friends would like to see CCVI use more photos and videos to better tell its story. The respondents would also like to see the organization leverage social media more and show the impact the school has on the families that use it.

“Get the word out about CCVI and what it does. I think the photos and videos that CCVI posts on its social media tug at the heartstrings and show the importance of CCVI to those it serves. I think getting the word out that the Trolley Run (which many know about) benefits CCVI is important as well.”



# Primary Research



## *Strengths & Weaknesses*

The survey respondents cited the CCVI staff, the relationships they build with families and the school's resources as strengths of the organization. Weaknesses include awareness and exposure in the community.

## *Events*

Respondents stated that the Trolley Run is the most successful event, followed closely by Food Fight. They believe both are well-known events in the community.

“Historically, I think it has been the Trolley Run. But, there are others that are equally as popular (Food Fight).”

## **Conclusion**

The Young Friends members that took this survey recognize that the organization has many strengths and could benefit from added exposure and awareness in the Kansas City community.

## In-Depth Interviews

### **CCVI Parent Interview**

On Feb. 26, the research team conducted an interview with a parent of two CCVI students. For a list of questions and summary of responses, see Appendix E.

#### **The interviewee**

The interviewee was a father of twin daughters who both attend CCVI; one receives therapy for cerebral palsy and Cortical Visual Impairment, while the other attends as a sighted peer. The girls are three years old and began attending the school this year, although they had been part of the CCVI infant program for several years.

#### **General experience**

The interviewee stated that his family was extremely satisfied with its interactions and experiences with CCVI over the last couple of years. Like many of the parent survey respondents, the interviewee was satisfied with the amount of information CCVI provided. He stated that the teachers and therapists do a great

job of providing daily updates and are always responsive.

#### **Insurance coverage**

When asked about his awareness of insurance coverage, the interviewee explained that all finances were covered by his local school district. While it was initially time-consuming to work with the school district to create a plan for his daughter, he is satisfied with the result and the cooperation of the district to ensure his daughter has quality education at CCVI.

#### **Fundraising**

The interviewee explained that his family is very vocal about their experience at CCVI and that all of their friends and family know about CCVI. Many participate in the Trolley Run as a result and one family friend even volunteers time in the classrooms. He was not aware of any other CCVI events that his friends or family participate in.

He did recommend that CCVI try to incorporate more experiences for donors to understand visual impairment. He said that the experiences provided to parents helped him understand his daughter's day-to-day struggles and he would like others to be able to experience that as well.

### **Trolley Run Participants**

On Jan. 28 and March 4, the research team conducted interviews with Trolley Run participants. For a list of questions and summary of responses, see Appendix F.

#### **The interviewees**

The first interviewee is an avid runner who ran on the University of Kansas' track and cross country teams and also ran professionally after graduation. He participates in every major Kansas City area race.

The second interviewee grew up in the KC metro and was aware of the Trolley Run but only ran in it a few times. After his daughter was born blind in 2013 and he became more involved with CCVI, he said the Trolley Run will be a staple every year.

# Primary Research



## General experience

Both interviewees have had good experiences with the run, stating it is well-organized and well-promoted. Each of interviewees also indicated it is the fastest four-mile race in the country and this is appealing to avid runners.

## Benefitting CCVI

When asked about whether they knew who benefitted from the Trolley Run, both answered no. Each of them knew Sabates Eye Center was the sponsor, but were unaware of who the race benefited. Many runners are only running for the race rather than the cause it benefits.

The second interviewee became aware after having his daughter and spoke with other runners who race in it regularly and he said they were aware of the proceeds going to CCVI. He felt his lack of awareness was more due to his ignorance than lack of promotion.

## Information at the Race

Both interviewees were aware of information being given at the race but nothing of significance stood out in their minds. The first interviewee noticed people handing out flyers and putting marketing materials under car windshield wipers. The second interviewee stated he is typically only concerned about getting the t-shirt and big number and throws the rest away.

## CCVI Board Member

On Feb. 11 and March 11, the research team conducted interviews with two influential CCVI board members. For a full list of questions and summary of responses, see Appendix G.

## The interviewees

One of the interviewees has a daughter who was born with a depth-perception issue. After her daughter was enrolled in CCVI's program, the interviewee became committed to helping CCVI better serve children with visual impairments. She originally volunteered in the classroom before becoming a board member.

The second interviewee is the Chief Marketing Officer for Durrie Vision, who has a strong marketing background and has experience in the vision industry. Durrie Vision has had a long-standing relationship with CCVI, which led to her involvement with the board.

## CCVI strengths

One interviewee cited the execution of the Trolley Run as a strength for CCVI, and in general the organization's promotion and execution of events and anniversaries. She also pointed out that CCVI keeps organizational costs low and rarely wastes funds. She also has a high regard for the CCVI staff.

## Recommendations

One interviewee mentioned that it can be hard to find out how to get involved with CCVI from the website. Additionally, she thinks the organization should move away from having multiple social media and event websites and keep all information centrally-located on one website and one Facebook page. She would like to see CCVI improve its social media usage for event promotions and to grow CCVI's list of supporters.

The research team also heard recommendations for CCVI to communicate success stories from children that have been through the program. One interviewee said she would like to show how CCVI enabled these children to overcome their visual impairment to reach their full potential.

One interviewee would like CCVI to better educate the community about its services and impact. She feels the community needs to have a connection with blindness in order to better receive CCVI's message. She also would like to see more videos created that show the children in the program as well as success stories on how children have improved. Both interviewees emphasized the importance of associating the Trolley Run with CCVI. One interviewee suggested that CCVI do a better job of highlighting how donations benefit the organization.

## Web and Email Analyses

### Website Analysis Overview

See Appendix H for a full outline of the website and our analysis and recommendations.

The research team did an in-depth, section-by-section analysis of CCVI's website. The team focused on both the visual aspects of the page as well as the quality of content.

### Key Findings

#### *Social Media Icons*

CCVI has a strong social media presence, especially on Facebook. However, CCVI's social media pages are not easily accessible from CCVI's website. The homepage is the only page on the website that has a link to CCVI's Facebook page, and this icon appears outdated. Social media icons could be added to the top corner of each page for easy navigation.

#### *Images*

Many pages on the website contain no pictures and are very text-heavy. CCVI has great photos on its Facebook page that help tell the organization's story. These strong images could help improve the website if displayed throughout. Every page on the website should ideally have at least one image.

#### *Using a Call to Action*

It can require a lot of navigation to find ways to donate to CCVI, become a volunteer or interact with the organization if the user is not on the homepage. The website could use some calls-to-action that are static on every page, such as "learn about volunteer opportunities" or "join our mailing list."

#### *About CCVI*

The financial information in this section is only updated through 2010-2011. Updated stats and financials would make the website appear more up-to-date. Better images would greatly strengthen the facilities page as it would allow the user to gain a better idea of how

CCVI interacts with the children in the program and the services offered.

#### *Events*

The event calendar contains dates but lacks links to the actual event. These titles should have links that allow the user to learn more or register for the event. The social media links that correspond with these pages should be displayed on this page as well.

### Conclusion

The CCVI website has strong content on many of its pages; however, the lack of images makes it hard for the organization. Adding images, social media icons and more calls-to-action would improve the user experience and help CCVI better communicate its story.

### CCVI Website Analytics Analysis

See Appendix H for a three-month total of CCVI's website analytics.

The research team examined CCVI's website statistics over a four month period (October 2013 – January 2014) to better understand what the organization is doing well and what it can improve.

### Key Findings

#### *Steady Website Traffic*

CCVI's website traffic is extremely consistent. The traffic took an expected dip in December likely due to the holidays, but its October, November and January visitor totals were 1,152, 1,129 and 1,155 respectively. Over this four month period, 70 percent of the website traffic consisted of new visitors.

#### *Staying Power*

The average visitor to CCVI.org stays on the site for a little over two minutes and visits about 3.5 unique pages. This shows that most people visiting the site are interested in learning about the organization.

# Primary Research



## *Bounce Rate*

CCVI.org's bounce rate over this four-month span was an average of 48.4 percent. This indicates the percentage of visitors that leave the site after visiting only one page. This rate ideally would be lower as the organization should be aiming to be attracting website traffic that will not immediately leave the site. The bounce rates have decreased each month, however, so this number is moving in the right direction.

## **Conclusion**

CCVI's website benefits from a significant amount of new users every month. The organization should work toward improving the content on the homepage to entice users to stay on the site longer (which will decrease the bounce rate). Improving the click-through rate on the organization's email campaigns also will improve traffic.

## **CCVI Email Marketing Analysis**

The research team examined CCVI's email marketing statistics to gauge the effectiveness of these campaigns and to find areas where the organization could improve.

## **Key Findings**

### *Unsubscribed Addresses*

The only email that had a significant number of unsubscribes was the Trolley Run email that went out to both CCVI organization contacts and past participants of the event. This is to be expected given that many Trolley Run participants are unaware of CCVI's tie to the event. Building a better brand connection between CCVI and Trolley Run should help decrease this unsubscribed total. The low unsubscribed percentages from other emails suggest that the content going out is relevant to the recipients.

### *Open Rates*

The open rates for all emails are very high. According to Constant Contact, the average open rate for non-profit organizations is 23 percent, but most of CCVI's emails achieved an open rate of 30 to 40 percent. The

organization should utilize second and third sends to those who haven't opened the email already to ensure the maximum number of recipients open the message.

### *Click-Through Rates*

Despite the high number of email opens, most emails resulted in only a few "clicked through to other links." CCVI should examine the call-to-action used in these messages – it may need more attention to prompt the recipient to click through to the website. The average click-through rate for similar organization is around 12 percent, according to Constant Contact. Many of CCVI's emails only attained a 1 to 4 percent click through rate with the exception of some Trolley Run announcement emails.

## **Conclusion**

CCVI's email marketing program enjoys healthy open rates few unsubscribed addresses. The organization should attempt to better leverage this and improve the click-through rates, which will boost interaction with CCVI and improve the website's traffic.

# Recommendations



“I would like to see CCVI have a stronger voice and brand recognition in our community.”

- CCVI Board Member



# Recommendations



Based on our primary and secondary research, we formulated three objectives that will help the organization strengthen its strategic position:

1. Increase awareness of CCVI and its services in the Kansas City metro area
2. Increase the perceived value of the CCVI brand
3. Build the number of donors and fundraising effectiveness

In the following section, we will break down each objective into strategies with corresponding tactics that will outline the necessary steps CCVI must take in order to achieve its goals.

## Objective 1: Increase awareness of CCVI and its services in the Kansas City metro area

### Strategy 1: Utilize success stories

Primary research makes it clear that CCVI could benefit from sharing success stories of the children they have helped. We heard from parents and board members of the great experiences children had with the organization, but those stories are not prominently shared.

It is also clear from primary research that there is a lack of association between CCVI and the work it does. Many people have heard of the CCVI or the Trolley Run, but do not know what type of services it offers. Sharing the stories of those impacted by the organization will help increase awareness of CCVI and its services. As a result, people will be more likely to donate money and time to an organization they see adding value to the community.

**Tactic: Create “success stories” section on the CCVI website with features on former and current students and children.**

CCVI should consistently add one new profile each

month. Examples of stories include recent events such as participants in the Regional Braille Challenge (posted on CCVI’s Facebook page) or a brief article about a graduate beginning his freshman year at a local university.

The pieces should focus on the children and families to lend credibility, but always incorporate how their time at CCVI helped them succeed.

**Tactic: Share success stories via email and social media pages.**

CCVI should “recycle” the content from the website success stories and share via email, Facebook and Twitter. Always include a link back to the website story to drive more traffic to the website.

**Tactic: Ask students to speak at donor events**

Donors like to know how their gifts are being spent. They have a lot of options when it comes to giving to nonprofits and charities, and they want to know that they are making an impact. We recommend asking former students to share their stories at CCVI events to tell donors firsthand how CCVI helped them get to where they are now.

### Strategy 2: Strike emotional chord with potential volunteers and donors

People are inspired when they experience an emotional connection between a nonprofit organization and the community. While some organizations are hesitant to use emotional appeals, emotion is one of CCVI’s strongest assets and the organization should take advantage.

**Tactic: Sell braille Valentine’s Day cards and Holiday cards**

Most people do not have the opportunity to touch and feel braille writing. Receiving a braille card is a way for the general public to appreciate what students at CCVI are learning. CCVI should sell braille greeting cards for Valentine’s Day and Christmas each year. Cards should be available on CCVI’s website, promoted through social media, on sale at CCVI events and

# Recommendations



sold by volunteers at craft fairs and similar events. The back of the cards should clearly indicate that proceeds benefit CCVI, information about visual impairment, how children are impacted by the donation and the CCVI website. The Chicago Lighthouse for People Who Are Blind or Visually Impaired has a similar greeting card program, which has received local media coverage (Miller). We suggest selling boxes of six cards for approximately \$15. See Appendix I for sample.

## **Tactic: Share photos and videos of students on social media sites and CCVI website**

The old saying is true; a picture is worth a thousand words. CCVI can describe its excellent services with words, but showing a picture of a teacher guiding a small child with a cane will help the audience understand the impact that CCVI makes on these children's lives. CCVI should include a minimum of one image per page on its website and continue to post pictures regularly on its social media pages.

## **Strategy 3: Emphasize the CCVI name in event promotion**

Hosting events as fundraisers is important revenue source for CCVI, but in order to retain ongoing involvement from participants, CCVI needs to strengthen the association between events and the organization. Board member, parents, event participants, and our analysis of CCVI's web presence all pointed to this fact. This was one of the most prevalent themes throughout the research process.

## **Tactic: Better promotion of CCVI before and during the Trolley Run**

Our research consistently showed that there is a lack of promotion of the CCVI name and cause before and during the race. The CCVI name should be more prominently placed on race t-shirts and other promotional materials. CCVI also can place signage along the race route thanking participants for supporting CCVI. Post-race, participants should have numerous opportunities to experience hands-on activities to better understand visual impairment, such as a short race course wearing simulation goggles. Packet pick-up

volunteers should promote these activities before the race to increase participation. Participants that visit all post-race experience stations should be entered in to a raffle for gift certificates to local restaurants such as those in the KC Hopps group.

We also recommend utilizing the relationship with Sabates Eye Center to its fullest potential. Ensure that all marketing materials on the Sabates website are in line with CCVI brand guidelines. Also request that CCVI-provided marketing materials are placed with reception areas of Sabates Eye Center locations for further visibility. In the future, we recommend CCVI carefully analyze the benefit of having a title sponsor for the Trolley Run. While title sponsors generate valuable funds, CCVI loses out on recognition and awareness. The comments in the Trolley Run participant survey support this finding.

## **Tactic: Consolidate event promotion websites and social media pages under a main CCVI page**

Primary research indicated a lack of a cohesive event promotion strategy. We recommend that the event websites fall under the CCVI.org domain while keeping the same functionality (such as registration and FAQ) as they have today. This emphasizes the connection to CCVI and directs people back to other CCVI content. The website copy and headlines about events on the CCVI.org homepage must be strong in order to engage the audience and connect with them emotionally. The message about CCVI should remain constant across all event pages; participants can make a difference in children's lives and have fun at CCVI's great events.

# Recommendations



## Objective 2: Increase the perceived value of the CCVI brand

### Strategy 4: Improve website content and social media reach

CCVI currently has a solid website and Facebook presence. As with most organizations, this presence can be improved even further to make the most of the thousands of impressions it makes each year. We recognize that CCVI is planning to update its website in the near future and recommend the following tactics be implemented at that time.

#### Tactic: Update website visuals

While the content on CCVI's website is very informative, we recommend supplementing content with strong images. CCVI has great subjects to work with – children in an educational and therapeutic environment. We specifically recommend emphasizing images on the homepage with a light box or image carousel. CCVI should ensure that the logo consistently remains the same color. It should not change color to fit the design of particular page or site - the logo needs to be a consistent identity mark.

#### Tactic: Update website content and copy

Additionally, we suggest consolidating some content (under About CCVI, for example) into one page that uses anchor links to navigate to the content as some pages currently contain little content. CCVI should also explore weighting certain text on the website to draw the user's eye to important information. Every page should prominently display social media links and a call to action, such as such as “learn about volunteer opportunities,” “join our mailing list” or “donate today.” See Appendix I for sample.

#### Tactic: Create a blog on the CCVI website

Entries should be written by a combination of volunteers, parents, graduates, board members and staff. This will help share how CCVI is impacting children and the community. We recommend posting content

weekly. Content can also be posted to Facebook and Twitter to drive traffic to the website.

#### Tactic: Create CCVI Twitter handle

CCVI has effectively used Facebook to engage social media users. The Facebook page is full of great images, stories and other best practices. We recommend that CCVI create a general Twitter handle to be used for event promotion and coverage, school updates (cancellations) and school news. It would also be a convenient way to connect with media for increased event and school coverage. Facebook will continue to be used to tell the organization's story and show the daily activities at CCVI. With the creation of this general Twitter handle, CCVI could retire the Food Fight handle. As the social media strategy grows, it is increasingly important to integrate social media and the website by creating social media feeds for the website. CCVI can also sync Facebook and Twitter to make cross-posting seamless.

#### Tactic: Create Facebook campaign in early spring to promote Trolley Run and CCVI awareness

Take advantage of Facebook's sharing capabilities to encourage Trolley Run fans to share an emotional message tying the Trolley Run with CCVI. The Trolley Run has a huge participant base and many are member of Gen X and Gen Y and use social media heavily. For example, encourage participants to share a photo of a child with a caption of “I'm going 4 miles for the kids!” See Appendix I for sample.

### Strategy 5: Enable people to experience life with a visual impairment

Our research illustrates that many people do not connect with CCVI's cause. Even if they are aware of what CCVI stands for, they likely do not understand the types of services it provides and what life is like for students at CCVI. If people have the chance to experience visual impairment, they will be more likely to understand the value of CCVI's services.

# Recommendations



## **Tactic: Mail new donors packets with visual impairment glasses, information on CCVI and a profile of a success story**

Current donors told us how much impact CCVI's current year-end packet with visual impairment glasses has to them. CCVI should send a similar packet to first-time donors who have given at least \$50 within two months of the first donation. By giving them a glimpse into a student's life, CCVI will help donors realize the impact of their donation and donors may be more likely to continue to give to CCVI.

## **Tactic: Distribute visual impairment glasses at events**

Several people told us in interviews and surveys that they would like participants at fundraising events to be able to experience what life is like with a visual impairment. CCVI can create interactive activities at current events to help achieve this. For example, we recommend creating a short 100 meter run/walk with "obstacles" after the event where runners have the opportunity to run the course wearing visual impairment simulation goggles with the help of a guide.

## **Tactic: Share Trolley Run video via social media pages and email**

The Trolley Run video available on YouTube and the Trolley Run website does an excellent job of simulating vision impairment while tying in the Trolley Run. While this video is currently available on YouTube, we recommend sharing it and videos with similar effects via social media and email campaigns leading up to the Trolley Run.

## **Tactic: CCVI *Insights: Seeing Through Their Eyes***

Each fall, invite key donors and volunteers for an exclusive, black-tie event, CCVI *Insights: Seeing Through Their Eyes*.

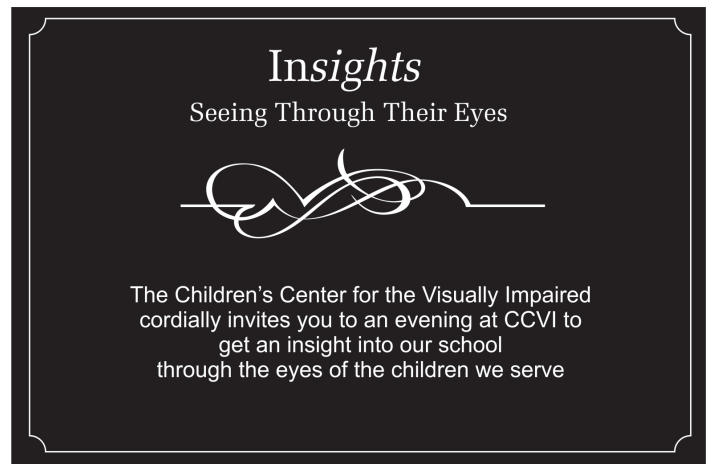
- Local celebrities (athletes, news personalities, etc.) would be present to kick off the event and emphasize the impact of gifts to CCVI.
- Participants would eat a catered meal in the dark to simulate blindness.
- CCVI would host a blind auction where bidders

could submit bids throughout the evening on items such as autographed memorabilia, donations from corporations and so on.

