

KRC RESEARCH

Our Insight Your Breakthrough

NOT-FOR-PROFITS

KRC Research is a leader in communications research for not-for-profit organizations, including charities and foundations, advocacy organizations, membership groups and government agencies. Our research supports branding and positioning, issue advocacy, social marketing and public education campaigns and membership development.

- To help the **Texas Association Against Sexual Assault** develop messages and strategies to promote general awareness and education of sexual assault across Texas and to increase teenagers' likelihood to report it, KRC conducted extensive research among Texan teenagers, adults, Hispanic adults and legal and community leaders. For this work, TAASA received the Best Use of Research or Measurement Award from *PR Week* in 2004.
- Recently, KRC worked with the **Federal Deposit Insurance Corporation** to develop a campaign to educate consumers on federal deposit insurance. This campaign won *PR Week's* Public Sector Campaign of the Year award in 2009.
- Working with the **Knight Foundation** and **The Freedom Forum**, KRC developed a campaign and message strategy for strengthening Americans' commitment to First Amendment rights, and is currently working to ready the campaign for launch.
- KRC works with the **Centers for Medicare and Medicaid** to help the agency revise and improve the *Medicare & You* handbook, provided annually to every Medicare beneficiary. This work involves extensive research among a wide range of Medicare beneficiaries.
- The **Dell Scholars Program** of the Michael & Susan Dell Foundation works to motivate and assist lower-income, high-achieving teens in attending college. Seeking to increase the visibility of the scholarship program and to strengthen its communications, the Program partnered with KRC to identify motivators and barriers among teens and to test advertising concepts.
- When **DATA** (Debt * AIDS * Trade * Africa) and **The One Campaign** sought new approaches to raising the visibility of their brand and messages around the world, KRC conducted research to support this effort, exploring attitudes and testing messages in the U.S., Europe, and Japan.
- As the **Dallas Zoo** faced attendance and competition challenges, KRC Research conducted research to provide a clear picture of the brand's position in the marketplace and identify messages and strategies for rejuvenating the brand. The research provided the foundation for a highly effective campaign that resulted in an 18 percent increase in attendance and was profiled in *PR Week*.
- The **National September 11 Memorial & Museum** planned a traveling exhibit to raise awareness of their mission and funds to build a lasting tribute at the former World Trade Center site. KRC worked with the Museum, conducting research across America to help inform the design of the exhibit and the communications campaign around it.
- To draw attention to the continuing global HIV/AIDS crisis, KRC conducted a survey in nine countries, spanning the developed and underdeveloped world, for the **MAC AIDS Fund**. The survey revealed continuing myths and misperceptions about HIV/AIDS, generating global media coverage.

- As part of a campaign to raise awareness and support for the right of terminally ill people to die at home, **Marie Curie Cancer Care** (U.K.) has worked with KRC to conduct research among consumers, healthcare professionals and members of Parliament on the issue of dying at home versus in hospices or hospitals.
- KRC has worked closely with the **Juvenile Diabetes Research Foundation** to gain insights on families coping with Type 1 diabetes, develop messages aimed at increasing public understanding of the disease, draw attention to scientific progress, increase membership and establish a strong brand presence for JDRF in the diabetes patient and medical communities.
- When the **American Library Association** was developing a national campaign to position libraries for the 21st century, they came to KRC Research to help shape, test and refine its communications messages. This research was the foundation for the ALA's *@yourlibrary* campaign, which has been integrated into public library communications across the country.
- KRC works closely with a wide range of higher education institutions, such as the **University of Minnesota, Rice University, and Harvard Business School**, to support their branding, positioning and reputation management strategies.
- KRC has worked with several not-for-profit hospitals and hospital systems to help them assess and manage their reputation and inform community communications. Our research for the **Minnesota Hospital Association** on medical errors and reporting was awarded a 2006 Bronze Anvil Award of Commendation by the Public Relations Society of America for outstanding achievement in the field of research and evaluation.
- The **National Association of Independent Schools** (NAIS) enlisted KRC's help with message development for a campaign to promote the unique characteristics and value of independent schools for a coalition of more than 30 state and local associations across the U.S. In addition to surfacing strong new messages, the research also drove the development of new brochures, web pages, and advertising.
- When the **National League of Cities** (NLC) sought to raise awareness among elected officials, the policy community and the media of the challenges of promoting equity and fairness, KRC Research conducted a national survey on perceptions on the American Dream—what it is, who is living it and what role government can play to make it more attainable. The findings became the centerpiece for NLC's 2004 National Town Hall Meeting and drove both local and national media attention.
- When the **Partnership for Public Service** (PPS) together with the U.S. Office of Personnel Management wanted to attract younger people to work in federal agencies, they developed a national campaign to educate the younger generation about the importance of a strong civil service and to provide information about federal jobs. KRC Research assisted PPS with the design, implementation and analysis of research to test the impact and efficacy of a pilot run of the campaign, providing a benchmark for future campaigns.
- KRC worked closely with the **American Council on Education** to develop its *College is Possible* campaign—a public education effort aimed at raising awareness of the full range of higher education alternatives available to students, as well as to the wide range of programs to help students finance their education.