

# 2015 AFI Outreach Survey Materials

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## Email to Respondent Pool

All requestors (Survey links will correspond to the subgroup)

Dear {First Name},

The Assets for Independence (AFI) program is gathering information to understand how the *AFI Resource Center* supports potential applicants in pursuing AFI funding and requests your participation in a survey. Your opinion is important because it will help us improve our services and materials. ***We are interested in your responses whether or not you submitted an AFI application and regardless of the result of that application.***

Please complete the survey at this address: [\[link\]](#) by [date 10 business days after email is sent].

AFI is a federal program administered by the Office for Community Services (OCS). AFI provides grants to eligible entities to implement projects that demonstrate an asset-based approach for addressing poverty. AFI projects provide individual development accounts to low-income individuals to facilitate the purchase of a first home, fund post-secondary education or training, or capitalize a business.

This survey should be completed by the person at your organization who worked most closely with the AFI Resource Center during the application process. Your responses will be kept confidential; responses will be de-identified and aggregated for analysis.

We greatly appreciate your participation in this survey. If you have any questions about this effort, please contact the AFI Resource Center at 1-866-778-6037 or via email at [info@idaresources.org](mailto:info@idaresources.org).

Sincerely,

AFI Resource Center Outreach Team



## Questions for Subgroup 1

Requestors who submitted an application since Sept. 2013 and were not funded.

### Page One: Welcome

The Assets for Independence (AFI) program is gathering information to understand how the *AFI Resource Center* supports potential applicants in pursuing AFI funding and requests your participation in this survey. Your opinion is important because it will help us improve our services and materials. ***We are interested in your responses whether or not you submitted an AFI application and regardless of the result of that application.***

This survey should be completed by the person at your organization who worked most closely with the AFI Resource Center during the application process. Your responses will be kept confidential; responses will be de-identified and aggregated for analysis.

### Page Two: Outreach

Q1. How did you initially learned about the AFI program? We seek to understand which of our outreach methods are most effective.

- From a listserv
- At a conference
- On a webinar
- In an email from a colleague
- Other: \_\_\_\_\_

Q2. Please list the specific name (e.g., United Way of the National Capital Area) of the organization that introduced you to AFI.

*(Conditional upon response to Q2)*

Listserv organizer/sponsor: \_\_\_\_\_

Conference organizer/sponsor: \_\_\_\_\_

Webinar organizer/sponsor: \_\_\_\_\_

Colleague email - what organization did they work for at the time? \_\_\_\_\_

### Page Three: Application Submission

Our records indicate that your organization has submitted an application for AFI funding since Sept. 2013.

Q3. Describe any challenges you encountered while preparing your AFI application.

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Q4. Did you experience any other challenges while preparing an application? *(Select all that apply)*

- Raising non-Federal cash contribution
- Recruiting implementation partners
- Not enough time to plan AFI project before application was due
- Application process was not clear

**Page Four: AFI Resource Center Resources**

Q5. Please indicate how useful you found each service offered by the AFI Resource Center. Please rate on a scale from 1 to 5 where '1' is Not Very Useful and '5' is Very Useful.

	1 Not Very Useful	2 Not Useful	3 Neutral	4 Useful	5 Very Useful	Not Appli- cable
Application information and materials available on the AFI Resource Center website <i>(e.g., AFI Project Builder and Toolkit, Guidance on Documentation of Non-Federal Cash Commitment, Guidance on Completing the Standard Budget Forms)</i>						
Prospective Grantee Webinars <i>(e.g., Introduction to the 2015 AFI FOA, Understanding the AFI Program, Preparing an AFI Application, Developing Resources and Partners, Grants.gov and the Two-File Requirement)</i>						
Email updates <i>(Blast emails sent from the AFI Resource Center <a href="mailto:info@idaresources.org">info@idaresources.org</a>)</i>						
One-on-one technical assistance <i>(Assistance provided by AFI Resource Center staff via email or phone)</i>						
June 2015 Intensive Coaching Cohort <i>(Small group conference calls held in May and June 2015 for potential AFI applicants to discuss progress and challenges)</i>						

Q6. If you rated any service at a '1' or '2,' please provide any feedback on how it could be improved.

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Q7. Did you participate in any other services offered by the AFI Resource Center?

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Q8. What other services, if any, do you think would be helpful for the AFI Resource Center to provide?

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Q9. If you have any additional comments, please enter them here.

**Page Five: Thank You**

We greatly appreciate your time in completing this survey.

If you have any questions about this effort or additional feedback, please contact the AFI Resource Center at 1-866-778-6037 or via email at [info@idaresources.org](mailto:info@idaresources.org).



## Questions for Subgroup 2

Requestors who have not submitted an application since Sept. 2013.

### Page One: Welcome

The Assets for Independence (AFI) program is gathering information to understand how the *AFI Resource Center* supports potential applicants in pursuing AFI funding and requests your participation in this survey. Your opinion is important because it will help us improve our services and materials. ***We are interested in your responses whether or not you submitted an AFI application and regardless of the result of that application.***

This survey should be completed by the person at your organization who worked most closely with the AFI Resource Center during the application process. Your responses will be kept confidential; responses will be de-identified and aggregated for analysis.

### Page Two: Outreach

Q1. How did you initially learned about the AFI program? We seek to understand which of our outreach methods are most effective.

- From a listserv
- At a conference
- On a webinar
- In an email from a colleague
- Other: \_\_\_\_\_

Q2. Please list the specific name (e.g., United Way of the National Capital Area) of the organization that introduced you to AFI.

*(Conditional upon response to Q2)*

Listserv organizer/sponsor: \_\_\_\_\_  
Conference organizer/sponsor: \_\_\_\_\_  
Webinar organizer/sponsor: \_\_\_\_\_  
Colleague email - what organization did they work for at the time? \_\_\_\_\_

### Page Three: Application Submission

Our records indicate that your organization did not submit an application for AFI funding.

Q3. Describe the barriers that prevented you from submitting an application.

\_\_\_\_\_  
\_\_\_\_\_

Q4. Did you experience any other barriers to submitting an application? *(Select all that apply)*

- Raising non-Federal cash contribution
- Recruiting implementation partners
- People we serve don't meet AFI IDA eligibility guidelines (e.g., income guidelines)



- ( ) Not enough time to plan AFI project before application was due
- ( ) Application process was not clear

**Page Four: AFI Resource Center Resources**

Q5. Please indicate how useful you found each service offered by the AFI Resource Center. Please rate on a scale from 1 to 5 where '1' is Not Very Useful and '5' is Very Useful.

	1 Not Very Useful	2 Not Useful	3 Neutral	4 Useful	5 Very Useful	Not Appli- cable
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Q6. If you rated any service at a '1' or '2,' please provide any feedback on how it could be improved.

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Q7. Did you participate in any other services offered by the AFI Resource Center?

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Q8. What other services, if any, do you think would be helpful for the AFI Resource Center to provide?

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Q9. If you have any additional comments, please enter them here.

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**Page Five: Thank You**

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If you have any questions about this effort or additional feedback, please contact the AFI Resource Center at 1-866-778-6037 or via email at [info@idaresources.org](mailto:info@idaresources.org).