- Participants would have the option to visit various stations to experience firsthand the occurrences of a day in a life of a visually impaired person. For example, they could wear simulation goggles, walk with a cane, and so on.
- The event would have a smaller, intimate feel with around 50 guests or maximum occupancy for the CCVI cafeteria.

We recommend selling tickets for this event for \$50. After the first event, CCVI should evaluate the success of the event and determine if opening to the general public is feasible.

See Appendix I for full sample.



# Recommendations



## Objective 3: Build the number of donors and fundraising effectiveness

### Strategy 6: Personalize campaigns for many segments

CCVI currently has several strong email and direct mail campaigns that generate interest, revenue and goodwill. CCVI could make these campaigns speak to individuals by customizing to various groups and therefore making donors feel valued and important.

#### Tactic: Obtain more data on donors to segment effectively

CCVI could benefit from knowing donors' age brackets to better target messaging. Members of different generations like to be involved and receive messages in different ways. Gender and marital status may be helpful as well. Women tend to be more nurturing and may be more affected by a different message. Married couples may have children or grandchildren and this might affect how they view the message.

#### Tactic: Acknowledge how donors and volunteers have personally impacted CCVI in the past in email campaigns

Call out past activities, such as “ Amy, as a registration volunteer for the Trolley Run last year, you helped us achieve our goal of ....”

See Appendix I for full sample.

To: Finch, Amy  
From: Children's Center for the Visually Impaired  
Subject: Derby Day Help

Hello Amy,

I wanted to take a moment to thank you for your continued support of CCVI. As a registration volunteer for the Trolley Run for the past two years, you have played an important part in helping us raise over \$800,000! Events like the Trolley Run enable us to provide braille services, individual therapy and more for our students.

#### Tactic: Test various subject lines to see which are more effective

To better understand how donors react to different messages and language, CCVI should test two different subject lines for a message. The first subject line should be sent to 10 percent of the audience. The second subject line should be sent to another 10 percent of the audience. CCVI should analyze the responses and the more effective subject line should be used for the remaining 80 percent of the audience. This works best with a large audience, such as Trolley Run participants.

### Strategy 7: Revamp donation page on website

The donation page on the CCVI website currently is not prominently located.

#### Tactic: Create a Donate tab at the top of the page

Currently, visitors must click the “Get Involved” tab and search for the Donation page from there. Make it as intuitive as possible to find this important page. Additionally, the Donate button located on some pages is not very large or prominent.

#### Tactic: Revise information about what services donations provide for students

We recommend including smaller donation amounts to make all donors feel valued, similar to how CCVI lists this information on the Trolley Run website. Part or all of this information should also be displayed on the CCVI homepage to ensure all visitors see this important content.

#### Tactic: Provide options for monthly donation opportunities

Many donors like to have automatic donations set up in order to give smaller amounts on a regular basis. This encourage continued involvement for your donor base.



# Measurements



“I feel the community needs to have a connection with blindness in order to better receive CCVI’s message.”

- CCVI Board Member

# Measurements



After launching this marketing campaign, it is important for CCVI to closely monitor both the analytics of these initiatives and how often certain action items are completed. The following metrics will provide the organization with useful benchmarks to ensure that these actions are being completed frequently enough to be effective and a general idea of what numerical success CCVI should aim for.

## **Social Media**

- At least one Tweet a day and one re-Tweet a day
- One Facebook post a day
- 20 new Twitter followers per month

## **Website**

- 100 more visitors and 40 more unique visitors per month
- Bounce rate down to 42 percent
- Every website page has at least one image
- Each website page has one call-to-action button or link

## **Email Marketing**

- Include at least two calls-to-action in each email
- Aim for at 10 percent click-through rate to the CCVI website or a CCVI social media page from each email campaign

## **Trolley Run**

- Send survey to all Trolley Run participants after the race to gauge CCVI brand awareness and the execution of the event
- Number of participants in the after race events

## **Insights**

- Number of RSVPs to the event
- Send a follow-up survey asking about experience at event
- Number of donors that increased their donation amount or new donors gave from attending the event and amount

# Timeline and Budget



“It [CCVI] has a singular mission, has helped many people in the community, and maintains its visibility throughout the year.”

-Young Friends Member

# Timeline and Budget

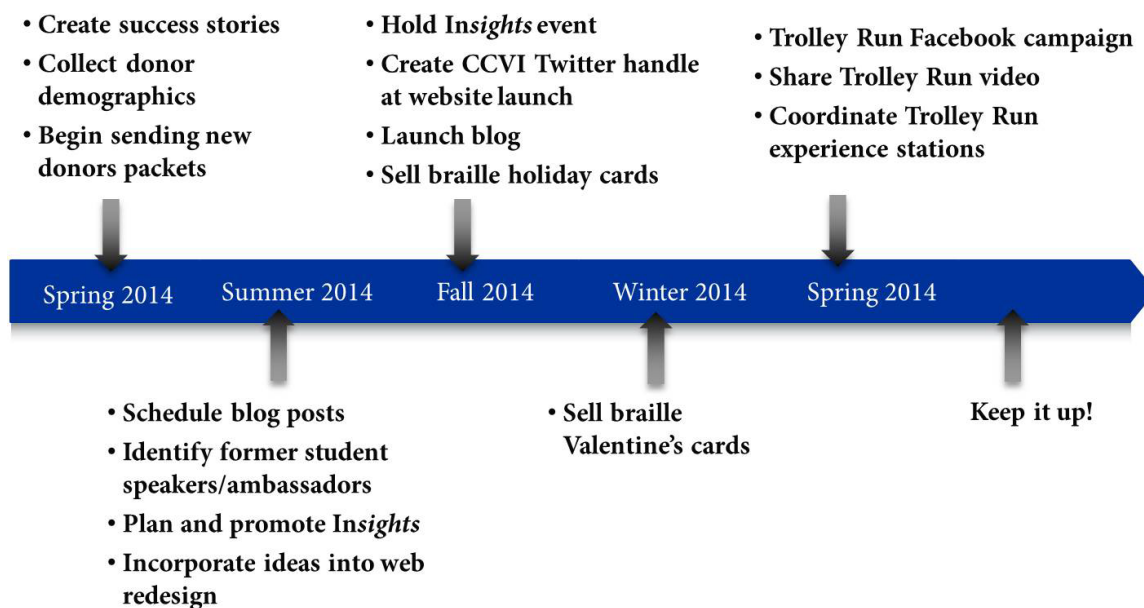


## 0-6 months:

- Begin collecting as much demographic information as possible about donors, including age and gender.
- Personalize emails and test different subject lines on various audiences.
- Begin sending new donors “thank you” packets with visual impairment glasses included.
- Start creating and collecting success stories and profiles of current and past students. By constantly looking for fresh ideas, CCVI will be able to regularly update content on its website, social media pages and email campaigns. Begin sharing via email and social media immediately and via the website with redesign launch.
- Set up a schedule for a blog with staff, parents and volunteers slated to write every two weeks. The blog will not launch until the website redesign, but it’s important to give writers plenty of notice.
- Identify former students with compelling stories that may be willing to speak at future events.
- Begin planning Insights event and promotion.
- Implement web suggestions including more images, blog, donation page revamp and social media icons when working on web redesign.
- Create CCVI Twitter handle to replace the Food Fight handle.

## 6 – 12 months:

- Beginning in October, sell Holiday cards on the website, holiday fairs and events.
- Promote sale of braille Valentine’s Day cards mid-January through mid-February.
- Increase visibility of the CCVI name during Trolley Run promotion.
- Organize visual impairment experience stations for the Trolley Run and coordinate prizes.
- Launch Trolley Run Facebook campaign.
- Share Trolley Run video via social media and email.



# Timeline and Budget



Tactic	Deliverables	Estimated Cost or Hours
Success Stories	Success stories section on website Success stories from website shared via email and social media	Initial creation - 2 hours with 4 hours per month thereafter Initial creation - 1 hour with 2 hours per month thereafter
Former students speak at events	Contacting former students to speak at events and student speaking	4 hours per event
Braille Cards	Valentine's Day Cards and Holiday Cards created using braille type 1050 Holiday cards (\$2/card, 175 packages of six cards) 300 Valentine's Day cards (\$2/card, 50 packages of six)	\$2700
Promotion of CCVI before and during Trolley Run	Facebook campaign CCVI signs placed along Trolley Run route (Four 6' x 2.5' signs & stakes - \$40/sign) Gift Certificates (4 - \$50 gift certificates)	4 hours per month - routine FB posts 1 hour - sign placement \$360 - signs and gift certificates
Consolidate event promotion under main CCVI page	Creation of new Twitter page Copy all event content sites to main CCVI site	2 hours for Twitter page 6 hours to copy
Update website visuals	At least one photo per page Update all CCVI logos to correct color	2 hours
Update website content and copy	Social media icons, donate now icon and get involved icon on every page	3 hours
Create blog	Embed blog into CCVI website Content for blog every two weeks	2 hours to create 2 hours bi-weekly for content
New donor packets	Mail new donors a packet that includes visual impairment simulation glasses \$3 per eyeglasses \$2 per packet for mailing (based on 225 new donors)	\$675 glasses \$450 mailing
Use of visual impairment simulation goggles at events	10 goggles per event - \$33 each	\$330
Trolley Run video distribution	Post video on social media pages and include a link to video in email campaign	2 hours
Insights fall fundraising event	Assemble local celebrities, invitation for event, catering for dinner of up to 50 attendees, auction items for blind auction, thank you gift for volunteers	\$300 - gifts (celebrities/volunteers) \$250 - printing and mailing of invites \$1000 - catering 4 hours - request auction items
Increased data gathering on donors	Compile demographics from all donor and volunteer submissions into master spreadsheet Add new demographic questions into all donor/volunteer submissions	7 hours

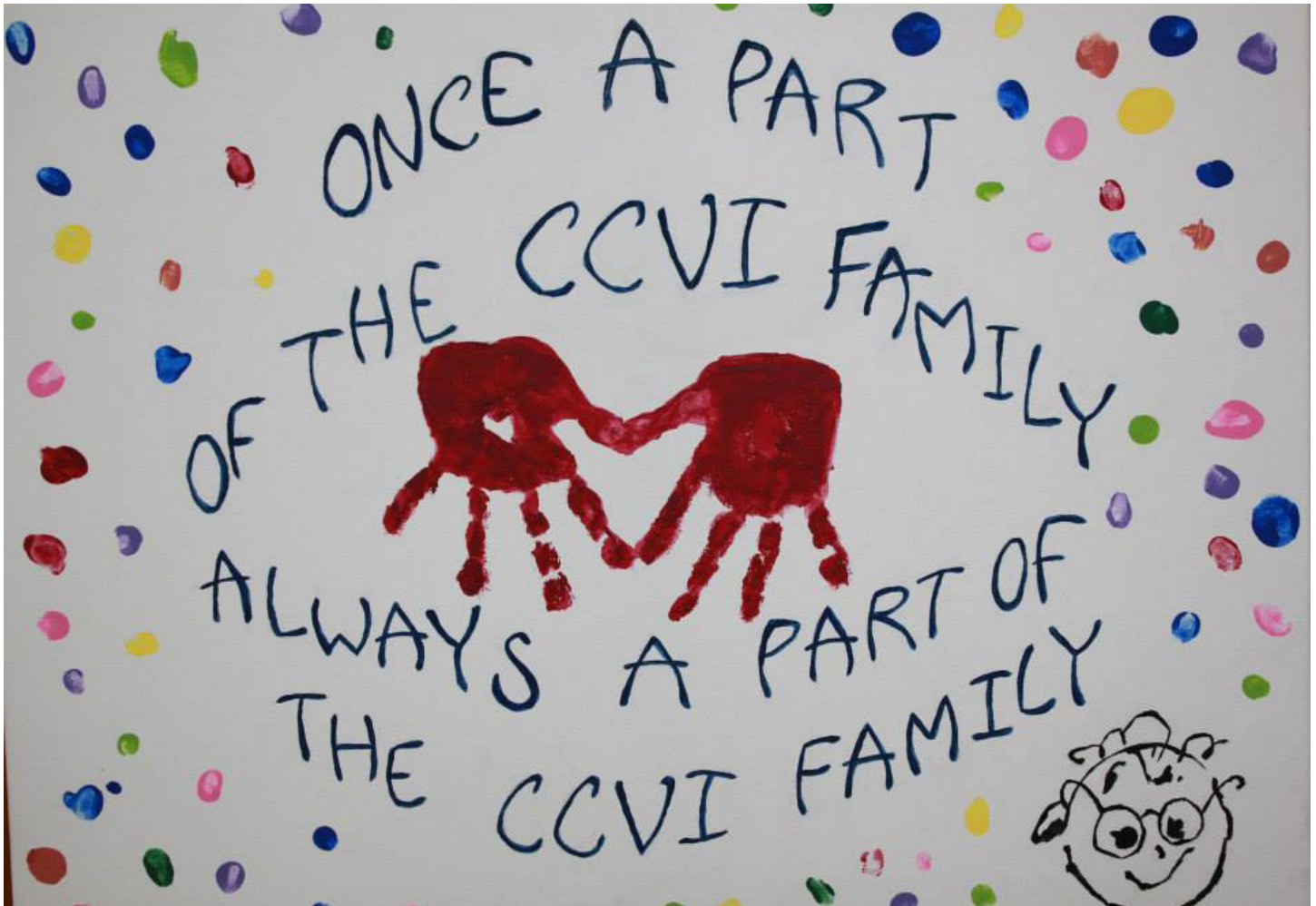


# Timeline and Budget



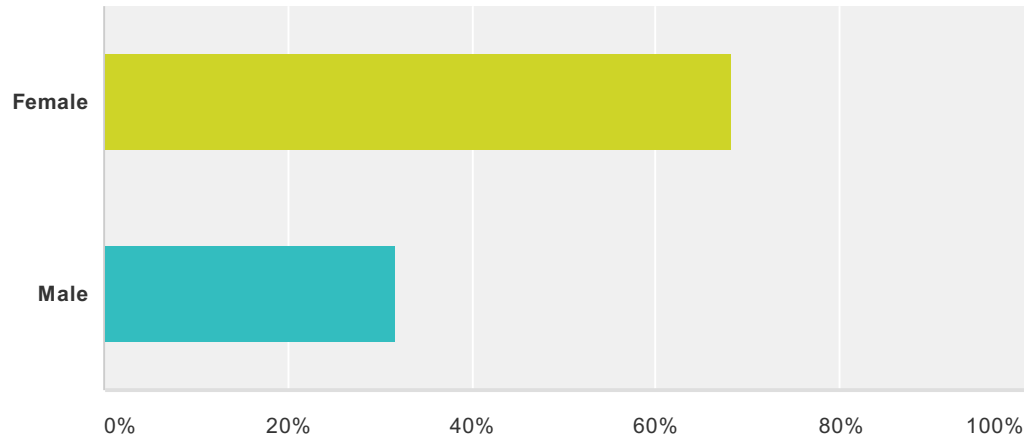
Tactic	Deliverables	Estimated Cost or Hours
Acknowledge how donors/volunteers have personally impacted CCVI in email campaigns	Email highlighting impact of donor/volunteer	1 hour
Test various subject lines in emails	Clone email campaign and divide target audience	1 hour
Create donate tab at top of web page	Add button to website header	1 hour
Revise information regarding services donations provide for students	Revise content to include more donation amounts	2 hours
Provide option for monthly donation opportunities	Set up automatic donation form on website	2 hours
<b>Totals*</b>		
		55 hours initial set-up  32 hours per month for maintenance and upkeep  \$6065

\*Dollars are based on initial purchase and do not include future expenses.



Trolley Run Participant Survey  
**Q1 What is your gender?**

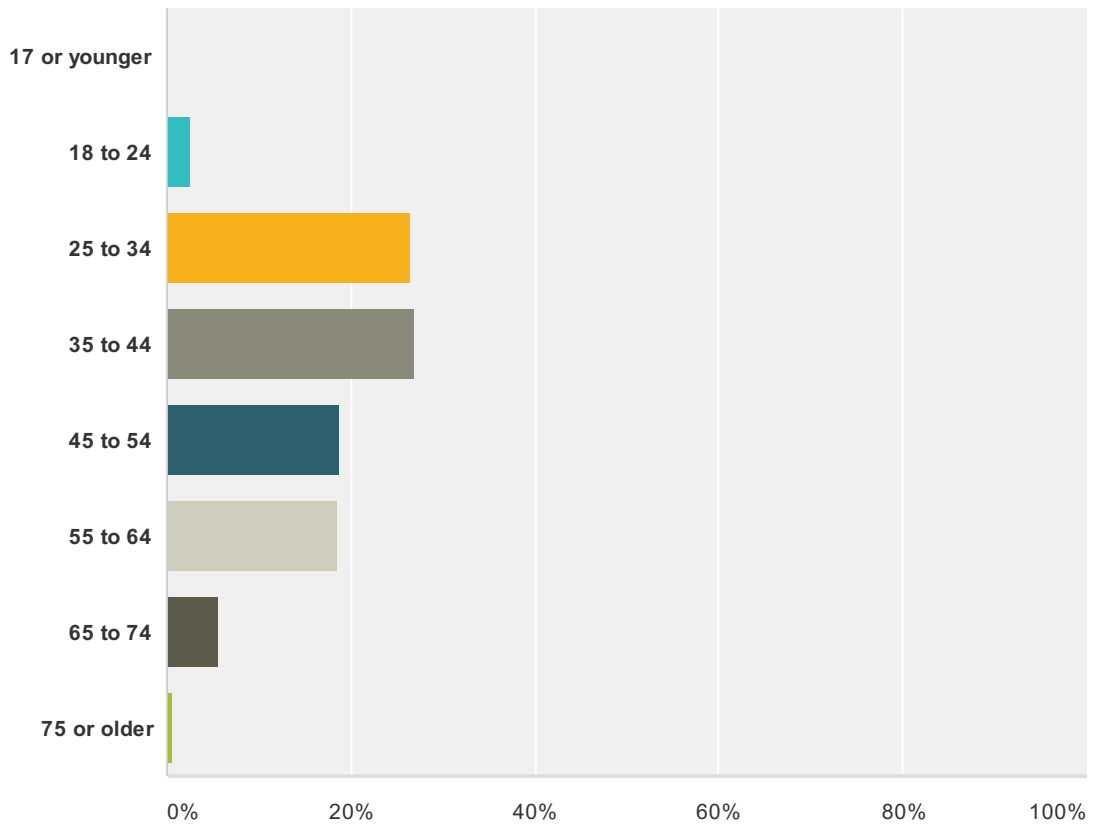
Answered: 350 Skipped: 0



Answer Choices	Responses
Female	68.29% 239
Male	31.71% 111
<b>Total</b>	<b>350</b>

## Q2 What is your age?

Answered: 350 Skipped: 0



Answer Choices	Responses
17 or younger	0.29% 1
18 to 24	2.57% 9
25 to 34	26.57% 93
35 to 44	26.86% 94
45 to 54	18.86% 66
55 to 64	18.57% 65
65 to 74	5.71% 20
75 or older	0.57% 2
<b>Total</b>	<b>350</b>

