Soroptimist improves outcomes for women and girls using survey data

Soroptimist uses SurveyMonkey Enterprise to measure the impact of their global programs that provide access to education and training—the Live Your Dream: Education and Training Awards for Women® and Dream It, Be It: Career Support for Girls®.

THE CHALLENGE

Collecting feedback from thousands of women and girls around the globe

Soroptimist has a vision that all women and girls will have the resources and opportunities to reach their full potential and live their dreams. To achieve this vision, they continually ask questions in order to improve and adapt their programs.

Soroptimist’s Dream Programs help women and girls overcome adversity and propel their lives in a new and positive direction.

One of their hallmark programs, the Live Your Dream Awards, offers financial assistance to head-of-household women to access education and training in their quest to achieve economic empowerment.

Before using SurveyMonkey, Soroptimist would measure the Live Your Dream Awards’ impact using a free survey tool offered by their email provider. Survey workflow and design were not highly customizable and data was hard to analyze. Soroptimist knew that to better understand the impact of their program, they’d have to select a more powerful survey tool to collect feedback.

“Now that we have an easier way to ask those important questions, it allows us to make better, more informed decisions.”

Anna Kabrich, Project Manager, Impact and Strategy at Soroptimist International of the Americas
THE SOLUTION

A streamlined survey tool to measure program impact and make data-driven decisions

Three years after a woman has received a Live Your Dream Award, Soroptimist reaches out with a survey. The main goal of the survey is to understand how the award has impacted the lives of the recipients and their families, and to determine if the program is meeting its objectives.

“If we’re not meeting our goals of increasing the standard of living, increasing self esteem, and supporting women in their education, we need to determine where we can make changes,” Anna says.

SIA interacts with award recipients in six different languages in 20 countries and territories. SurveyMonkey’s multi-lingual capabilities and strong data analysis makes it the perfect tool to help SIA uncover new insights and connect with more women.

“We love SurveyMonkey because of the analytics capabilities. We can really segregate information based on area, language, amount of funding, and other specific indicators.”

SurveyMonkey also enables SIA staff members to easily create their own surveys and choose from a wide range of question types and branching options, putting more power in the hands of program administrators.

“We started using SurveyMonkey about 4 years ago and it’s been an absolutely fantastic tool to collect information.”

Anna Kabrich, Project Manager, Impact and Strategy at Soroptimist International of the Americas

THE TAKEAWAY

Greater reach and actionable insights

With a streamlined platform in place that’s easily accessible, Soroptimist is able to more easily collect feedback from the women that have benefited from their program and gather critical information on their progress and needs.

“SurveyMonkey helps us reach more women, and the data itself helps us to make macro level and micro level decisions to support women by asking our recipients what they need instead of assuming,” says Anna.

Outside of analysis and data; beyond process improvements and administrative duties, the Live Your Dreams Awards support thousands of women each year to live their dreams by accessing education on their path to economic empowerment.

“I’m so inspired by interacting with these women who have overcome so much and yet who are still growing, still reaching for more, still reaching for the stars,” says Anna.