momentive

Women's March Global launches Global Count with Momentive

over 170 countries

over 60 partners

2,000 responses overnight, with over 31K globally

WOMEN'S MARCH GLOBAL

THE CHALLENGE

Empowering women worldwide to be counted and heard

In an early 2020 check in call with its worldwide chapters, the Women's March Global team uncovered a devastating pattern: domestic violence was up globally, and women did not feel comfortable attending in-person events in support of Women's March Global during the pandemic.

"It created an incredible sense of urgency globally," Betsy Scolnik, Board Chair of Women's March Global, said. "Women were, and are, desperate to be heard and counted."

In fact, data showing what women truly need worldwide is hard to come by, a fact highlighted by the rapid and sustained crises of 2020. Lobbying and guiding local governments to shift this would be challenging due to the lack of consistent data around women's issues. The team had an ambitious plan to bridge this gap: launching a global survey in over 170 countries to dive deep into how to meet women's needs.

"Knowing that organizations and governments need that information, and knowing women feel an urgent need to be heard, we came up with the idea of doing a global mapping survey," Scolnik said.

The first of its kind, the survey needed to be accessible in multiple languages, launched globally, and would generate tens of thousands of responses that would require a thorough analysis to support rapid, evidence-based intervention.

As a nonprofit with a small team, launching this survey posed several key challenges for Women's Global March.

Worldwide, women of color receive less than 1% of all philanthropic dollars according to Scolnik; it was important to her and her team that the survey create avenues for organizations to leverage the survey's insights in order to work together rather than compete for the same, limited dollars. The team chose SurveyMonkey Enterprise to launch the project based on its ability to launch the survey across multiple languages and countries, and the solution's built-in analytics capabilities.

THE SOLUTION
Launching a first-of-its-kind global survey

Women's March Global brought together a steering committee made up of partner organizations and experts from the University of Maryland to develop questions that could prioritize issues and uncover the barriers to addressing them. Women's March Global's hosted the survey on its website and promoted it via a partnership with Facebook.

Leveraging translation and API services from Momentive Professional Services, Women's March Global worked through each hurdle and pushed forward. "We were really leaning in many ways towards Qualtrics just because they were offering all these professional services," said Scolnick. But "Momentive went out of its way to accommodate our financial structure. And your professional services team wrapped around us and did their best from a professional services perspective to help us be successful. I can't say enough about that team," she added.

"Momentive went above and beyond to understand our needs as a cash-strapped nonprofit and work with us on what this project called for."
Betsy Scolnik, Board Chair, Women's March Global

THE RESULTS
Vital data to support real change

Within a few weeks of launch, responses numbered in the tens of thousands. Women across the globe poured in their thoughts, with responses gathered from such countries across North and South America, Europe, Asia, and Africa—with more than 2,000 reponses overnight from Russia alone.

The global team was able to share an executive dashboard of the results so they could determine what was most urgent. Among the insights uncovered, violence against women continues to be the No. 1 issue for communities globally. National and local differences in how women see the problem and the barriers to solving it—whether political, cultural or economic—gives Women's March Global the information it needs to develop targeted action plans with individual chapters.

Going forward, the Global Count survey is anticipated to be an annual venture, evolving yearly to address the most pressing issues. Women's Global March will share the data directly with 75 partner organizations, creating a vital line of communication and collaboration. Scolnik said the project will be a key part of developing programs to meet the needs of women and gender diverse people worldwide long into the future.

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