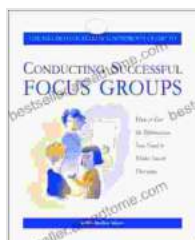


The Wilder Nonprofit Field Guide to Conducting Successful Focus Groups

Authors: The Wilder Foundation



The Wilder Nonprofit Field Guide to Conducting Successful Focus Groups by Judith Sharken Simon

★★★★☆ 4.3 out of 5

Language : English
File size : 465 KB
Text-to-Speech : Enabled
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Summary

The Wilder Nonprofit Field Guide to Conducting Successful Focus Groups is an essential resource for nonprofit organizations looking to gather meaningful feedback and drive positive change. This comprehensive guide provides step-by-step instructions, real-world examples, and practical tips

for every stage of the focus group process, from planning and recruitment to analysis and reporting.

Whether you're a seasoned researcher or new to focus groups, this guide will help you:

- Define your research objectives and develop effective focus group questions
- Recruit a diverse and representative group of participants
- Create a comfortable and productive focus group environment
- Facilitate discussions that generate rich and insightful data
- Analyze and interpret focus group findings
- Write clear and concise reports that communicate your findings and recommendations

Key Features

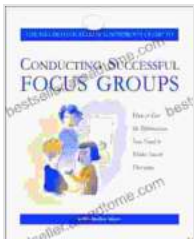
- **Step-by-step instructions** for planning, conducting, and analyzing focus groups
- **Real-world examples** from nonprofit organizations that have successfully used focus groups
- **Practical tips** for overcoming common challenges
- **Discussion questions** to help you develop your own focus group questions
- **Sample focus group scripts** to help you get started
- **Data analysis templates** to help you make sense of your findings

Why Use Focus Groups?

Focus groups are a powerful tool for gathering qualitative data from a small group of people. They can be used to explore a wide range of topics, including:

- Program evaluation
- Needs assessment
- Market research
- Product development
- Community engagement

Praise for The Wilder Nonprofit Field Guide to Conducting



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