## Trolley Run Participant Survey

### Q3 In what ZIP code is your home located? (enter 5-digit ZIP code: for example, 00544 or 94305)

Answered: 347 Skipped: 3

#	Responses	Amount
1	66208	19
2	64113	17
3	64114	14
4	64111	10
5	66212	10
6	66062	9
7	66205	9
8	66209	9
9	66215	8
10	64068	6
11	64079	6
12	64138	6
13	64155	6
14	66207	6
15	66210	6
16	64063	5
17	64081	5
18	64086	5
19	64112	5
20	64119	5
21	64131	5
22	66206	5
23	66221	5
24	64064	4
25	64082	4
26	64083	4
27	64116	4
28	64118	4
29	64157	4
30	66061	4
31	66109	4
32	66213	4
33	66223	4
34	64012	3
35	64014	3
36	64030	3

## Trolley Run Participant Survey

#	Responses	Amount
37	64057	3
38	64060	3
39	64133	3
40	64158	3
41	66103	3
42	66202	3
43	66203	3
44	66204	3
45	66216	3
46	66224	3
47	66227	3
48	37754	2
49	63017	2
50	64052	2
51	64055	2
52	64061	2
53	64105	2
54	64117	2
55	64145	2
56	64152	2
57	64154	2
58	64477	2
59	64601	2
60	65803	2
61	66085	2
62	66102	2
63	66226	2
64	66614	2
65	23232	1
66	23606	1
67	55116	1
68	60045	1
69	60444	1
70	63026	1
71	63366	1
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73	64034	1
74	64058	1
75	64062	1
76	64074	1
77	64085	1
78	64089	1

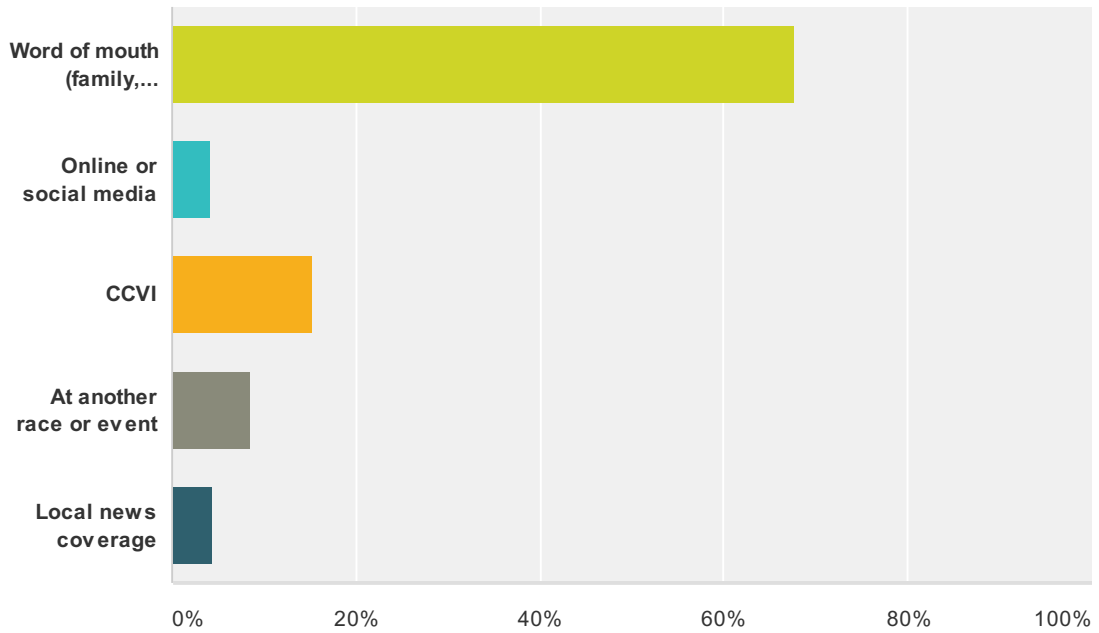


## Trolley Run Participant Survey

#	Responses	Amount
79	64106	1
80	64108	1
81	64109	1
82	64110	1
83	64115	1
84	64129	1
85	64130	1
86	64146	1
87	64151	1
88	64164	1
89	64465	1
90	64502	1
91	64505	1
92	64508	1
93	64801	1
94	65109	1
95	65203	1
96	65233	1
97	66002	1
98	66006	1
99	66007	1
100	66012	1
101	66030	1
102	66043	1
103	66044	1
104	66048	1
105	66053	1
106	66104	1
107	66106	1
108	66211	1
109	66217	1
110	66218	1
111	66219	1
112	66220	1
113	66431	1
114	66604	1
115	66762	1
116	67401	1
117	68154	1

### Q4 How did you hear about the Trolley Run?

Answered: 341 Skipped: 9



Answer Choices	Responses
Word of mouth (family, friend, co-worker, etc.)	67.74% 231
Online or social media	4.11% 14
CCVI	15.25% 52
At another race or event	8.50% 29
Local news coverage	4.40% 15
<b>Total</b>	<b>341</b>

#	Other (please specify)	Date
1	on the board and known of it for years	2/25/2014 11:07 AM
2	I started the race	2/17/2014 5:24 PM
3	work	2/17/2014 11:47 AM
4	past runner - I checked local news coverage as i'm forced to pick one of the above	2/14/2014 8:44 PM
5	Our grandchildren went to CCVI	2/13/2014 7:04 AM
6	Ran it before	2/12/2014 3:18 PM
7	Delta Gamma	2/11/2014 8:42 PM
8	I am a Delta Gamma	2/11/2014 3:01 PM
9	My employer sponsors this event yearly	2/11/2014 11:02 AM
10	Volunteering at ccvi	2/11/2014 9:39 AM
11	Corporate promotion	2/11/2014 9:26 AM

## Trolley Run Participant Survey

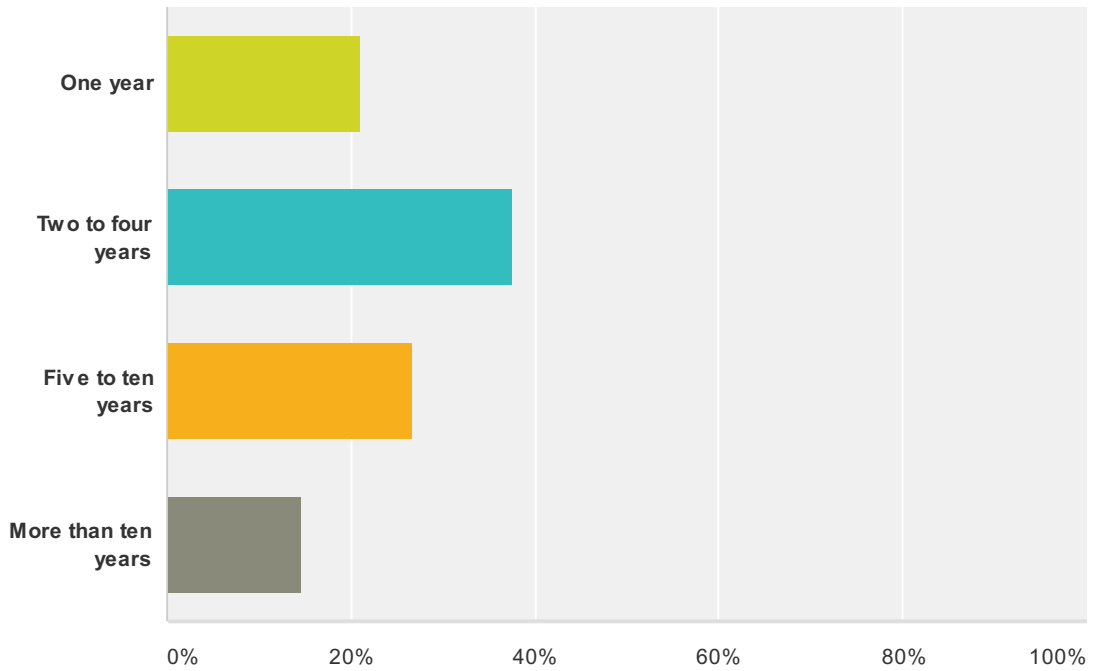
12	Paxton Elementary School	2/10/2014 10:19 PM
13	I don't remember. I've know about it for a long time.	2/10/2014 9:53 PM
14	Volunteered through the Junior League	2/10/2014 8:41 PM
15	babysit kids who attend	2/10/2014 8:24 PM
16	Participated in previous years, always know the timing is late April	2/10/2014 8:00 PM
17	Done it several times over the years	2/10/2014 7:18 PM
18	I am a Delta Gamma and CCVI is our philanthropy & I volunteer there	2/10/2014 7:14 PM
19	Grandson attends CCVI	2/10/2014 7:05 PM
20	school participated	2/10/2014 6:34 PM
21	I grew up along the course	2/10/2014 5:14 PM
22	all of the above	2/10/2014 4:40 PM
23	Live in neighborhood	2/10/2014 3:53 PM
24	Through my employer	2/10/2014 3:40 PM
25	Employer is a sponsor	2/10/2014 3:22 PM
26	Company	2/10/2014 3:18 PM
27	Thru employer	2/10/2014 2:32 PM
28	work in the optical industry	2/10/2014 2:29 PM
29	Driving by the event-stuck in runners traffic	2/10/2014 2:27 PM
30	work	2/10/2014 2:22 PM
31	My company is a sponsor	2/10/2014 2:16 PM
32	previous participant	2/10/2014 2:12 PM
33	My work sponsors CCVI	2/10/2014 2:10 PM
34	At Prairie Life Fitness	2/10/2014 1:58 PM
35	Cousin attends CCVI	2/10/2014 1:58 PM
36	Several of the above -- 1, 4, 5	2/10/2014 1:52 PM
37	I volunteer for it	2/10/2014 1:50 PM
38	SEC employee	2/10/2014 1:49 PM
39	Sister	2/10/2014 1:39 PM
40	Neighborhood Flyer back in 1994	2/10/2014 1:36 PM
41	my daughter was a student at CCVI	2/10/2014 1:35 PM
42	Back in year 2000 due to company participation	2/10/2014 1:27 PM
43	the company I work for is a sponsor	2/10/2014 1:26 PM
44	while working for a previous employer (American Century)	2/10/2014 1:23 PM
45	I am a Delta Gamma	2/10/2014 1:20 PM
46	Personal involment	2/10/2014 1:16 PM
47	Previous participation	2/10/2014 1:14 PM
48	My company sponsors a team every year.	2/10/2014 1:13 PM
49	My company	2/10/2014 1:12 PM
50	My company website (they were sponsors and wanted a team of runners)	2/10/2014 1:10 PM
51	work - state street	2/10/2014 1:10 PM

## Trolley Run Participant Survey

52	sabates eye centers	2/10/2014 1:10 PM
53	Work	2/10/2014 1:09 PM
54	Delta Gamma	2/10/2014 1:08 PM

### Q5 How many years have you participated in the Trolley Run?

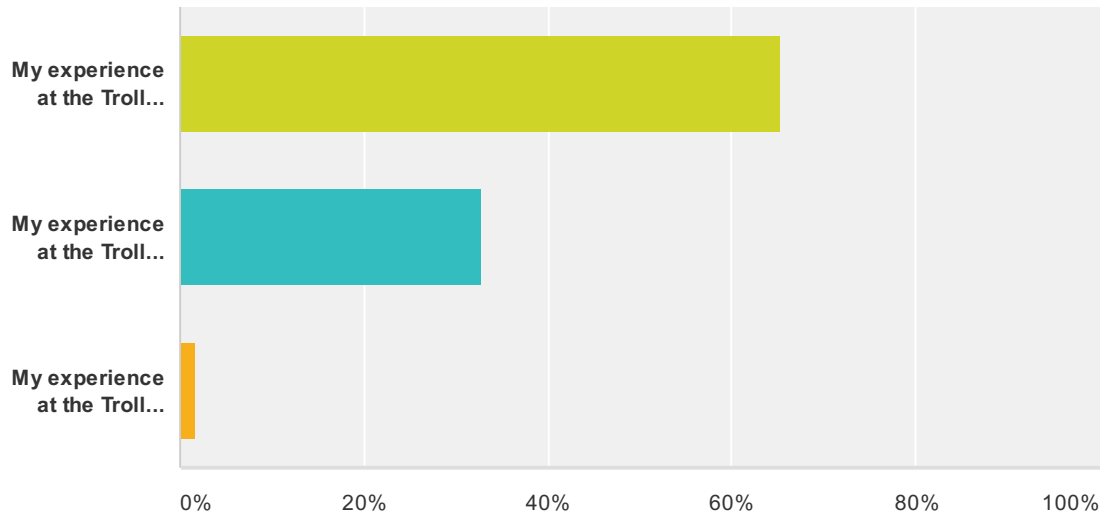
Answered: 341 Skipped: 9



Answer Choices	Responses
One year	21.11% 72
Two to four years	37.54% 128
Five to ten years	26.69% 91
More than ten years	14.66% 50
<b>Total</b>	<b>341</b>

### Q6 How does the Trolley Run compare to other races in the area?

Answered: 341 Skipped: 9



Answer Choices	Responses
My experience at the Trolley Run has been better than other races in the area	65.40% 223
My experience at the Trolley Run has been about the same as other races in the area	32.84% 112
My experience at the Trolley Run has been worse than other races in the area	1.76% 6
<b>Total</b>	<b>341</b>

#	Comments	Date
1	I only run in the Trolley Run to support CCVI.	2/28/2014 12:47 PM
2	Although it's the only short race I run each year, it's just too fun to skip.	2/19/2014 7:43 AM
3	Great food, great crowds. Please make sure racers don't slow down or stop at the finish, causes problems	2/16/2014 7:17 PM
4	Not a runner...I walk	2/14/2014 8:25 PM
5	only run participate	2/12/2014 9:16 PM
6	my first walk/race	2/12/2014 6:47 PM
7	Trolley Run is a "must do" for a lot of runners and especially those of us who run the MARA Grand Prix	2/12/2014 6:02 PM
8	It is one of the best.	2/12/2014 10:45 AM
9	My husband and I love to run the Trolley Run. We love seeing the families along the side of the streets. Its a favorite run of ours.	2/11/2014 1:36 PM
10	It's the only race I've done	2/11/2014 12:11 PM
11	Huge crowd, lots of enthusiasm, people in their yards cheering us on...and the blast of coming across the finish line down on the Plaza	2/11/2014 12:07 PM
12	It's now the only one I do. Reasons: Time of year, favorite distance, value of CCVI to community, and race atmosphere.	2/11/2014 10:55 AM
13	We have been working on this for years. We wear our CCVI volunteer shirts to work out at the gym.	2/11/2014 9:39 AM



## Trolley Run Participant Survey

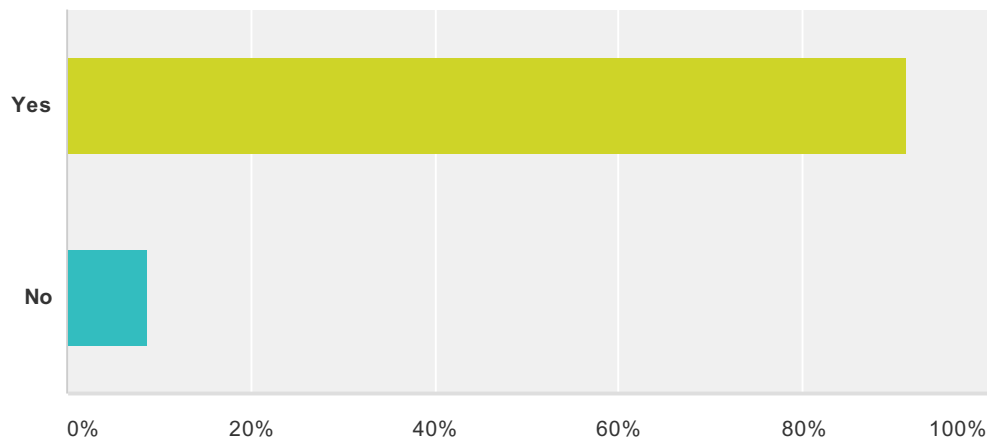
14	i've never been to other races	2/11/2014 8:42 AM
15	Love the Trolley run	2/11/2014 8:14 AM
16	This was my first race in the Kansas City area, but compared to other similar distance races in the St. Louis area I thought that the Trolley Run was at least a little better.	2/11/2014 7:18 AM
17	It is the top race in the metro.	2/11/2014 6:46 AM
18	I did not run, but my son enjoyed it	2/10/2014 10:19 PM
19	Getting to start line abd starting was kind of chaotic	2/10/2014 9:54 PM
20	Love this run walk! One of the best. Great food at the end still for walkers.	2/10/2014 7:18 PM
21	A very fun one though! Great cause.	2/10/2014 7:12 PM
22	I have only ran in the Trolley Run race.	2/10/2014 6:34 PM
23	This is the only race I have been in.	2/10/2014 6:27 PM
24	Very well organized, great course	2/10/2014 6:26 PM
25	I like how you have the runners leave in waves! It is helpful for those that want to improve on their time.	2/10/2014 5:42 PM
26	Love the pre-race talk and getting the race started	2/10/2014 5:31 PM
27	it is the only one I do - cannot compare	2/10/2014 5:04 PM
28	Fast downhill course. great crowds.	2/10/2014 5:01 PM
29	I don't know how sponsorship works but the advertising I've seen all prominently displays the Sabates sponsorship. CCVI isn't as prominent or frequently displayed so to me it's not as clear of a relationship. Obviously a title sponsor will have it's due attention, but the CCVI name should be used more or be more obvious IMO.	2/10/2014 4:55 PM
30	The start is not as good. People should be lined up by time.	2/10/2014 4:08 PM
31	This is the only race I do.	2/10/2014 3:43 PM
32	none	2/10/2014 3:40 PM
33	Very well run and organized. Nice course.	2/10/2014 3:30 PM
34	The course goes through some beautiful neighborhoods.	2/10/2014 3:09 PM
35	Transportation and post-race activities were especially well done	2/10/2014 2:49 PM
36	I usually only do the Trolley Run.	2/10/2014 2:40 PM
37	this was my first race, so I don't have anything to compare to	2/10/2014 2:22 PM
38	I like that it us a point to point race, mostly downhill, and an interesting course	2/10/2014 2:20 PM
39	I love the staggered start times.	2/10/2014 2:17 PM
40	Love the staging at both the start and finish. great course	2/10/2014 2:14 PM
41	top notch	2/10/2014 2:12 PM
42	This is the only race that I run	2/10/2014 2:02 PM
43	It's very well run. I often prefer the smaller races, but this is a great event and doesn't have as many of the drawbacks as some other really big races.	2/10/2014 1:52 PM
44	I am a volunteer not a runner. It is tops above other races that I help with	2/10/2014 1:50 PM
45	Love how the course winds around the neighborhoods. Good fan support and 4 miles is just right for me in the spring	2/10/2014 1:50 PM
46	Good date, fun path, spectator involvement all contribute to the experience	2/10/2014 1:49 PM
47	Other than that the course is SUPER FAST, which is sweet.	2/10/2014 1:49 PM
48	There are still a few areas that bottleneck.	2/10/2014 1:46 PM

## Trolley Run Participant Survey

49	it is family friendly, easy course, fun atmosphere, and a GREAT cause	2/10/2014 1:45 PM
50	The trolley aspect is very frustrating before the race, crowded, rushed, waiting long periods	2/10/2014 1:44 PM
51	The waves were not divided enough to prevent massive congestion in the first mile and a half	2/10/2014 1:43 PM
52	its the only race i do.	2/10/2014 1:40 PM
53	Well organized, spirit of excitement at 75th Wornall (start of race) – lots of activities on Plaza. Bus ride is unique	2/10/2014 1:35 PM
54	need to figure out the shuttle system. not enough busses. Can't just tell people to get there earlier - this is an open race for many new runners. the logistics need to be set up better.	2/10/2014 1:35 PM
55	Much more congested than other races. The finish line is so crowded that you don't feel special - more like "just get out of the way!"	2/10/2014 1:34 PM
56	The after gathering was awesome	2/10/2014 1:33 PM
57	better food, worse registration and results	2/10/2014 1:28 PM
58	A run/walk the whole family can do. Was a family tradition until daughter went to college.	2/10/2014 1:27 PM
59	When it doesn't rain, Trolley Run is a great race.	2/10/2014 1:21 PM
60	The event is well organized, but I'm still not thrilled about parking on the Plaza and taking a bus to Waldo.	2/10/2014 1:21 PM
61	I think the organizing is amazingly good.	2/10/2014 1:20 PM
62	The event is great, it can just be a bit too crowded at times.	2/10/2014 1:18 PM
63	Too many people and not enough buses	2/10/2014 1:18 PM
64	It's my favorite course to run	2/10/2014 1:18 PM
65	It is my all-time favorite race in KC. Fast course, perfect time of year, really fun at the end, extremely competitive runners attend.	2/10/2014 1:16 PM
66	Very well organized - excellent pre-race updates.	2/10/2014 1:14 PM
67	I do not live in Kansas City, but it is comparable to most races.	2/10/2014 1:14 PM
68	Very crowded! Needs more start groups.	2/10/2014 1:13 PM
69	we don't participate in many runs in the area, we do this one because of CCVI where my children attended	2/10/2014 1:10 PM

