



INTRINSIC IMPACT

Pricing Details and Included Services

WolfBrown's Intrinsic Impact Program streamlines the connection between arts organizations and their audiences, placing high quality, highly customized audience feedback at the fingertips of artistic, development, marketing and executive leadership at a fraction of the cost of conventional research.

Contracts. All clients are required to execute a standard License and Service Agreement with WolfBrown. Your first contract requires a two-year minimum commitment, as the value of your audience research increases as more events are surveyed and you accumulate comparative data. Subsequent contracts continue on a year-to-year basis.

Pricing. Pricing is based on organizational budget size. This policy acknowledges the differential in programming and survey needs between organizations of different budgets as well as each organization's ability to pay. Budget size is equal to the client organization's total organizational expenses for the past fiscal year.

Included Services. All clients receive the following basic services from their Intrinsic Impact liaison: individualized consultation on survey design for one survey, including access to WolfBrown's template of Intrinsic Impact survey questions; unlimited deployments of that survey; individualized consultation on data collection and sampling; survey programming in SurveyGizmo; WolfBrown Dashboard set-up and training; back-end assistance with interpretation of results.

Survey Promotion. For each deployment WolfBrown will provide a digital or paper survey. Clients are responsible for all other data collection efforts (i.e., broadcasting email messages to promote the survey, on-site paper survey collection and digital data entry, creation of surveys in other digital platforms, etc.) WolfBrown bears no responsibility for the quantity of survey responses, but will consult on response enhancement techniques upon request.

Basic Cost Components

One-Time Initiation and Set-up Fee. The initiation and set-up fee covers initial telephone consultation on deployment strategy and surveying objectives, assistance with protocol design (for one survey) based on the WolfBrown template or modification of a client's existing survey, survey programming and customized dashboard set-up, and an initial dashboard orientation and training session via webinar.

Annual Support Fee. The annual support fee covers administering a survey each year and keeping the WolfBrown Dashboard up to date with new data. Annual support includes email support during data collection and check-in calls twice yearly to take stock of results.

WolfBrown Dashboard Annual License Fee. The annual license fee covers a client's access to the WolfBrown Dashboard and their data previously collected there from all of WolfBrown's programs.

Additional Services

Additional services are considered to be individualized professional services outside the standard Intrinsic Impact license and service agreement. Contact WolfBrown for a cost estimate for these and other additional services.

Annual Support Fee for Additional Surveys. Clients may choose to develop additional surveys that are different in content or purpose from the first survey. This supplemental annual support fee covers deploying each additional survey and integrating the reporting of results from these surveys into the main WolfBrown Dashboard

Survey Design Services. WolfBrown will help design additional surveys for a one-time fee that depends on the complexity of the design challenge. In addition to performance surveys, WolfBrown has extensive experience with designing protocols to research donors, members, education programs, facility improvement projects, and much more.

Additional Customized Dashboards. On request, WolfBrown can create a special dashboard for use by board members or others who needs access to some, but not all, of your survey results. For organizations working collaboratively, WolfBrown can also create cohort dashboards that compare results between organizations.

Premium Technical Assistance. WolfBrown consultants are available to provide additional assistance with interpretation of survey results, to facilitate staff meetings, or to assist with dissemination of survey results.

Loading Historical Survey Data into the Dashboard. Clients can also have historical survey data imported into the dashboard, to allow for comparisons on identically worded survey questions.

Other Important Details

Online Survey Software. The Intrinsic Impact Dashboard optimally integrates with SurveyGizmo's online survey software (see www.surveygizmo.com). Client surveys may be launched through WolfBrown's SurveyGizmo account at no additional cost. Clients have the opportunity to proofread surveys or to license SurveyGizmo independently in order to have direct access to their surveys. The WolfBrown dashboard can also integrate with client programmed SurveyMonkey surveys.

Maximum Survey Length. None, but we recommend keeping surveys as short as possible, with a recommended limit of 20 questions.

Access to Raw Data. With the Intrinsic Impact dashboard, most clients have little need to access the raw survey data. However, clients may download data at any time, either through the dashboard's automated download function, or by requesting a data file from your WolfBrown liaison.

Contact

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