



5 Tips for Conducting Research with Non-Profit Organizations and/or Caregivers

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KNow Research

Caregiving affects the lives of millions of Americans and will continue to do so in the future. One-in-Four of the nearly 40 million family caregivers in America is a Millennial, according to the [National Alliance for Caregiving and AARP](#). As more and more people are affected by caregiving, support systems will need to improve to meet their needs and research will need to continually adapt as well.

Market research will need to adapt as well.

HERE ARE OUR 5 TIPS FOR CONDUCTING RESEARCH WITH THIS KEY TARGET AUDIENCE

1. **Be creative with incentives.** If you're unable to provide an incentive to every participant, consider offering a chance to win a prize. Instead of offering one large prize to win, consider multiple prizes to increase the odds of winning, thus increasing response rate. For interviews, because the time commitment is higher than completing a survey, everyone should receive a thank you gift for their time. Work with your client to figure out what is feasible if you're not able to give out monetary incentives.
2. **Make your target audience comfortable.** Most of our participants did not want to or could not join the interviews via webcam. Given that we were dealing with a limited sample size we had to do whatever we could to make the interviews happen even though we wanted to have most participants appear on camera. We were ready with a back-up plan to record phone interviews and dedicated time (if needed) at the start of the interview to walk through participants through how to download, set up, and join via the webcam platform.
3. **Commit to helping improve technology tools.** Although technology has opened the door to many new avenues in qualitative research, it is a tool, not the answer. Keep a log of what happened and at the end of the project, de-brief with your project team and if possible, give feedback to those who created the tool. Many tools were not created with the sole purpose to aid in marketing research, but if we constantly give insight back, we can help improve tools to better meet our needs!
4. **Be creative and pivot when needed.** When we realized that we wouldn't have much video footage as hoped for the deliverable, we evaluated our options and learned other ways to still tell a story in video format using the output we had. It may not look like what we originally had in mind but as the proverb goes, "Necessity is the mother of invention." Watch more about HUGS here: <https://youtu.be/BAO7fr0Oh2o>
5. **Understand your participants.** Most non-profit employees and caregivers come from a place of caring. They are willing to work tirelessly for little or no pay, recognition or thanks, because they believe in a cause or it's the "right thing to do". Consider this in the interview phase. They will offer up deep, thoughtful insights if the moderator shows respect and concern for their core beliefs.

Feel free to contact us to talk more about research considerations for this target audience: admin@knowresearch.com