**Q7 CCVI is a sponsor of the Trolley Run. Before you received this survey, were you aware that CCVI benefited from the Trolley Run?**

Answered: 341 Skipped: 9



Answer Choices	Responses
Yes	91.20% 311
No	8.80% 30
<b>Total</b>	<b>341</b>

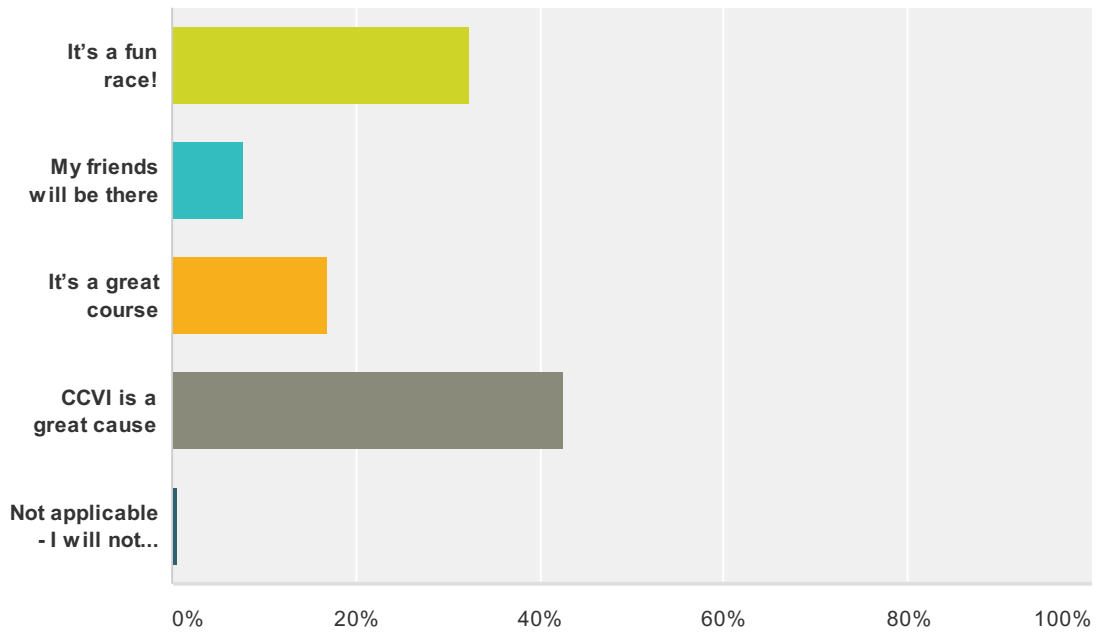
#	If you were aware, do you have any ideas regarding how CCVI could gain more visibility or credit for its involvement in the Trolley Run? If you were NOT aware, why?	Date
1	More visibility on advertising material	2/21/2014 2:18 PM
2	A more catchy name. I don't instinctively think visually impaired children when I see the CCVI acronym	2/19/2014 7:43 AM
3	MORE ADVERTISING	2/17/2014 9:54 PM
4	bright shirts, billboards	2/16/2014 9:25 PM
5	yes approach all local utility's	2/12/2014 9:16 PM
6	Better publication of the children and how they are benefited.	2/12/2014 2:48 PM
7	Informational Kiosks at 75th and Womall that describe the mission of CCVI and facts pertaining to the kids CCVI has helped. Something the runners can view while they are awaiting the start.	2/11/2014 12:07 PM
8	Maybe ask a CCVI student or grad to help announce at the race.	2/11/2014 7:18 AM
9	not sure	2/11/2014 6:46 AM
10	Sharing more personal stories of the students and families who are benefitting from CCVI.	2/10/2014 8:37 PM
11	Bigger visibility on the T-shirts	2/10/2014 7:44 PM
12	More signs throughout the race,	2/10/2014 6:34 PM
13	No	2/10/2014 6:27 PM
14	Runners world magAzine	2/10/2014 6:21 PM
15	On the Save the Date card, CCVI should be more prevalent	2/10/2014 5:31 PM

## Trolley Run Participant Survey

16	Change the name	2/10/2014 5:14 PM
17	incorporate CCVI in the logo	2/10/2014 4:23 PM
18	have more activities at the finish line that involve children with visual impairments.	2/10/2014 3:40 PM
19	Banner at the start line. Booth at the end.	2/10/2014 3:30 PM
20	I became aware from a friend who worked there. The name of the race should be changed to reference visual impairment. Could have some sort of "spotlight" on the children benefiting. Organize something near/around the location of CCVI (like packet pick up at CCVI center).	2/10/2014 2:40 PM
21	Put CCVI logo on shirts, put CCVI in front of Trolley Run	2/10/2014 2:37 PM
22	none	2/10/2014 2:29 PM
23	although you emphasis the trolley on tshirts i would think you could incorporate vision more on t-shirts, giveaways, signage, etc.	2/10/2014 2:19 PM
24	No - they seem to have good "visibility."	2/10/2014 2:17 PM
25	While the Sabates name is clear in materials, I think the CCVI gets overlooked, no great ides on this, sorry	2/10/2014 2:14 PM
26	have promotional videos of families that benefit from the contributions that can be shared via social media for more personalble connection and therefore donations	2/10/2014 2:11 PM
27	More prominent place on race t-shirt and racing bib.	2/10/2014 1:58 PM
28	Continue to promote CCVI and what it does!!	2/10/2014 1:50 PM
29	Better (far better) sound sytem needed for introduction, Sabates remarks, etc.	2/10/2014 1:40 PM
30	Put kids that go to CCVI on the signs that are up around town. Seeing cute kids' faces is a great marketing tool. Seeing a child with a white cane or glasses makes the connection. It doesn't have to be on the T-shirts, but maybe on the yard signs?	2/10/2014 1:35 PM
31	Attract big name corporate sponsors, especially anyone tied to the Board of Directors	2/10/2014 1:30 PM
32	Add drawing of children to t-shirt	2/10/2014 1:27 PM
33	CCVI needs to do more media outreach	2/10/2014 1:23 PM
34	they do a good job now.	2/10/2014 1:20 PM
35	Maybe Sabates would donate shared name recognition so it could become the Sabates for CCVI Trolley Run?	2/10/2014 1:18 PM
36	I've actually visited CCVI through United Way and found out that is how they receive most of their funding. It wasn't until I visited the facility that I made the connection.	2/10/2014 1:17 PM
37	Could the race just be called the CCVI Trolley Run? Or is it already?	2/10/2014 1:16 PM
38	I always associate the two entities.	2/10/2014 1:15 PM
39	More awareness from media partners!!!!	2/10/2014 1:11 PM
40	TV commercials	2/10/2014 1:08 PM
41	jajdjaj	2/6/2014 1:07 PM

### Q8 If you plan on participating in the Trolley Run again, what is your primary motivation?

Answered: 341 Skipped: 9



Answer Choices	Responses	
It's a fun race!	32.26%	110
My friends will be there	7.62%	26
It's a great course	17.01%	58
CCVI is a great cause	42.52%	145
Not applicable - I will not be participating in the Trolley Run in the future	0.59%	2
<b>Total</b>		<b>341</b>

# Trolley Run Participant Survey

## Q9 Do you have any additional feedback on the Trolley Run?

Answered: 120 Skipped: 230

#	Responses	Date
1	This is a well thought out, well run event. It is the best spring run in the midwest. Excellent course and wonderful cause. One piece of advice I would provide... there is a big potential market of youth runners that could be built up for this run. There are many already, but this has potential to grow. Overall it is excellent.	2/25/2014 1:49 PM
2	The family fundraising pages need improvement. They were much better last year.	2/21/2014 2:18 PM
3	Question 6 doesn't allow for me to answer "Not sure" because we only participate in the Trolley Run and haven't done other races.	2/20/2014 8:51 PM
4	I have only participated as a volunteer, not as a runner. I love helping out at the preparations for the event and handing out packets. The people are so great to work with and appreciate all that I am able to do to help out to make this worthy cause successful.	2/19/2014 3:23 PM
5	Appreciate vendors at end of race, however, the families with actual CCVI children in strollers at end of race did not benefit from the vendors. Most were out of product & breaking down tents when last walkers were crossing the line. Very disappointing for these children, they were promised "treats" upon completion. No water or anything available. Please contract with serious reliable vendors that will fulfill obligation to the END. Our group had 28 supporters walking for our grandchild & was very embarrassing besides no treats, there weren't even any bathroom facilities. We may not participate this year, unsure as of now.	2/17/2014 9:54 PM
6	I have to drive 740 miles to get to Kansas City but am making it an annual trip. I find it to be very well organized and a great time to spend with our daughter and grandsons who are going to school at CCVI this year.	2/17/2014 7:43 PM
7	Some people say it is too crowded and won't do the race	2/17/2014 5:24 PM
8	None	2/16/2014 9:25 PM
9	I cannot put into words what CCVI has done for us. I make sure to participate as much as possible in CCVI events. The Trolley Run is much more than a run. It has been a great experience for my family. I will never forget when I got to put on special glasses that gave a rough idea how my son's vision is. It was eye opening to say the least. This happened for me at the Trolley Run. Thanks for everything and keep the Trolley Run going every year. We will be there even after my son goes to kindergarten at a new school.	2/13/2014 11:09 PM
10	Not really. But it's a great event that I enjoy training for and running in it!	2/13/2014 3:31 PM
11	Great race, great course, great sponsorship.	2/13/2014 12:29 PM
12	shuttles for old men with blisters	2/12/2014 9:16 PM
13	The answer to Question 8 is all the options except the last one. It's a fun race. My friends (and friendly competitors) will be there. It's an awesome course! And CCVI is a great cause.	2/12/2014 6:02 PM
14	no	2/12/2014 3:18 PM
15	I participate in at least run a month, preferably for a cause but always because I enjoy it. The Trolley Run offers both for me. I heard the story of a co-workers son 'Jude' and his impairment, fighting back tears I knew that the Trolley Run will be a HAVE TO event for me every year. On top of that it's awesome course with a great ending with all of the vendors and live music. Excellent Job, I'll see you in April. Thanks for putting it on.	2/12/2014 2:48 PM
16	I would prefer free photos from See KC Run!	2/12/2014 12:45 PM
17	Congested at the first and second turns.	2/12/2014 10:45 AM
18	It is a great race and held in a wonderful time of the year. The event is well organized. It allows both walkers and runners. I have walked the course a few times, but usually help as a volunteer at packet pick-up.	2/12/2014 8:38 AM



## Trolley Run Participant Survey

19	It is an easy track. I am not an expert	2/11/2014 8:08 PM
20	One of my favorite runs :)	2/11/2014 3:55 PM
21	I will be volunteering.	2/11/2014 3:01 PM
22	On questions #8, I would really to answer with: It's a fun race, AND my friends will be there, AND it's a great course, AND CCVI is a great cause. The most primary is that its a great cause.	2/11/2014 1:36 PM
23	It has been extremely well organized both years I participated. It's what keeps my running throughout the year, so I can participate.	2/11/2014 12:11 PM
24	Not that I can think of. I love going each year and we always hope the weather will be good (no bitter cold nor thunderstorms/rain). Nothing much anyone can do about that!	2/11/2014 12:07 PM
25	keep up the tradition	2/11/2014 10:55 AM
26	No	2/11/2014 10:20 AM
27	Get the board members to sign up (and pay) to either run or volunteer. Have them greeting everyone at both packet pick up and the run, with their shirts on that identify CCVI.	2/11/2014 9:39 AM
28	Question #4 needs to be fixed. I need to choose a radio button but "other" is not an option.	2/11/2014 9:26 AM
29	question 8 - ...my friends will be there, it's a great course, and CCVI is a great cause. i wouldn't do this race if anyone of these items were missing.	2/11/2014 8:42 AM
30	No	2/11/2014 8:28 AM
31	It is a fun, well-organized race.	2/11/2014 8:19 AM
32	I like the top four answers to number 8.	2/11/2014 8:14 AM
33	Keep supporting CCV!!!	2/11/2014 8:09 AM
34	The Trolley Run was great! Thank you!	2/11/2014 7:18 AM
35	For competitive runners this race is always on your calendar.	2/11/2014 6:46 AM
36	I love how you do the waves in colors. I have done many other races in KC where it's conjested and hard to run. This one is organized so well it's one of the reasons we do it every year!!	2/11/2014 6:27 AM
37	Start line was chaotic and did not go as planned. I suggest instead of everyone getting on the same bus that you split the busses up according to what start time you are running because I was on the bus with people who were running later and was late getting to start line and missed my start time so I just got up to the start line and took off without an announcer or anything	2/10/2014 9:54 PM
38	I love the wave start. Some other popular races should do the same.	2/10/2014 8:42 PM
39	I am part of a family team and the Trolley Run is so inspirational and meaningful to all of us!	2/10/2014 8:37 PM
40	Receiving an email concerning the "branding" for CCVI is concerning. They are a great organization and they helped us and our daughter who received services from them when she was born with a visual impairment. But hearing about the branding, makes me think of Coca-Cola and only about profits. While I know the proceeds (not profits) from the Trolley run benefit CCVI, hearing about the branding of the Trolley Run will only detract from this charitable event instead of promoting it. If you want to study how to make the event a better event then that would be great. But do not make this event into seeming like it is all about corporate greed and how much profit can be made. Continue to make this event about helping those who need helping.	2/10/2014 8:22 PM
41	The charge on our credit card was not clear that it was for the Trolley Run. We called the credit card company and they said it was a donation for a charity in Canada.	2/10/2014 8:00 PM
42	You run a great event - keep up the great work. I love doing this as often as I can and know you're doing good work at CCVI.	2/10/2014 7:18 PM
43	Great course and great cause!	2/10/2014 7:18 PM
44	no	2/10/2014 7:14 PM
45	I think the Trolley Run should be posted on bill boards.	2/10/2014 7:05 PM
46	NO I hope it isn't raining or cold.	2/10/2014 6:34 PM
47	No	2/10/2014 6:27 PM

## Trolley Run Participant Survey

48	Need a system to help find family/friends after crossing finish line.	2/10/2014 6:21 PM
49	I love the Trolley Run! It was the very first race that I ran in! It is great for a beginner. I've actually convinced three people that have never run in a race to do the trolley run this year b/c I love it that much!	2/10/2014 5:42 PM
50	The end of the race food and drink is wonderful for us runners and walkers.	2/10/2014 5:31 PM
51	Please keep up the good work; your efforts are GREATLY appreciated!! My in and out-of-town friends gather in Overland Park the weekend of the Trolley Run every year and we always look forward to that weekend and have a SUPER time!	2/10/2014 5:28 PM
52	My wife and I consider the Trolley as almost tradition. Participated 18 of the last 19 years.	2/10/2014 5:01 PM
53	It's an awesome, family friendly race. Course is great, supporters on the course are great, start and finish are excellent. It's a new favorite for me.	2/10/2014 4:55 PM
54	no	2/10/2014 4:40 PM
55	It's a well organized race that attracts a broad population from the metropolitan area. I have found the registration process and event efficiently run.	2/10/2014 4:23 PM
56	I am considering coordinating a team this year for a friend who has a child who receives services from CCVI.	2/10/2014 3:40 PM
57	Great after party! Well organized.	2/10/2014 3:33 PM
58	Keep up the good work	2/10/2014 3:30 PM
59	Fun race, Great Course and for a good cause!	2/10/2014 3:18 PM
60	None	2/10/2014 3:08 PM
61	Keep up the great work	2/10/2014 3:00 PM
62	It's an extremely well organized event and a great course.	2/10/2014 2:49 PM
63	I love the way the neighborhoods turn out and cheer us on. We have runs come thru our neighborhood but we are never aware of them beforehand and they end up being a nuisance. I think you have done a good job with PR so the neighborhoods along the route feel involved.	2/10/2014 2:35 PM
64	I always enjoy the trolley. It is for a great cause and it is a very scenic route.	2/10/2014 2:32 PM
65	They have the best after race amenities	2/10/2014 2:32 PM
66	none	2/10/2014 2:29 PM
67	This is a great race supporting a great cause. The post race support is outstanding. There are not many races that have this much local support through KC based partners.	2/10/2014 2:24 PM
68	Last year was my first year and I thought it was great!	2/10/2014 2:22 PM
69	For an even bigger bang, offer a finisher's medal - and show it in your marketing! Price is less a factor when you offer a medal. Also consider tech shirts.	2/10/2014 2:20 PM
70	Nope.	2/10/2014 2:17 PM
71	NO.	2/10/2014 2:16 PM
72	starting in well planned waves is a big factor in how well the race works; also the Trolley Run is much noted for its after-race get together	2/10/2014 2:12 PM
73	My daughter goes to CCVI - we will always participate to help her and others...	2/10/2014 2:11 PM
74	Nope. It is a good cause.	2/10/2014 2:10 PM
75	Have done the Trolley run both as a runner and a walker with kids. Last year was as a walker. Very disappointed as a walker in the finish. First they were out of almost everything but I understand large race and no idea on how much of what is needed. But the disappointing thing was the vendors were leaving as people were finishing. They could have just shut down and waited instead of leaving with their vehicles. Maybe they need to have all vendors leave the car or truck out of the finish and celebration area so they don't feel the need to disrupt the crowd.	2/10/2014 2:04 PM
76	Have radio station at different parts of the race with lots of music and noise to keep you motivated	2/10/2014 2:02 PM

