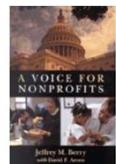


# Implementing a Large-Scale Random Sample Survey of 501(c)(3) Nonprofits

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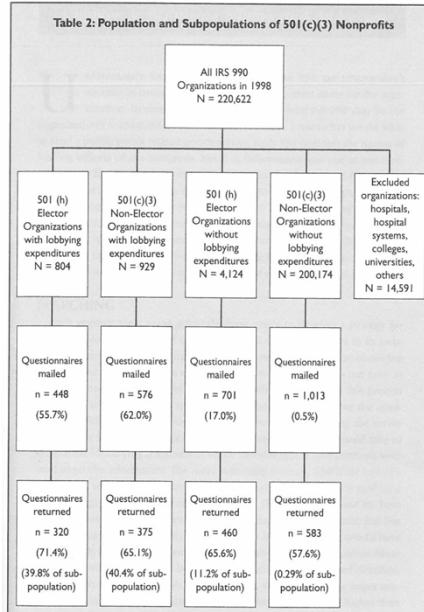
*A Voice for Nonprofits*, Jeffrey M. Berry with David F. Arons  
(Washington, DC: Brookings Institution Press, 2003)



*Surveying Nonprofits: A Methods Handbook*, Jeffrey M. Berry,  
David F. Arons, Gary D. Bass, Matthew F. Carter, and  
Kent E. Portney (Washington, DC: Aspen Institute,

## Major Findings from *A Voice for Nonprofits*

- Nonprofit leaders profoundly ignorant of nonprofit law
- 501(c)(3)s are deterred from lobbying because of this ignorance
- Unlike most 501(c)(3)s, H electors understand the law
- Nonprofits that are most successful in lobbying have a research capacity
- Ignorance of 501(c)(3) skews representation before government, disadvantaging poor and marginalized constituencies



## SCHEDULE: Four Mailings

- Week One: Initial mailing of survey
- Week Two: Postcard reminder
- Week Four: Replacement surveys for bad addresses
- Week Five: Second mailing to all nonrespondents
- Week Nine: Third mailing by certified mail to all nonrespondents

## The Grunt Work

- Validate the phone number (validates that the organization is still operating)
- Validate a street address
- Determine the name of who to send your survey to—you don't want to send something addressed to the “Executive Director.”
- Determine the email address of the person you want to fill out the questionnaire