

NEW PARTNERSHIPS INITIATIVE

NPI Communications

AUDIENCE INSIGHTS SUMMARY

THANK YOU

Thank you to all those who gave us feedback on the communication materials and resources created through the New Partnerships Initiative. We deeply appreciate the thoughtful and illuminating information you shared with us.

BACKGROUND

Through focus group discussions and an online survey conducted in September 2020, the New Partnerships Initiative Incubator sought to evaluate the clarity, accessibility (ease of understanding or ease of finding desired information), usefulness, and engagement with new content and resources produced over the past year—“quick reference” guides, videos, partner and Agency stories, as well as newly designed pages in the “Work with USAID” section of the USAID.gov website. A total of 108 participants—34 in the focus groups and 74 in the survey—reviewed a selection of these new products.

SUMMARY OF FINDINGS

According to respondents from the focus groups and the survey, the materials are rich and comprehensive, covering the breadth of USAID’s budget process, procurement mechanisms, and funding opportunities, as well as other practical information and suggestions for partners to compile winning proposals.

Across the comments from survey respondents and focus-group participants, we identified these commonalities:

- The products are thorough, covering the key points and definitions a partner needs to know, but do not clearly direct the audience as to next steps or additional resources.
- Copy—whether a quick reference document, video, web page, or story—is still viewed as extensive, dense, and complicated.
- The visual style and tone have evolved with a noticeable difference, making the content more engaging, inviting, and accessible.

- There is a need and a desire for more peer-to-peer connections and networking with USAID staff and other development actors.

Participants identified three priority opportunities for improvement:

- Accessing information about funding opportunities
- Creating opportunities for personal connection to USAID
- Improving trust and transparency among partners.

NEXT STEPS

We are undertaking a series of actions over the next year to address these main focus areas: To be transparent and accountable, we developed and published this summary of our audience insights study to be transparent and accountable.

Coming in spring 2021: We are supporting the development of a new partner resource hub—[WorkwithUSAID.org](https://www.usaid.gov/work-with-usaid).

We are continuing to review and redesign the How to Work with USAID sections of USAID.gov.

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