## Trolley Run Participant Survey

77	I've always enjoy the trolley run!	2/10/2014 2:00 PM
78	N/a	2/10/2014 1:58 PM
79	I "Family Teams" with ccvi kids should be up front not at the end (because of their wheelchairs & walkers & etc) Most of the walkers never get to see them. And it is for them afterall.	2/10/2014 1:57 PM
80	I think it's great as is!	2/10/2014 1:53 PM
81	Keep it the same. Maybe promote CCVI more though. I'm not really sure what they do, their charter, how they are funded, etc.	2/10/2014 1:53 PM
82	there is no box for question #4 - "Other". So I had to check a box before it would accept other.	2/10/2014 1:50 PM
83	Fun race. Great course. Nice fan support. Great that CCVI benefits!!!	2/10/2014 1:50 PM
84	No	2/10/2014 1:49 PM
85	Lots of fun at the end of the race!	2/10/2014 1:48 PM
86	Best course in the city! Did not stay for post race festivities so I can't comment on those. I had CCVI as a clinical site in nursing school and was very impressed and continue to desire to support you with this race!	2/10/2014 1:45 PM
87	this is a KC tradition and supports a great cause. we are pleased to support CCVI on a yearly basis	2/10/2014 1:45 PM
88	Ccvi is a great cause. I visited the school and was an immediate fan	2/10/2014 1:43 PM
89	Crowded course. Wave starts a necessary evil.	2/10/2014 1:40 PM
90	We love it, however, our participation is based on how the weather is that morning:) We do sign up ahead time & pay our race fee in advance.	2/10/2014 1:40 PM
91	It is inspirational to see, feel and participate.	2/10/2014 1:39 PM
92	Great job and fundraiser.	2/10/2014 1:39 PM
93	I think it's a great experience. However, I found the registration process, website and getting team shirts to be such a pain that it wasn't worth it. Having a big team became such a hassle that I couldn't ask our friends (let alone deal with it myself) to go through it again.	2/10/2014 1:35 PM
94	Look forward to it each year. It is a landmark type event for KC	2/10/2014 1:35 PM
95	The commitment to accessibility was inspiring - staging audio cues for all runners along the way was brilliant!	2/10/2014 1:31 PM
96	My friends, family and I love this race!! So glad we can support a great cause!!	2/10/2014 1:30 PM
97	not at this time, but its a great cause	2/10/2014 1:30 PM
98	For number 8, I would liked to have the option of all the above.	2/10/2014 1:27 PM
99	I'm probably biased because I had a granddaughter that attended CCVI, so I would participate no matter what. I know many people participate without knowing who benefits from the run, but I don't have any creative ideas. So, so glad that someone has taken on this challenge so the Trolley Run might be an even bigger success!!	2/10/2014 1:24 PM
100	Love the trolley run but sometimes not enough food/drink for the slower walkers!	2/10/2014 1:24 PM
101	This will always be one of my favorite races - it's downhill most of the way. The even is always well planned, great vendors, etc. I'll participate as long as I'm able.	2/10/2014 1:23 PM
102	more food at the end!!!!	2/10/2014 1:23 PM
103	We love the trolley run!!! Great course, lots of fun! And love the environment of the people along that route! I recommend this run to all my running friends! Its the best!!!	2/10/2014 1:22 PM
104	Trolley Run is a great course, a fun event, a lot of my running friends run it also, and its a great cause. But you only let me pick one answer in the question above.	2/10/2014 1:21 PM
105	tech shirts please!	2/10/2014 1:21 PM
106	Ban Strollers and dogs, unless you need a seeing eye dog. It's too crowded of a race for strollers and dogs.	2/10/2014 1:21 PM

## Trolley Run Participant Survey

107	The organizers are very dedicated, and need to be to work so hard every year. We Delta Gammas have ten helping the blind ever since we were initiated.	2/10/2014 1:20 PM
108	Unfortunately, I think a lot of people who do fun runs do it for more selfish reasons, not for the cause at hand. This makes it a nice way to get money from people who would not donate otherwise, but not a great forum for getting deeper buy-in to the cause. Maybe something at the start of the race when people are standing, waiting, about "What is CCVI? Who do they help? How can you help?" would get more people's attention during a more 'captive audience' portion of the event. It could just be my experience but most people I know who participate in 5K's, 10K's, etc. are doing it so they "don't get fat"!!	2/10/2014 1:18 PM
109	Once I realized that the Trolley Run was the main funding for CCVI I've always made it a point to participate. As a mom, I think it is amazing that an organization like this exists and would never turn a child away.	2/10/2014 1:17 PM
110	It is a great race, but I also run it because it benefits CCVI.	2/10/2014 1:17 PM
111	I never have understood why you don't leverage the car giveaway more to drive registrations.	2/10/2014 1:17 PM
112	I get to run this race every year under a corporate sponsorship, but most years I would run it even without getting it paid for by my company! It is highly-organized, a fun 4-mile course (downhill), and brings a big crowd of runners.	2/10/2014 1:15 PM
113	I like the course and the distance and the ending point. Good entertainment. Good cause. I've also volunteered with packets for this race. Love it.	2/10/2014 1:15 PM
114	n/a	2/10/2014 1:15 PM
115	No	2/10/2014 1:14 PM
116	The start of last year's race was terrible, I waited in the chute for over 15 minutes before starting to run.	2/10/2014 1:14 PM
117	It would be nice if start group B (the second group to start) were divided into two groups. Last year I had a hard time moving for the first half mile, as it was a bit like sardines.	2/10/2014 1:13 PM
118	I was unaware of all the fun events at the end of the race last year, so we missed out due to other plans. This year, we're planning a whole morning/afternoon on the Plaza to enjoy the festivities.	2/10/2014 1:10 PM
119	love the course!	2/10/2014 1:10 PM
120	hjjjkk	2/6/2014 1:07 PM

# Trolley Run Participant Survey

**Q10 Would you be willing to talk to us further about CCVI? If so, please enter your name and information in the boxes below. If you wish for us to not contact you, please click the next button.**

Answered: 58 Skipped: 292

Answer Choices	Responses	
Name:	100%	58
Phone Number:	77.59%	45
E-mail Address:	96.55%	56

#	Name:	Date
1	Mike Horn	2/25/2014 1:49 PM
2	Mike Ward	2/22/2014 10:10 PM
3	Kacy Seitz	2/20/2014 8:52 PM
4	Rita Sheley	2/19/2014 3:23 PM
5	David Patton	2/17/2014 7:45 PM
6	Shelley Lindsay	2/17/2014 3:25 PM
7	Brian Jones	2/14/2014 8:44 PM
8	Cindy Mense	2/13/2014 7:04 AM
9	Helen M. Smith	2/12/2014 8:38 AM
10	Alice	2/11/2014 3:55 PM
11	Beth Kelloff	2/11/2014 3:02 PM
12	Cindy Coburn	2/11/2014 12:12 PM
13	Dalli McSpadden	2/11/2014 10:21 AM
14	Kelly Murphy	2/11/2014 8:20 AM
15	AndreA Downing	2/11/2014 7:59 AM
16	Eric Graham	2/11/2014 6:46 AM
17	Herb Simon	2/11/2014 12:01 AM
18	Rachel Watts	2/10/2014 9:38 PM
19	Bailey Kurth	2/10/2014 8:24 PM
20	Margo	2/10/2014 7:40 PM
21	Heidi Schallberg	2/10/2014 7:19 PM
22	Paula	2/10/2014 6:35 PM
23	BJ THORNBURG	2/10/2014 5:31 PM
24	Steve Johnson	2/10/2014 5:02 PM
25	Kate Winkler	2/10/2014 4:41 PM
26	Carli	2/10/2014 3:21 PM

## Trolley Run Participant Survey

27	Maureen clarke	2/10/2014 3:18 PM
28	jeff humburg	2/10/2014 3:03 PM
29	Mykie May	2/10/2014 2:44 PM
30	Amy Bhesania	2/10/2014 2:40 PM
31	Erin Gappa	2/10/2014 2:30 PM
32	Dan Roehler	2/10/2014 2:22 PM
33	Stephen Flores	2/10/2014 2:20 PM
34	Colin Woods	2/10/2014 2:18 PM
35	Craig Phillips	2/10/2014 2:14 PM
36	Joe	2/10/2014 2:12 PM
37	John Bartlett	2/10/2014 2:02 PM
38	Chad Blakey	2/10/2014 1:59 PM
39	Michaela Soyland	2/10/2014 1:53 PM
40	Tony Nhan	2/10/2014 1:49 PM
41	Emily Scott	2/10/2014 1:48 PM
42	Kristen Ferrell	2/10/2014 1:46 PM
43	Gwynn Olson	2/10/2014 1:45 PM
44	Mike Rubison	2/10/2014 1:40 PM
45	Natalie bone	2/10/2014 1:32 PM
46	Brian Mills	2/10/2014 1:32 PM
47	Hilary Schowengerdt	2/10/2014 1:31 PM
48	Mark Mahaffey	2/10/2014 1:30 PM
49	Nick Wills	2/10/2014 1:26 PM
50	Margaret Yocum	2/10/2014 1:24 PM
51	Bryan Gross	2/10/2014 1:22 PM
52	Gail Ward	2/10/2014 1:20 PM
53	liz nickson	2/10/2014 1:20 PM
54	Mary Strahan	2/10/2014 1:18 PM
55	Megan Ladwig	2/10/2014 1:17 PM
56	Kerry Ostergard	2/10/2014 1:16 PM
57	delia adams	2/10/2014 1:13 PM
58	Kara McBurney	2/10/2014 1:10 PM
<b>#</b>	<b>Phone Number:</b>	<b>Date</b>
1	913-669-4034	2/25/2014 1:49 PM
2	8165890831	2/22/2014 10:10 PM
3	785-224-9437	2/20/2014 8:52 PM
4	9136050917	2/19/2014 3:23 PM
5	865-947-0614	2/17/2014 7:45 PM
6	816-808-6841	2/17/2014 3:25 PM
7	913-310-1505	2/14/2014 8:44 PM

## Trolley Run Participant Survey

8	816-510-8715	2/13/2014 7:04 AM
9	9134818298	2/11/2014 3:55 PM
10	913-250-0172	2/11/2014 3:02 PM
11	816-308-7557	2/11/2014 12:12 PM
12	816 769-0823	2/11/2014 10:21 AM
13	(816) 701-7817	2/11/2014 8:20 AM
14	816 9144559	2/11/2014 7:59 AM
15	913-708-1789	2/11/2014 6:46 AM
16	913-461-7218	2/11/2014 12:01 AM
17	8166783045	2/10/2014 8:24 PM
18	9139098661	2/10/2014 7:40 PM
19	8169148193	2/10/2014 7:19 PM
20	816-506-5830	2/10/2014 6:35 PM
21	913-341-5877	2/10/2014 5:31 PM
22	9136491186	2/10/2014 3:18 PM
23	816-858-2036	2/10/2014 3:03 PM
24	816-273-7370	2/10/2014 2:44 PM
25	8166991756	2/10/2014 2:40 PM
26	816-606-2254	2/10/2014 2:30 PM
27	785-633-6072	2/10/2014 2:22 PM
28	816-674-8756	2/10/2014 2:20 PM
29	9136458262	2/10/2014 2:14 PM
30	913.523.6797	2/10/2014 2:12 PM
31	(816) 210-8817	2/10/2014 2:02 PM
32	8162485324	2/10/2014 1:48 PM
33	8168768319	2/10/2014 1:45 PM
34	847-234-1902	2/10/2014 1:40 PM
35	3145664541	2/10/2014 1:32 PM
36	781-254-0033	2/10/2014 1:32 PM
37	816.213.1512	2/10/2014 1:31 PM
38	8165202205	2/10/2014 1:26 PM
39	4178504318	2/10/2014 1:24 PM
40	913-648-2386	2/10/2014 1:20 PM
41	314-453-9347	2/10/2014 1:20 PM
42	9137103106	2/10/2014 1:18 PM
43	816-313-4397	2/10/2014 1:17 PM
44	816-305-5155	2/10/2014 1:16 PM
45	913-236-1508	2/10/2014 1:13 PM
<b>#</b>	<b>E-mail Address:</b>	<b>Date</b>
1	c3mhom@gmail.com	2/25/2014 1:49 PM



## Trolley Run Participant Survey

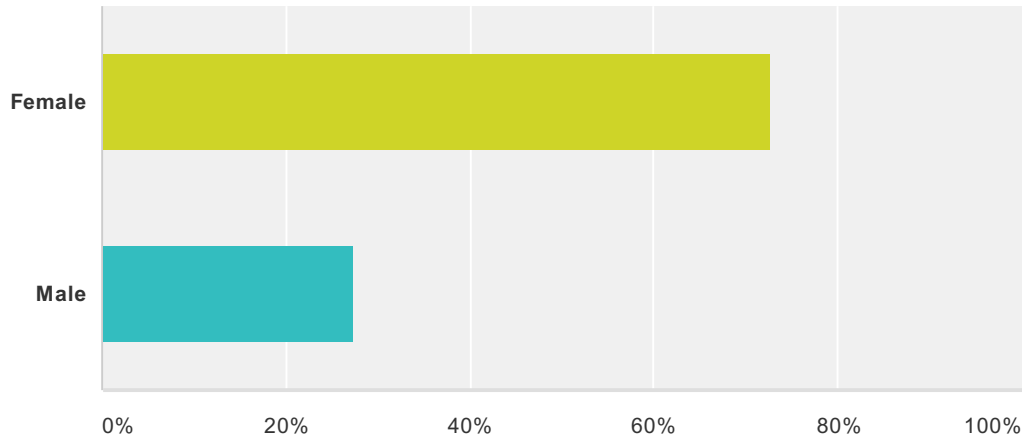
2	mike.ward@wnco.com	2/22/2014 10:10 PM
3	kacy.seitz@nm.com	2/20/2014 8:52 PM
4	ritasheley@yahoo.com	2/19/2014 3:23 PM
5	davidpattonod@yahoo.com	2/17/2014 7:45 PM
6	shelley.lindsay@cemer.com	2/17/2014 3:25 PM
7	bjones@nctconline.org	2/14/2014 8:44 PM
8	mncmense@gmail.com	2/13/2014 7:04 AM
9	hms0001@aol.com	2/12/2014 8:38 AM
10	miyoun86@gmail.com	2/11/2014 3:55 PM
11	inspiringyou@earthlinknet	2/11/2014 3:02 PM
12	cobumfamily@hotmail.com	2/11/2014 12:12 PM
13	kellyn121@aol.com	2/11/2014 8:20 AM
14	Urpowerful88@yahoo.com	2/11/2014 7:59 AM
15	eric.graham@kiewit.com	2/11/2014 6:46 AM
16	rxburt@kc.rr.com	2/11/2014 12:01 AM
17	rwatts215@hotmail.com	2/10/2014 9:38 PM
18	bkurth90@gmail.com	2/10/2014 8:24 PM
19	butler1981@kc.rr.com	2/10/2014 7:40 PM
20	heidils@gmail.com	2/10/2014 7:19 PM
21	pdlee85@gmail.com	2/10/2014 6:35 PM
22	bjthomburg@gmail.com	2/10/2014 5:31 PM
23	sajarcher3@hotmail.com	2/10/2014 5:02 PM
24	katewinkler@sbcglobal.net	2/10/2014 4:41 PM
25	cgood@komenkansascity.org	2/10/2014 3:21 PM
26	Clarkem@aol.com	2/10/2014 3:18 PM
27	humburgj@platteco.k12.mo.us	2/10/2014 3:03 PM
28	mykiem2003@yahoo.com	2/10/2014 2:44 PM
29	abhesania@gmail.com	2/10/2014 2:40 PM
30	eringappa@hotmail.com	2/10/2014 2:30 PM
31	Danroehler@gmail.com	2/10/2014 2:22 PM
32	funes643@yahoo.com	2/10/2014 2:20 PM
33	Colinewoods@yahoo.com	2/10/2014 2:18 PM
34	cleep1700@att.net	2/10/2014 2:14 PM
35	joseph-anderson@idexx.com	2/10/2014 2:12 PM
36	monsterbartlett@gmail.com	2/10/2014 2:02 PM
37	Chad.blakey@att.net	2/10/2014 1:59 PM
38	Michaela_Hand@hotmail.com	2/10/2014 1:53 PM
39	tuan.t.nhan@jpmorgan.com	2/10/2014 1:49 PM
40	emilys@bennetteyecaremidwest.com	2/10/2014 1:48 PM
41	Ferrellkc@gmail.com	2/10/2014 1:46 PM

## Trolley Run Participant Survey

42	Gwynnrenae@hotmail.com	2/10/2014 1:45 PM
43	rubisonm@comcast.net	2/10/2014 1:40 PM
44	Grilledchicken@hotmail.com	2/10/2014 1:32 PM
45	brian.d.mills@gmail.com	2/10/2014 1:32 PM
46	Hilarycp@sbcglobal.net	2/10/2014 1:31 PM
47	imdewnok@aol.com	2/10/2014 1:30 PM
48	Nickwills13@hotmail.com	2/10/2014 1:26 PM
49	mlyocum@cableone.net	2/10/2014 1:24 PM
50	bgross@helixkc.com	2/10/2014 1:22 PM
51	tenickson@charter.net	2/10/2014 1:20 PM
52	Phouka@kc.rr.com	2/10/2014 1:18 PM
53	megan.ladwig@ge.com	2/10/2014 1:17 PM
54	Kerry.o@sbcglobal.net	2/10/2014 1:16 PM
55	daldiva@kc.rr.com	2/10/2014 1:13 PM
56	karamcbumey@gmail.com	2/10/2014 1:10 PM

CCVI Board Member Survey  
**Q1 What is your gender?**

Answered: 11 Skipped: 0



Answer Choices	Responses
Female	72.73% 8
Male	27.27% 3
<b>Total</b>	<b>11</b>

# CCVI Board Member Survey

## Q2 How did you get involved with CCVI?

Answered: 8 Skipped: 3

#	Responses	Date
1	Delta Gamma made me aware of it.	3/3/2014 2:42 PM
2	I was asked to serve on the Board of Directors	2/15/2014 2:27 AM
3	A friend, Nan Streen	2/14/2014 7:12 PM
4	Introduced to the organization by a work colleague in 2003.	2/14/2014 4:20 PM
5	Lisa Hoffman introduced me to the board as there is a natural fit being I'm in the vision industry	2/14/2014 2:29 PM
6	My business parter was involved for many years and as he stepped down, I came on the board.	2/14/2014 2:15 PM
7	Through the Trolley Run	2/14/2014 1:45 PM
8	Recommended by a colleague	2/14/2014 1:30 PM

# CCVI Board Member Survey

## Q3 What keeps you involved with CCVI?

Answered: 8 Skipped: 3

#	Responses	Date
1	Delta Gamma and because I have seen the importance of this organization.	3/3/2014 2:42 PM
2	I worked there for many years after my volunteer experiences and recognized the need for early education.	2/15/2014 2:27 AM
3	Great organization, doing great things!	2/14/2014 7:12 PM
4	The mission of the organization - an ability to truly make a difference in the life of a child in my community.	2/14/2014 4:20 PM
5	Knowing that I'm working within a team of dedicated individuals to ensure the children of CCVI receive the best care and education available.	2/14/2014 2:29 PM
6	Great mission, strong leadership, sound financials and the ability to utilize my professional skills.	2/14/2014 2:15 PM
7	IT's good work for the kids who need these services	2/14/2014 1:45 PM
8	Mission and cause, and energy of the employees and board	2/14/2014 1:30 PM

# CCVI Board Member Survey

## Q4 What is your role and level of involvement on the CCVI board?

Answered: 8 Skipped: 3

#	Responses	Date
1	CCVI Rep for Delta Gamma	3/3/2014 2:42 PM
2	I'm the liaison to the Advisory Board	2/15/2014 2:27 AM
3	I am a 7 th year member. I'm on Exec and a member of Nominating. Worked on Holidays in Crestwood.	2/14/2014 7:12 PM
4	9 year board service. Past board president.	2/14/2014 4:20 PM
5	Board Member and Marketing Committee member	2/14/2014 2:29 PM
6	Board member of the CCVI and CCC representing the CCVI. Active involvement in facilities related issues.	2/14/2014 2:15 PM
7	I am chairman of the marketing committee, I help with Trolley Run, help with messaging, attend board meetings, and try to do a little fundraising.	2/14/2014 1:45 PM
8	Executive committee member	2/14/2014 1:30 PM

# CCVI Board Member Survey

## Q5 Where would you like to see CCVI go in the future?

Answered: 8 Skipped: 3

#	Responses	Date
1	To continue the services it now provides to those students who need it and for the growing population to attend CCVI.	3/3/2014 2:42 PM
2	Become financially independent, be the go-to place for children who are blind whatever the school district.	2/15/2014 2:27 AM
3	I would like to see CCVI become financially sound.	2/14/2014 7:12 PM
4	Be in a financial position to offer more services for children in need at a subsidized or fully scholarshiped rate.	2/14/2014 4:20 PM
5	I would like to see CCVI have a stronger voice and brand recognition in our community/	2/14/2014 2:29 PM
6	Given funding, an expansion of the services offered and physical growth of the campus to serve more kids/families. There also seems to be the potential to develop programs, apps and services and market them nationally. Could provide greater visibility of the organization, source of funding and national expertise with wider fundraising opportunities.	2/14/2014 2:15 PM
7	More stable financing, increase ability to help more kids.	2/14/2014 1:45 PM
8	Focus on where CCVI can have the biggest impact on developing children with visual impairment	2/14/2014 1:30 PM



**Q6 As mentioned at the beginning of the survey, KU graduate students are currently working with CCVI to present marketing recommendations for the organization. How do you think the students can help CCVI from a marketing standpoint?**

Answered: 8 Skipped: 3

#	Responses	Date
1	Need to get pictures out into the community or the children which I know is hard to do.	3/3/2014 2:42 PM
2	Make CCVI a household name throughout the region	2/15/2014 2:27 AM
3	Youthful ideas.	2/14/2014 7:12 PM
4	Increase visibility of the mission and the need for CCVI in the community. Connect with the community more broadly so they recognize this amazing resource and can empathize with the children and families who are in need of visual impairment services, therapies, and special education.	2/14/2014 4:20 PM
5	By making suggestions to better help CCVI communicate and connect with the community. It is difficult to establish a connection to vision impairment if you haven't experienced it therefore getting a connection in the community is more difficult because they've most likely not experience vision impairment.	2/14/2014 2:29 PM
6	See response to question 5 above.	2/14/2014 2:15 PM
7	Compare us to other similar orgs. Find out what people really think of us. Brainstorm creative ideas for keeping CCVI's brand front and center at all events, and expanding community awareness.	2/14/2014 1:45 PM
8	Bring an independent view of the organization	2/14/2014 1:30 PM

# CCVI Board Member Survey

## Q7 What do you think are CCVI's greatest strengths?

Answered: 8 Skipped: 3

#	Responses	Date
1	Strong supporters over the years.	3/3/2014 2:42 PM
2	Its volunteer commitment.	2/15/2014 2:27 AM
3	The staff.	2/14/2014 7:12 PM
4	Clear mission, expert and passionate staff, long history in the community.	2/14/2014 4:20 PM
5	So many intelligent and caring people pushing for the organization. Relationships with organizations such as the United Way.	2/14/2014 2:29 PM
6	It's people and the reputation they have built over the years. The organizations seems well connected in the community.	2/14/2014 2:15 PM
7	We have an amazing staff and program... helping kids with such specific needs, and making sure they can live productive, rather than dependent lives.	2/14/2014 1:45 PM
8	Energy, talent of the employees, clear mission / purpose	2/14/2014 1:30 PM

**Q8 What do you think are CCVI's greatest weaknesses?**

Answered: 8 Skipped: 3

#	Responses	Date
1	Not something that grabs everyone's attention. It is not as broad an organization as some others in need.	3/3/2014 2:42 PM
2	The need to have so many fund-raising events	2/15/2014 2:27 AM
3	Not many. Always looking for ways to fundraise.	2/14/2014 7:12 PM
4	Reliance on an outdated funding model and too much reliance on fundraising in the community.	2/14/2014 4:20 PM
5	Making a connection within our community	2/14/2014 2:29 PM
6	No clear weaknesses but challenges with partner organizations or big distractions for the mission. Being able to evolve and continue to raise awareness and funding which is ongoing and critical to any not for profit.	2/14/2014 2:15 PM
7	Lack of community awareness about who we are and what we actually do. Our brand is not strongly tied to our biggest event.	2/14/2014 1:45 PM
8	Not aligning our services as best needed by the community	2/14/2014 1:30 PM

# CCVI Board Member Survey

## Q9 Have you ever served on another non-profit board? How does your experience at CCVI compare?

Answered: 8 Skipped: 3

#	Responses	Date
1	No	3/3/2014 2:42 PM
2	NA	2/15/2014 2:27 AM
3	Yes. There is no comparison. CCVI has been a gem to be on the board.	2/14/2014 7:12 PM
4	Yes. CCVI board experience is much more engaging.	2/14/2014 4:20 PM
5	No	2/14/2014 2:29 PM
6	Not on years. I was involved in the Troost-Midtown community center as a founding board member. It was a grass roots community effort and has changed and No.	2/14/2014 2:15 PM
7	Yes. This has been the best, very organized, lots of participation.	2/14/2014 1:45 PM
8	No	2/14/2014 1:30 PM

# CCVI Board Member Survey

**Q10 Would you be willing to talk to us further about CCVI? If so, please enter your name and information in the boxes below. If you wish for us to not contact you, please click the "next" button.**

Answered: 4 Skipped: 7

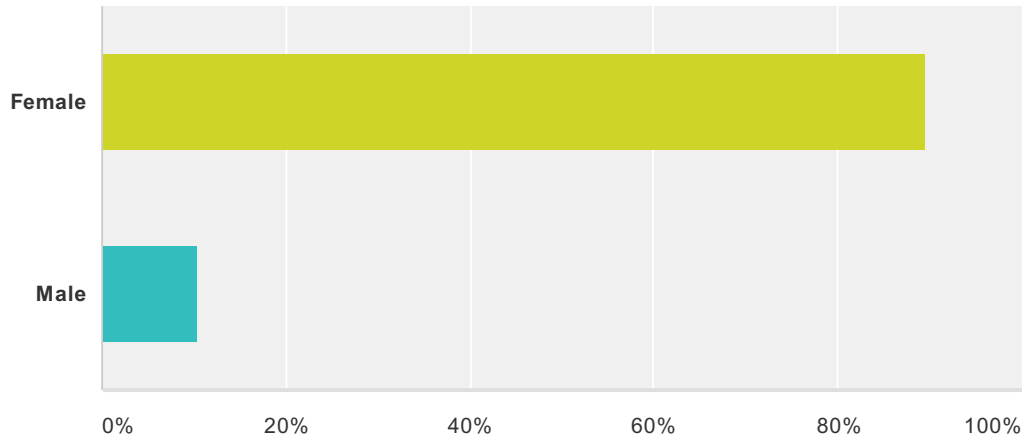
Answer Choices	Responses
Name:	100% 4
Phone Number:	100% 4
E-mail Address:	100% 4

#	Name:	Date
1	Betsy Piebenga	2/15/2014 2:28 AM
2	Nicola Heskett	2/14/2014 4:20 PM
3	Angie Beerup	2/14/2014 2:30 PM
4	Chris Hernandez	2/14/2014 1:45 PM
#	Phone Number:	Date
1	913-236-7449	2/15/2014 2:28 AM
2	8166651279	2/14/2014 4:20 PM
3	816-457-3889	2/14/2014 2:30 PM
4	816-589-7831	2/14/2014 1:45 PM
#	E-mail Address:	Date
1	piebengala@umkc.edu	2/15/2014 2:28 AM
2	nrheskett@ccvi.org	2/14/2014 4:20 PM
3	abeerup@durievision.com	2/14/2014 2:30 PM
4	chris.hernandez@kcmo.org	2/14/2014 1:45 PM

# Appendix C

## CCVI Parent Survey Q1 What is your gender?

Answered: 19 Skipped: 0



Answer Choices	Responses	
Female	89.47%	17
Male	10.53%	2
<b>Total</b>		<b>19</b>

# CCVI Parent Survey

## Q2 In what ZIP code is your home located? (enter 5-digit ZIP code; for example, 00544 or 94305)

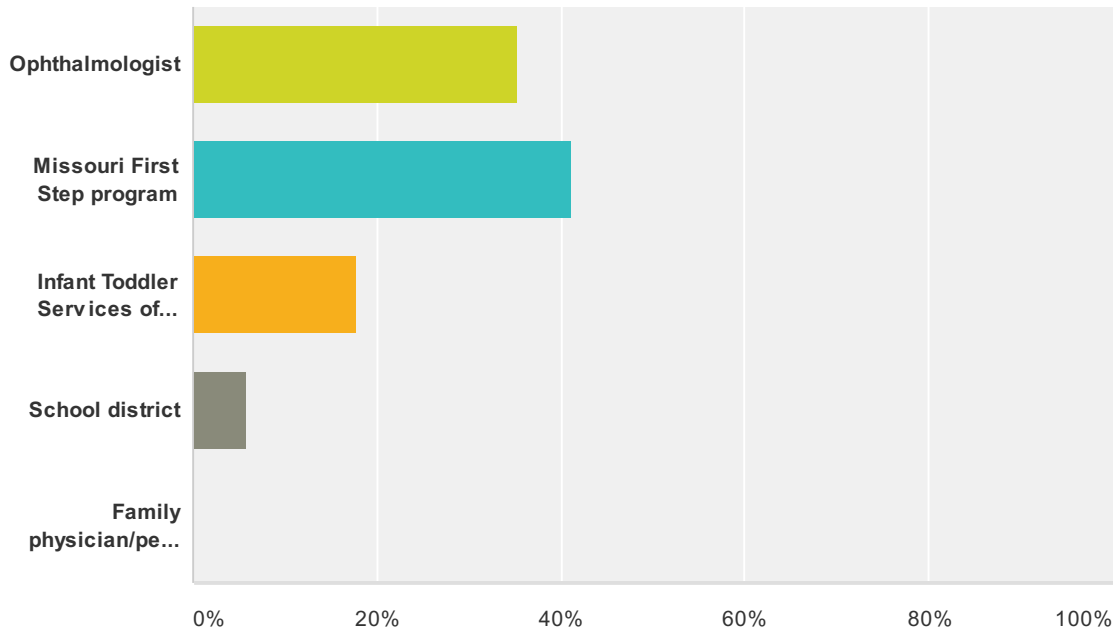
Answered: 19 Skipped: 0

#	Responses	Date
1	64138	2/12/2014 11:03 AM
2	64152	2/11/2014 4:40 AM
3	66224	2/10/2014 11:15 PM
4	64155	2/10/2014 8:37 PM
5	66223	2/10/2014 6:23 PM
6	64114	2/10/2014 6:18 PM
7	64152	2/10/2014 5:19 PM
8	64111	2/10/2014 5:16 PM
9	64068	2/10/2014 4:31 PM
10	64157	2/10/2014 1:58 PM
11	64062	2/10/2014 1:43 PM
12	64080	2/10/2014 1:28 PM
13	64485	2/10/2014 1:24 PM
14	64083	2/10/2014 1:19 PM
15	66223	2/10/2014 1:18 PM
16	64132	2/10/2014 1:17 PM
17	66062	2/10/2014 1:05 PM
18	66216	2/10/2014 1:05 PM
19	999	2/6/2014 12:11 PM



### Q3 How did you first become aware of CCVI?

Answered: 17 Skipped: 2



Answer Choices	Responses
Ophthalmologist	35.29% 6
Missouri First Step program	41.18% 7
Infant Toddler Services of Johnson County	17.65% 3
School district	5.88% 1
Family physician/pediatrician	0% 0
<b>Total</b>	<b>17</b>

#	Other (please specify)	Date
1	nicu referral at birth	2/11/2014 4:42 AM
2	NICU	2/10/2014 11:18 PM
3	Another child's mother	2/10/2014 5:23 PM
4	Another parent—we had to bring it up to our ophthalmologist and he initiated referral	2/10/2014 4:35 PM

# CCVI Parent Survey

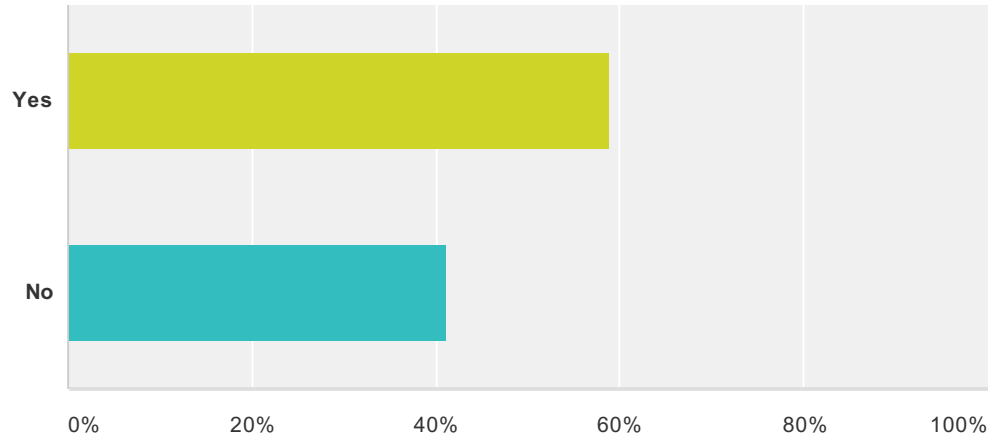
## Q4 How old was your child when you first became involved with CCVI?

Answered: 17 Skipped: 2

#	Responses	Date
1	2 years old	2/12/2014 11:06 AM
2	4 months	2/11/2014 4:42 AM
3	5 mo	2/10/2014 11:18 PM
4	4 months	2/10/2014 6:25 PM
5	18 months	2/10/2014 6:20 PM
6	11 mo	2/10/2014 5:23 PM
7	6 months	2/10/2014 4:35 PM
8	6 months	2/10/2014 4:31 PM
9	Less than 1yr old	2/10/2014 1:47 PM
10	1 1/2	2/10/2014 1:31 PM
11	I have two children 6 months/ 2 months	2/10/2014 1:26 PM
12	2	2/10/2014 1:20 PM
13	2 months	2/10/2014 1:19 PM
14	2	2/10/2014 1:18 PM
15	18 months	2/10/2014 1:10 PM
16	2	2/10/2014 1:06 PM
17	hfd	2/6/2014 12:12 PM

### Q5 Do you participate in the support groups CCVI offers?

Answered: 17 Skipped: 2



Answer Choices	Responses	
Yes	58.82%	10
No	41.18%	7
<b>Total</b>		<b>17</b>

## CCVI Parent Survey

### Q6 Are there any additional programs, resources or information that CCVI could provide parents or families? Please specify.

Answered: 17 Skipped: 2

#	Responses	Date
1	Not sure	2/12/2014 11:06 AM
2	No	2/11/2014 4:42 AM
3	Parent-Child experiences AT support	2/10/2014 11:18 PM
4	No	2/10/2014 6:25 PM
5	No	2/10/2014 6:20 PM
6	After school care	2/10/2014 5:23 PM
7	They do a great job. I can't think of anything.	2/10/2014 4:35 PM
8	No, very well informed!	2/10/2014 4:31 PM
9	Maybe more info on what's available to the children once they complete their time at CCVI such as other special schools	2/10/2014 1:47 PM
10	No	2/10/2014 1:31 PM
11	I believe they do a great job.	2/10/2014 1:26 PM
12	Not that I know of.	2/10/2014 1:20 PM
13	More community outings for families	2/10/2014 1:19 PM
14	n/a	2/10/2014 1:18 PM
15	Satellite centers! The one location mid-town is not really convenient. it would help if there were satellite centers in the suburbs making it more convenient to obtain services, attend programs, etc	2/10/2014 1:10 PM
16	Monthly statement	2/10/2014 1:06 PM
17	hg	2/6/2014 12:12 PM

# CCVI Parent Survey

**Q7 Are you aware that some insurance plans cover therapies for the visually impaired? If yes, how did you learn about insurance coverage? If no, please enter "no" in the box below.**

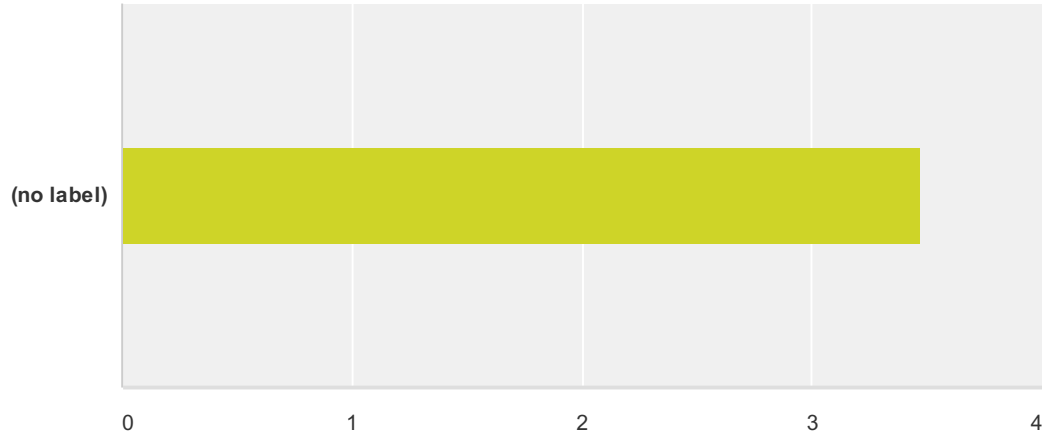
Answered: 17 Skipped: 2

#	Responses	Date
1	No	2/12/2014 11:06 AM
2	No	2/11/2014 4:42 AM
3	Yes for support services not Braille nor O&M	2/10/2014 11:18 PM
4	Yes. From ccvi representatives	2/10/2014 6:25 PM
5	No	2/10/2014 6:20 PM
6	Yes however you guys only work with 1 or 2 insurance agencies. I've asked for 2 yrs for you to get on more insurance plans but I keep getting excuses	2/10/2014 5:23 PM
7	no	2/10/2014 4:35 PM
8	Yes but we haven't had to use it.	2/10/2014 4:31 PM
9	Yes. Individual research	2/10/2014 1:47 PM
10	Yes, first steps informed me	2/10/2014 1:31 PM
11	no	2/10/2014 1:26 PM
12	No	2/10/2014 1:20 PM
13	No	2/10/2014 1:19 PM
14	no	2/10/2014 1:18 PM
15	yes. learned through my own research through my insurance provider	2/10/2014 1:10 PM
16	through the director	2/10/2014 1:06 PM
17	kjfsd	2/6/2014 12:12 PM

# CCVI Parent Survey

**Q8 On a scale of 1-5 ("1" being the lowest and "5" being the highest), please rate CCVI's recognition in the Kansas City community as well-known non-profit.**

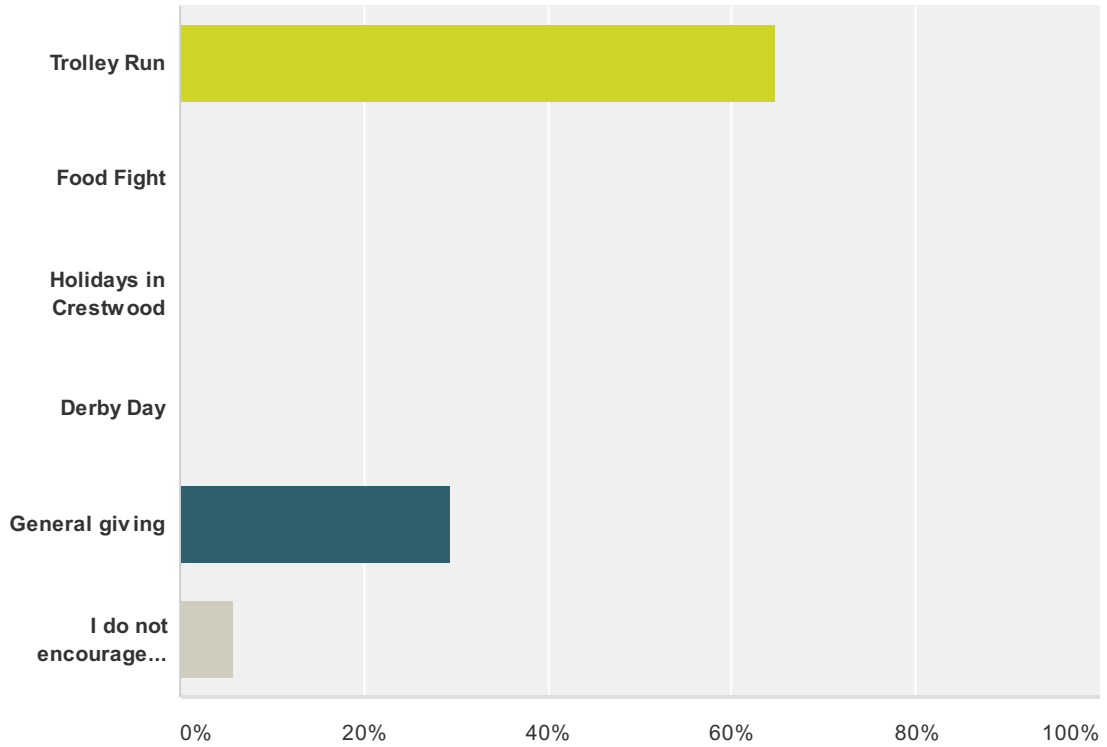
Answered: 17 Skipped: 2



	1	2	3	4	5	Total	Average Rating
(no label)	11.76% 2	17.65% 3	17.65% 3	17.65% 3	35.29% 6	17	3.47

### Q9 Do you encourage friends and community members to participate in CCVI fundraising events? If yes, which events?

Answered: 17 Skipped: 2



Answer Choices	Responses	
Trolley Run	64.71%	11
Food Fight	0%	0
Holidays in Crestwood	0%	0
Derby Day	0%	0
General giving	29.41%	5
I do not encourage friends and community members to participate in CCVI fundraising events	5.88%	1
<b>Total</b>		<b>17</b>



# CCVI Parent Survey

**Q10 Would you be willing to talk to us further about CCVI? If so, please enter your name and information in the boxes below. If you wish for us to not contact you, please click the next button.**

Answered: 3 Skipped: 16

Answer Choices	Responses
Name:	100% 3
Phone Number:	33.33% 1
E-mail Address:	100% 3

#	Name:	Date
1	Tracy Moore	2/10/2014 1:21 PM
2	Stephanie	2/10/2014 1:12 PM
3	Nola Reading	2/10/2014 1:07 PM

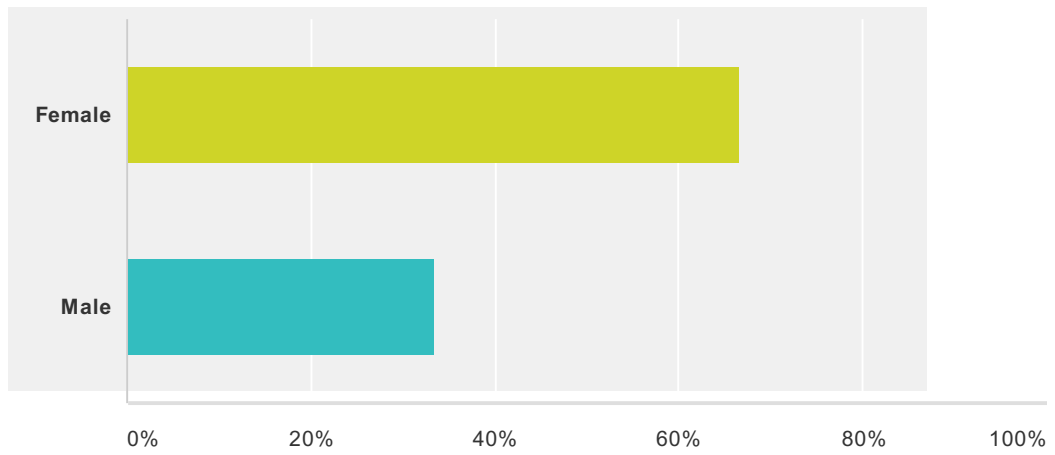
#	Phone Number:	Date
1	913 636 3862	2/10/2014 1:21 PM

#	E-mail Address:	Date
1	tracymoore31@gmail.com	2/10/2014 1:21 PM
2	skelly5596@yahoo.com	2/10/2014 1:12 PM
3	nolareading@hotmail.com	2/10/2014 1:07 PM

# Appendix D

## CCVI Young Friends Survey Q1 What is your gender?

Answered: 12 Skipped: 0



Answer Choices	Responses
Female	66.67% 8
Male	33.33% 4
<b>Total</b>	<b>12</b>

## Q2 How did you get involved with CCVI?

Answered: 8 Skipped: 4

#	Responses	Date
1	I have a friend who strongly supports CCVI and she suggested a donation to CCVI in lieu of a wedding gift.	2/28/2014 2:15 PM
2	My sorority, Delta Gamma, has strong ties to Service for Sight and CCVI. After moving home I wanted to get involved with a community organization that I was already familiar with and passionate about.	2/28/2014 1:06 PM
3	Through friends	2/28/2014 11:25 AM
4	I started volunteering there the summer before high school and did my service project there.	2/28/2014 10:20 AM
5	Through friends	2/28/2014 10:00 AM
6	Through my graduate program at KU.	2/28/2014 9:23 AM
7	My friend introduced me to the organization after college and I began volunteering and going to events at that time.	2/28/2014 9:19 AM
8	My work partners with CCVI for years	2/28/2014 9:13 AM

### Q3 What keeps you involved with CCVI?

Answered: 8 Skipped: 4

#	Responses	Date
1	I support their mission and I have multiple friends who have either been helped directly by CCVI or support them.	2/28/2014 2:15 PM
2	Working with the kids and seeing what CCVI does for them.	2/28/2014 1:06 PM
3	The children, and knowing what benefits CCVI provides.	2/28/2014 11:25 AM
4	CCVI has been a part of my life for so long and I love knowing that I'm helping kids when I help CCVI.	2/28/2014 10:20 AM
5	The amazing kids and the school . . . also I've meet great people who volunteer here.	2/28/2014 10:00 AM
6	Employed there now.	2/28/2014 9:23 AM
7	I love CCVI and all the people associated with it. They work extremely hard and give much more than their time to the organization. And I really like that it is an organization helping kids and families that really need help.	2/28/2014 9:19 AM
8	I am visually impaired myself, have been since I was 8-years old	2/28/2014 9:13 AM

**Q4 Where would you like to see CCVI go in the future?**

Answered: 8 Skipped: 4

#	Responses	Date
1	I would like to see them continue to be involved in community activities to promote their message and raise awareness.	2/28/2014 2:15 PM
2	I would love if the organization was a household name outside of the tight knit community already affected by CCVI. This awareness will stem more fundraising and volunteer opportunities for CCVI.	2/28/2014 1:06 PM
3	To continue providing the top-notch services it provides.	2/28/2014 11:25 AM
4	I would like them to not have to stress so much about budget.	2/28/2014 10:20 AM
5	Grow, and be able to help more kids.	2/28/2014 10:00 AM
6	As the leader in the education of kids who are blind and visually impaired in the Metro area, in Kansas and Missouri and beyond.	2/28/2014 9:23 AM
7	Continue helping people the way they are now. I think the mission and direction CCVI is heading in is wonderful.	2/28/2014 9:19 AM
8	Keep getting young people involved - there are a lot of young professionals looking to give back	2/28/2014 9:13 AM

**Q5 As mentioned at the beginning of the survey, KU graduate students are currently working with CCVI to present marketing recommendations for the organization. How do you think the students can help CCVI from a marketing standpoint?**

Answered: 8 Skipped: 4

#	Responses	Date
1	I think the students will be able to develop targeted marketing for a variety demographics.	2/28/2014 2:15 PM
2	Get the word out about CCVI and what it does. I think the photos and videos that CCVI posts on its social media tug at the heartstrings and show the importance of CCVI to those it serves. I think getting the word out that the Trolley Run (which many know about) benefits CCVI is important as well.	2/28/2014 1:06 PM
3	The more people know about CCVI, the more likely they are to donate.	2/28/2014 11:25 AM
4	I don't know much about marketing but probably getting CCVI out on all the social networking sites - Twitter, Instagram, etc. They already are on Facebook.	2/28/2014 10:20 AM
5	Create more awareness, and show more of the impact that the school has on the community and the lives of the kids and families that go to ccvi.	2/28/2014 10:00 AM
6	Finding a way to reach out to past families to keep them involved.	2/28/2014 9:23 AM
7	Your views on marketing are fresh and new. Give CCVI insight on an industry that changes faster than CCVI does. No one likes change, especially when they are used to doing things they way they have been done for years but maybe it is time to consider changing our marketing strategies.	2/28/2014 9:19 AM
8	I am also getting my Master's at KU in marketing communications - those students bring a fresh perspective to brands, so listen to their ideas.	2/28/2014 9:13 AM

**Q6 What do you think are CCVI's greatest strengths?**

Answered: 8 Skipped: 4

#	Responses	Date
1	It has a singular mission, has helped many people in the community, and maintains its visibility throughout the year.	2/28/2014 2:15 PM
2	Longevity and unique offering to the visually impaired community.	2/28/2014 1:06 PM
3	The people	2/28/2014 11:25 AM
4	How well they prepare and educate children.	2/28/2014 10:20 AM
5	Resources, in people and talent willing to help them.	2/28/2014 10:00 AM
6	Relationships with the families they serve.	2/28/2014 9:23 AM
7	Their teachers and employees foremost. Followed by their dedicated volunteer group.	2/28/2014 9:19 AM
8	Not sure - haven't been involved for long enough to determine.	2/28/2014 9:13 AM

**Q7 What do you think are CCVI's greatest weaknesses or opportunities?**

Answered: 8 Skipped: 4

#	Responses	Date
1	I don't know.	2/28/2014 2:15 PM
2	Awareness and volunteer opportunities.	2/28/2014 1:06 PM
3	Exposure in the community.	2/28/2014 11:25 AM
4	Maybe getting more young people involved to help raise money or volunteer.	2/28/2014 10:20 AM
5	Doing things the same way the have done for years.	2/28/2014 10:00 AM
6	That the services we provide are sometimes outlined by other agencies.	2/28/2014 9:23 AM
7	I am not sure.	2/28/2014 9:19 AM
8	Not sure - haven't been involved for long enough to determine.	2/28/2014 9:13 AM



**Q8 What do you think CCVI's most successful event is and why?**

Answered: 8 Skipped: 4

#	Responses	Date
1	Sabates Eye Centers Trolley Run	2/28/2014 2:15 PM
2	Food Fight and Trolley Run - well-known and run events that community members attend on a yearly basis.	2/28/2014 1:06 PM
3	Trolley Run because of its exposure.	2/28/2014 11:25 AM
4	The Trolley Run is something people look forward to every year. It's huge but I'd love to see it grow.	2/28/2014 10:20 AM
5	Food Fight and the Trolley Run.	2/28/2014 10:00 AM
6	Historically, I think it has been the Trolley Run. But, there are others that are equally as popular (Food Fight).	2/28/2014 9:23 AM
7	Trolley Run is because it is the largest and most publicly known event.	2/28/2014 9:19 AM
8	Not sure - haven't been involved for long enough to determine.	2/28/2014 9:13 AM

**Q9 Would you be willing to talk to us further about CCVI? If so, please enter your name and information in the boxes below. If you wish for us to not contact you, please click the "next" button.**

Answered: 3 Skipped: 9

Answer Choices	Responses
Name:	100% 3
Phone Number:	66.67% 2
E-mail Address:	100% 3

#	Name:	Date
1	Kelly Nelson	2/28/2014 1:07 PM
2	James Radovich	2/28/2014 9:19 AM
3	Patrick Stacy	2/28/2014 9:13 AM

#	Phone Number:	Date
1	8168380555	2/28/2014 9:19 AM
2	913-558-4189	2/28/2014 9:13 AM

#	E-mail Address:	Date
1	kellynelson1@gmail.com	2/28/2014 1:07 PM
2	jimradovich@gmail.com	2/28/2014 9:19 AM
3	pstacy@chiefs.nfl.com	2/28/2014 9:13 AM

## CCVI Parent Interview

### 1. How did you first become aware of CCVI?

We have twin girls - one was born with cerebral palsy, cortical visual impairment and other issues. Our first interactions were with Missouri First Step and we were assigned a speech therapist, vision therapist, OT and PT at about age 1. Three of the four were from CCVI and they all came to our home. Once she turned three, went through the Belton School District. Belton evaluated her and decided it was best to stay with CCVI. Both daughters go 4 days a week (half days). They are now 3 ½ and sighted daughter learns so much about her sister's disabilities and learns that not everyone is the same. Daughter with visual impairment absolutely loves the teacher and therapists and her eyes light up every time they mention one of their names.

### 2. Do you participate in the support groups CCVI offers?

Wife participates in the support groups, on a monthly basis.

### 3. Are there any programs, resources or information that CCVI could provide parents or families?

Not really - the therapists sends information every couple of days, teachers tend to take care of it and are responsive. Really happy with the information they receive.

### 4. Are you aware that some insurance plans cover therapies for the visually impaired?

First Steps covered everything initially. Belton school district covers everything now. Had to meet with Belton School District, they had to evaluate her. Had to come up with a plan, that was a painful process. Belton agreed that it was better to keep her at CCVI. The school district even covers our gas to drive her to CCVI. We have not had to deal with insurance.

### 5. Had you heard of CCVI before you had your daughters?

Had not heard of CCVI before. Had heard of Trolley Run but didn't know what it was for.

### 6. Do you encourage friends and community members to participate in CCVI fundraising events?

Most of the people we know have a good perception because we talk about it and they know how it has impacted our family. Some of our family friends have volunteered at CCVI. Most of our friends participate in the Trolley Run but not other events.

**7. Do you have any ideas for fundraising that could incorporate visual impairment?**

Would be great if they did more to help people understand visual impairment. They currently do it for the parents, but would be great. Maybe they could do something at the Trolley Run.

**8. Any reason success stories aren't widely shared on their website?**

I wouldn't be hesitant as a parent to share my children's story. I think it would be something CCVI would want to share.

**9. Other comments**

I'm engaged with their Facebook page - lots of great information.  
Our experience with CCVI has been great.

### Trolley Run Participant Interview 1

**1. How did you get involved with the Trolley Run?**

I wasn't allowed to do it in high school or college since non-school races were prohibited. I started doing it after college when I was introduced to it through my running sponsor.

**2. How long have you been running the Trolley Run?**

I started after I graduated college, in 2010.

**3. How does it compare to other races in the area?**

It's unique in that it is a four mile race in town and it is a one-way course. It is the only pro four mile race in the area. There are other good races in town but they are usually 5Ks or 10Ks. Having that change of pace definitely makes the Trolley Run unique. It has a higher perception than other professional races in the area. There is a high quality control and the race directors know what they are doing. This helps it stand out compared to other races and it comes off as more professional.

The Trolley Run is part of the Road Race Grand Prix sponsored by an organization called Mara. There are a wide variety of races, and you can tell when the race director knows what he is doing and when the director is just some high school coach.

**4. Do you know who the race proceeds benefit?**

Not really – I know Sabates eye center is a sponsor. Title sponsors are really the only sponsors that stick in my mind from a race because their name is included in the race title.

**5. Is that unusual that you do not know the cause of the race?**

Not for me – when you are doing a lot of races, two or three per month, you don't really keep track. When I was running professionally, I didn't register for the event; my sponsor did that for me. I just showed up, got my stuff and ran.

**6. Do you remember receiving a registration packet for the race? Do you know what was included?**

Yes, I got a big plastic bag with a t-shirt, water bottle and some ads from sponsors thrown in. I also noticed that a lot of people were handing flyers out and some were even sticking them on car windshield wipers in the parking lot.

## **Trolley Run Participant Interview 2**

### **1. How did you get involved with the Trolley Run?**

I became involved with the Trolley Run after my daughter was born blind last April. The help we have received from CCVI has been invaluable to us and we wanted to return the favor as best we could, being involved in the Trolley Run is a way for us to do that.

### **2. How long have you been running the Trolley Run?**

Having grown up in the KC area and being a runner, I have always known about the Trolley Run because it was a fast, downhill run. I have only ran in the Trolley Run a couple time over the past 10 years, and during those times I only entered the race when it fell on an advantageous weekend for me. But after getting involved with them, it will now be a staple of my family's plans each year.

### **3. How does it compare to other races in the area?**

It is comparable to many of the bigger races in the area in the fact that everyone in the running community knows approximately when it is going to be each year. They also do a very good job of organizing the race and promoting it to runners as the fastest four mile race in the country. I believe the US record for a four mile race is held on this course for both men and women.

### **4. Do you know who the race proceeds benefit?**

To be honest with you, no. The few times I had ran it, I knew the Sabates eye center was a big sponsor and that was about it. I was unaware of what/who was benefiting from the race.

### **5. Is that unusual that you do not know the cause of the race?**

From a runners standpoint, it is not unusual for me. I typically pick my races depending on what dates they fall on and if it fits into my training plans rather than supporting specific causes. Before having a family member who was blind, I would not have been able to tell you whether KC had a center for the visually impaired or not. However, I know a lot of people who run the Trolley run regularly and after talking to them about it, I know that they are fully aware of who it benefits. So I think it was more my ignorance/indifference that led me to not know as opposed to the CCVI not doing a good job of promoting the race.

**6. Do you remember receiving a registration packet for the race? Do you know what was included?**

Yes, we got a registration packet for the race. I don't remember what was in the packet, because I have never typically gone through my packets for races. I usually get my bib number and t-shirt and throw away the pamphlets and papers included.

### **Board Member Interview 1**

#### **How did you get involved with CCVI?**

My oldest daughter Emily was born with a depth-perception issue. CCVI did the scan, monitored her progress and worked with her. I credit the success she has had to CCVI – I was grateful to the organization and wanted to give back. This led me to volunteer in the classroom.

#### **Volunteer time**

This was a really eye opening experience – I got to see what the other children go through. It gave me a lot of empathy for the families.

I also volunteered at the Junior league and helped kids pick out books.

#### **What does CCVI do well?**

The trolley run – it is a huge event. However, it would be nice if more people knew about the cause. Events and anniversaries – We do events very well.

Hiring Traci – Traci has been great, but she has a lot on her plate. It might be beneficial to hire more people.

#### **What are some things the CCVI could improve on?**

We could use social media better – explaining event sponsorships to help get more supporters. The supporters we have are very loyal – once people get hooked they are hooked for life. So how do we get more people involved?

We could do a better job of highlighting how donations help the organization.

#### **Fundraising**

We keep the organizational costs low. You never see waste.

#### **Board information**

The board members are forward thinking and financially minded.

Hold monthly meetings and a board retreat. We discuss events, the budget and fundraising.



Have committees that have a different focus. The committee head then reports to the board. The committees help every board member feel important and valuable.

### **Interaction with parents**

We have a newsletter that is geared towards the students.  
CCVI faces challenges due to the diverse population of parents it deals with.

### **Recommendations**

A one page sheet that tells the story of a child in the program or that has completed the program. It would be good to show alumni, success stories and the benefits of the program. Communicate how these children reach their potential.

## **Board Member Interview 2**

### **How did you get involved with CCVI?**

Dr. Durrie has had a long-standing relationship with CCVI. We did the Chiefs charity, the Trolley Run, and helped raise money for the organization. Dr. Durrie placed me on the board to help keep this relationship going. I initially had reservations based on time constraints, but then Lisa Hoffman recommended me.

### **What has your experience on the board been like?**

It has been great; it isn't too much of a time constraint at all. I do think CCVI could do a better job of educating its board members on the organization, what they do, etc. so that the board members themselves can do a better job.

### **We recently noticed that many Trolley Run participants don't connect CCVI to the event and one mentioned that could be due to the lack of "CCVI" in the event's title. Should this be something CCVI pursues?**

We have to save that title for Sabates due to funding. It is tough, we have to walk a fine line because we do need that funding but at the same time we also need to increase awareness. I think we have done a better job of that recently.

### **What are some things CCVI could improve on?**

It is hard to find out how to get involved on our website. Also, we have separate social media pages for events and I think it would be better to use one social media page and be more unified. It feels convoluted with all the different pages. It would be so much easier just to direct people to CCVI's website or their Facebook page and not make them jump around to different pages.

The Trolley Run information should be on the CCVI website, not on its own site. Right now, the information just isn't clear to the community.

### **What suggestions do you have for us from a marketing perspective?**

Try to find a way to get the community to really understand who CCVI is. We have a very small donor pool to pull from, and part of the problem is the community doesn't know us. Less people have a connection with blindness than with other issues such as poverty or hunger. The marketing message has to be around an experience – something like "Dining in the Dark." Something that makes a connection.

I also think we need more videos on the website showing the children's daily struggles and that family's life. This would pull on the heart strings.

Showing where children were and how they've improved is important as well.

## CCVI Website Analysis

### Homepage

Home Programs & Services About CCVI News & Events Get Involved FAQs & Resources Contact Us

**children's**  
center for the  
visually impaired

## Welcome

The mission of the Children's Center for the Visually Impaired is to prepare children with visual impairments, including those with multiple disabilities, to reach their highest potential in the sighted world.

Our doors are open for any infant to school-age child whose visual impairment is significant enough to adversely affect his or her educational performance. Children and their parents come here to discover a truly unique, positive environment with innovative and stimulating programs customized for each student.

#### How You Can Get Involved

**Make A Donation**

CCVI has dozens of volunteer opportunities for those who can give a little or a lot of time, for those with specific skills or for those who just want to "do something to help."

[Learn about our volunteer opportunities](#)

United Way

2009-2010  
**REVIEWED**  
BY YOUR COMMUNITY FOUNDATION  
With Honors for a Successful Profile

#### Latest News

MONDAY FEBRUARY 3 2014  
THE FOUNDATION | ST. LOUIS | KANSAS CITY MO.

**FOOD FIGHT 5**  
A WHOLE NEW ANNUAL  
CCVI  
PRESENTED BY  
SUREE VISION

Six chefs compete by preparing 600 pounds of pork in support of the Children's Center for the Visually Impaired.

Co-Chairs & Appointed by Local Restaurants & Caterers  
Shore & Low Auctions: "Good Wine"

HONORARY CHEF: Dave Cook | Jennifer Maloney

COMPETING CHEFS:  
STUART ALDRIDGE (The Breadbox Backyard Shop)  
JULIO JUAREZ (Bri Chaphouse)  
JOE EANS (Happy Gills)  
JANET ROSS (Cafe Schwanen)  
JOHN SMITH (Pie @ Puck)  
MAX WATSON (Farm to Market)

CCVIFOODFIGHT.ORG

#### Upcoming Events

February 3  
CCVI Food Fight 5

February 11  
Parent Group Meeting

February 17  
CCVI Closed for President's Day

March 17 - 21  
Spring Break - No School

April 17  
Annual Beeper Egg Hunt

April 27  
26th Annual Sebates Eye Centers Trolley Run

[View all events](#)

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Find us on Facebook

### Analysis:

The homepage does a good job of conveying what the organization is about and incorporating the organization's overview video. Upcoming events and the latest news are easily accessible. The "How you can get involved" section gets lost in the clutter of these events, however. It is also hard to find the social media buttons as these are located on the bottom.

### Recommendation:

CCVI has a strong social media presence. The social media icons for their channels (not just

Facebook) should be predominately displayed at the top of the page and on all pages. The page could also incorporate the Facebook feed on the left or right hand column to incorporate pictures and a better glimpse of what the organization does. The “How you can get involved” button could use more attention and a call-to-action that helps it stand out. Add accreditation information somewhere to the page.

## Programs & Services

The screenshot shows the website's navigation menu at the top with links for Home, Programs & Services, About CCVI, News & Events, Get Involved, FAQs & Resources, and Contact Us. The main content area is titled "Programs & Services" and includes a sidebar with a menu: Overview (selected), Infant Program, Preschool & Kindergarten, Outreach Program, Tuition Information, CCVI Parent Group, and School Calendar. The main text describes the center's mission, services, and staff. A decorative row of colored circles is at the bottom of the content area.

Home Programs & Services About CCVI News & Events Get Involved FAQs & Resources Contact Us

children's center for the visually impaired

Home Programs & Services Index

### Programs & Services

More than 85 percent of what a child learns is derived through vision and incidental learning before the age of five. Vision provides the motivation to explore one's environment and to understand one's position in space, and it is an important modality for the acquisition of speech and language. We believe vision is so crucial to the early development of a child that it is imperative we provide early intervention to help develop the other senses, to maximize the child's residual vision and to integrate visual and compensatory strategies into daily routines, play activities and all learning opportunities.

CCVI offers a comprehensive program, including individualized therapy, consulting services and supportive family education. Services are provided beginning in infancy through our home-based [Infant Program](#), and continue on with our [Preschool & Kindergarten](#) classes, preparing children for entry into the public or private school systems. Specialized services include braille instruction, orientation and mobility, deafblind services, assistive technology, low vision training, speech, occupational, physical and aquatic therapies and family support. CCVI also provides [itinerant and consulting services](#) to area school districts.

CCVI staff includes professionals in occupational, speech/language and physical therapies, as well as in the specialized instruction areas of braille and orientation and mobility. CCVI teachers are certified in Early Childhood Special Education and Blind/Partially Sighted.

CCVI is currently serving 249 children from both sides of the state line:

- 116 children in the Infant Program
- 57 children in the Preschool & Kindergarten Program, plus 30 sighted peers
- 46 children in the Outreach Program.

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### Analysis:

This entire section has great information about what CCVI offers, however the pages are a bit bland due to a lack of images

### Recommendations:

Incorporate images of children working with instructors for each page in this section. Add social media icons, the “How to get involved” icon and “join our e-mail list” to the top of each page for easy navigation. Use more bullet points to highlight important text or facts. Add accreditation information somewhere to the page.

## About CCVI

Home Programs & Services About CCVI News & Events Get Involved FAQs & Resources Contact Us

children's center for the visually impaired

Home About CCVI Index

### About CCVI

We strive to empower visually impaired children and their families to function successfully in the world. By providing an atmosphere that is rich in diverse experiences, focused on potential rather than limitations and based on sound educational principles and best practice, we are preparing our children for continued success long after they transition out of CCVI and into their home school districts. Educating parents about their children's visual issues is a priority and is done on an individual basis as well as through group meetings.

We provide [specialized services](#) that are comprehensive, intensive and individualized. Our [staff](#) of vision-certified teachers, braille instructors, orientation and mobility specialists and therapists who are experienced in the field of vision provides expertise in planning, developing and implementing education programs that address all aspects of the child's development. We incorporate assistive technology to facilitate success and include a variety of real-life experiences designed to increase independence and develop self-confidence. We emphasize early literacy through print and braille instruction and independent travel through orientation and mobility instruction.

CCVI is located on the [Children's Center Campus at 3101 Main Street](#) in midtown Kansas City, Missouri.

**Did you know ...**

Our major fundraising event, the annual Sabates Eye Centers Trolley Run, is the largest four-mile run/walk in the U.S. with more than 10,000 adults and children participating! More than 600 volunteers work on the run, some year-round. Since 1989, the Trolley Run has raised more than \$2.5 million for CCVI.

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### Analysis:

Content is strong in describing the organization, however this content also appears out of date. All accomplishments only go as recent as 2010 and the financial information shows 2010-2011. There are no images or graphs on these pages and except for the “Our Facilities” page, and these images are very small and do not enlarge when clicked on.

### Recommendations:

Update all content to extend through 2014. Add social media and “How to get involved” buttons to the top of the pages. Try to incorporate at least one image or graph per page to break the wall of text. Add accreditation information somewhere to the page.

On the “Our Facilities” page, incorporate a slide show the user can scroll through showing larger images of the facility.

# News & Press Releases

## Analysis:

This page has a good break down of the key CCVI events, however the “Upcoming events” page does not contain links to the actual events, just the date. It is also hard to find the newsletters. The user has to scroll down to the bottom of the “News & Press Releases” page to find them.

## Recommendations:

Put the past newsletters in a sidebar so they are easily accessible without having to scroll down. Also add links to the events on the “Upcoming Events” page. Add social media icons, the “How to get involved” icon and “join our e-mail list” to the top of each page for easy navigation. Add accreditation information somewhere to the page.

# Volunteer Opportunities

Home Programs & Services About CCVI News & Events **Get Involved** FAQs & Resources Contact Us

children's center for the visually impaired

Home > Get Involved > Volunteer Opportunities

## Volunteer Opportunities

Last year 1,050 volunteers gave more than 12,700 hours to CCVI. Without these volunteers and their generous gifts of time and talent, CCVI would not be able to offer CCVI children and their families the quality education they deserve.

CCVI hopes that you will consider joining this corps of committed volunteers. We can promise you that your effort will benefit both the children and you. [Become a Volunteer!](#)

### Opportunities at the Center

- Assist a CCVI classroom teacher as a classroom aide.
- Substitute as a classroom aide, assist with a mailing or serve on the CCVI Speakers' Bureau.
- Share your talent (art, music, sport, hobby) with CCVI students by visiting a classroom.
- Become a member of the Friends of CCVI or CCVI Young Friends, which plan and execute many fundraising events for the school.

### Youth Opportunities

CCVI welcomes help from young volunteers in our classrooms, during evening Parent Group meetings and at special events. Because of the young age of our students, CCVI has set the age limit for volunteers working in the classrooms at 14 years old.

### Trolley Run Opportunities

- Take a leadership role on a committee that plans and puts on the Trolley Run
- Serve as a Trolley Run committee member
- Help with Packet Pick-up
- Register runners the weekend of the run
- Monitor the course during the run (must be 16 years old)
- Serve at the After-Bash following the run
- Help with the Kids' Run that follows the adult run

**Did you know ...**  
CCVI raises almost 20 percent of our budget through special events. We are always looking for new one-time or annual fundraising opportunities. Bring us your new ideas for store openings, entertainment events, movie premieres, etc., or join us for the next Trolley Run.

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## Analysis:

Strong information, could benefit from more visuals.

## Recommendations:

Add a few more pictures of volunteers with children and enlarge action items such as “Become a Volunteer” or “Make a Donation.” Add social media icons, the “How to get involved” icon and “join our e-mail list” to the top of each page for easy navigation. Add accreditation information somewhere to the page.

## FAQs & Resources

The screenshot shows the website's navigation menu at the top with links for Home, Programs & Services, About CCVI, News & Events, Get Involved, FAQs & Resources, and Contact Us. The logo for the Children's Center for the Visually Impaired is on the left. A sidebar on the left contains a list of menu items: FAQs (highlighted), Links & Resources, Community Organizations, Info for Teachers, Testimonials, and Braille Resources. The main content area is titled "Frequently Asked Questions" and contains seven questions with their respective answers.

Home Programs & Services About CCVI News & Events Get Involved **FAQs & Resources** Contact Us

children's center for the visually impaired

Home » FAQs & Resources » Faqs

### Frequently Asked Questions

**How many children attend CCVI?**  
CCVI is currently serving 249 children from both sides of the state line. 116 children in the Infant Program, 57 children in the Preschool & Kindergarten Program, plus 30 sighted peers, and 46 children in the Outreach Program.

**Where do the Children go after leaving CCVI?**  
92% of CCVI graduates over the past five years have gone on to public school; 8% have entered private or state schools.

**What training do your teachers have?**  
CCVI teachers are trained in education of the blind and partially sighted, special education, and early-childhood special education.

**How do the Children get to CCVI?**  
The infants and their families are seen primarily in their homes, but the infant families also drive to CCVI for their periodic team evaluations. CCVI preschoolers and kindergartners are bussed to school by their local school district or are driven by their parents. Children served in the Outreach Program are served in their home school districts.

**How soon does CCVI begin working with children?**  
As soon as the diagnosis of a visual impairment is made, CCVI begins to work with the child and family. Often this is within the first month of a baby's life if the vision problem is detected at birth.

**How do parents feel? Do they accept their child's blindness?**  
Emotions range from fear to confusion, anger to guilt. For some parents, acceptance of their child's visual challenge is immediate, but for many parents the struggle with reality can last for many years. CCVI's staff offers the parents the necessary support and hope so that they can become their child's most important teacher and advocate.

**Are there other schools in the area for the visually impaired?**  
CCVI is the only school in the Kansas City area which offers specialized instruction for children who are blind or visually impaired, including those with multiple disabilities, from birth through school age. Kansas State School for the Blind in Kansas City, Kansas provides services for children from preschool through high school. Local school districts also provide some services for their students from age three.

### Analysis:

These pages provide great information on CCVI and support for parents and volunteers, however they are not easy on the eye due to the large amount of text. There also could be links to PDFs of brochures, photos, etc. to help educate.

### Recommendations:

Add images to lighten up pages. Also add links for print resources (brochures, past newsletters, studies). Add social media icons, the "How to get involved" icon and "join our e-mail list" to the top of each page for easy navigation. Add accreditation information somewhere to the page.



# Contact Us


Home Programs & Services About CCVI News & Events Get Involved FAQs & Resources Contact Us

children's center for the visually impaired

Home » Contact CCVI » Index

## Contact CCVI

Children's Center for the Visually Impaired  
[3101 Main Street](#)  
Kansas City, MO 64111  
(816) 841-2284  
[info@ccvi.org](mailto:info@ccvi.org)



Please complete this form and a CCVI representative will contact you shortly.

Your Name:

Email Address:

Message:

[Reset form](#)

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## Analysis:

A simple, easy-to-use contact form. The image of the campus helps lighten up the page.

## Recommendations:

Add an image of a map showing where the center is located. Also add links for print resources (brochures, past newsletters, studies). Add social media icons, the “How to get involved” icon and “join our e-mail list” to the top of each page for easy navigation.

## **CCVI Social Media Pages Overview**

### **Facebook**

#### CCVI

Likes: 1,533

Contact Information: Phone, e-mail and website listed

About: Summary of organization, mission statement

Additional Social Media Site Links: Foursquare

Events: Events are posted with details and photos

#### Overview:

The CCVI Facebook page is very strong. All events are posted and the page does a good job of sharing stories of its students and volunteers. CCVI does a good job of using photos to share its story which strengthens the page.

#### CCVI Food Fight

Likes: 287

Contact Information: Website listed

About: Summary of event, event dates

Additional Social Media Site Links: None

Events: Events are posted with details and photos

#### Overview:

This page does a good job of promoting the event – there are constant reminders of the event, its purpose and links to purchase tickets. The focus on the event with pictures helps build understanding and excitement. However, with only 287 followers, this site does not have the reach the main CCVI Facebook page has.

## **Twitter**

### CCVI Food Fight

Following: 76

Followers: 46

About: Summary of event, event dates

Additional Social Media Site Links: None

#### **Overview:**

This site has a limited reach with only 46 followers, and could be a part of a bigger Twitter page for the entire CCVI organization. CCVI should build relationships with key Kansas City influencers to give their events a wider reach and leverage a free way to spread news about the organization. CCVI could sync their Twitter to Facebook, which would automatically populate the feed with strong content.

## **YouTube**

### CCVI

Subscribers: 11

Videos Uploaded: 5

About: No information on organization

Additional Social Media Site Links: None

#### **Overview:**

The CCVI YouTube channel has a compelling video on the agency as well as showcases of their annual events. These videos could be better integrated on the CCVI website as well as the other social media pages.

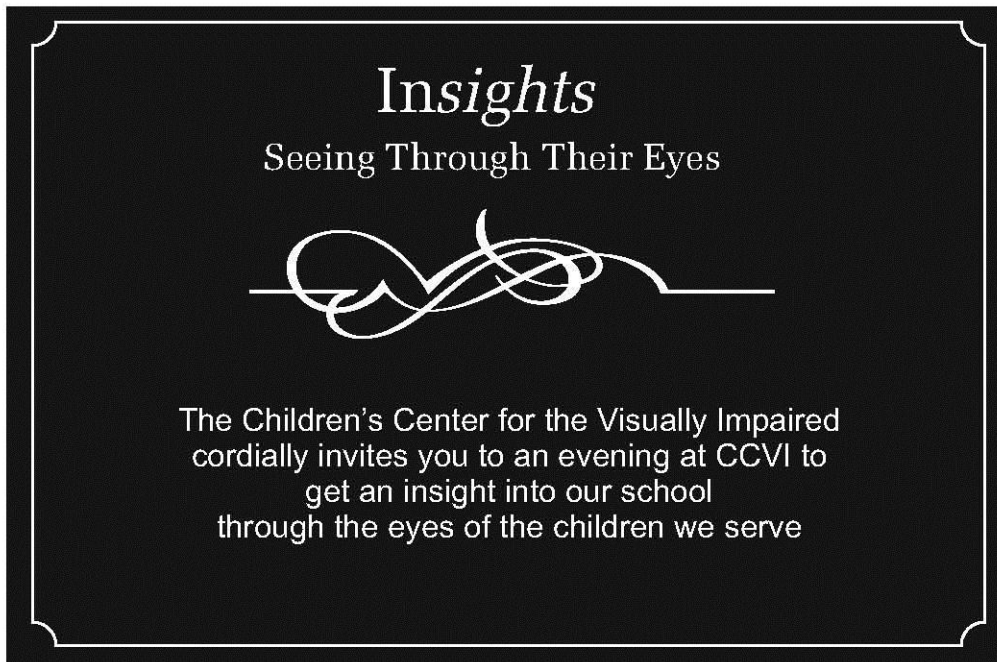
**Appendix I**

Holiday card sample



Insights Invitation sample

## outside



## inside





GET INVOLVED!

- Overview
- History & Accomplishments
- Our Staff
- Board of Directors
- Advisory & Medical Board
- Our Facilities
- Financial Information
- Status & Accreditation

## About CCVI

We strive to empower visually impaired children and their families to function successfully in the world. By providing an atmosphere that is rich in diverse experiences, focused on potential rather than limitations and based on sound educational principles and best practice, we are preparing our children for continued success long after they transition out of CCVI and into their home school districts. Educating parents about their children's visual issues is a priority and is done on an individual basis as well as through group meetings.

We provide [specialized services](#) that are comprehensive, intensive and individualized. Our [staff](#) of vision-certified teachers, braille instructors, orientation and mobility specialists and therapists who are experienced in the field of vision provides expertise in planning, developing and implementing education programs that address all aspects of the child's development. We incorporate assistive technology to facilitate success and include a variety of real-life experiences designed to increase independence and develop self-confidence. We emphasize early literacy through print and braille instruction and independent travel through orientation and mobility instruction.

CCVI is located on the [Children's Center Campus at 3101 Main Street](#) in midtown Kansas City, Missouri.

### Join our email list

Name

Email

Sign Up



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To: Finch, Amy

From: Children's Center for the Visually Impaired

Subject: Derby Day Help

---

Hello Amy,

I wanted to take a moment to thank you for your continued support of CCVI. As a registration volunteer for the Trolley Run for the past two years, you have played an important part in helping us raise over \$800,000! Events like the Trolley Run enable us to provide braille services, individual therapy and more for our students.

We are making final preparations for our annual Derby Day event on May 3 and invite you to help us make it a success again. Would you be able to assist as a registration volunteer? Please find more information on our [website](#) and register by **March 31** if you'll be able to join us.

Have a wonderful day and thanks again, Amy!

- Emily

Emily Lykens  
Special Events Coordinator

## Trolley Run Facebook Campaign

### Campaign Overview

CCVI will take advantage of Facebook's sharing capabilities to encourage Trolley Run fans to share an emotional message tying the Trolley Run with CCVI. The Trolley Run has a huge participant base and many are member of Gen X and Gen Y and use social media heavily. CCVI will also leverage Facebook to increase awareness of the Trolley Run, CCVI and CCVI's link to the Trolley Run.

### Campaign Goals

- Increase event attendance
- Increase Trolley Run awareness
- Increase CCVI awareness
- Establish link between CCVI and Trolley Run
- Drive traffic to the CCVI website

### Strategy One – Photo Sharing

- Encourage participants to share a photo of a child with a caption of "I'm going 4 miles for the kids!"
- Add the hashtag of #2015TrolleyRun at the end of each caption
- Post a photo once a week with a call-to-action of "share this photo if you will be participating in the 2015 Trolley Run!"



### Strategy Two – Trolley Run Awareness

- Post a general fact about the Trolley Run, who it serves and why it is important 3 – 5 times per week.
- Include an image from a previous Trolley Run race showing audience engagement and CCVI volunteers with each post.

### Strategy Three – CCVI Awareness

- Post a general fact about CCVI 3 – 5 times per week.
- Include an image of CCVI volunteers and students interacting with each post.
- Add a link to the CCVI "about us" page to each post with the call-to-action of "to learn more about CCVI and how you can get involved, please click here."

### Strategy Four – Link CCVI & Trolley Run

- Post 3 – 5 times per week on CCVI's history and relationship with the Trolley Run.
- Add a link to the CCVI "about us" page to each post with the call-to-action of "to learn more about CCVI and how you can get involved, please click here."



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