Institute for Nonprofit News
Index Survey covering calendar year 2024

Thank you for contributing information to the INN Index, an annual survey of the nonprofit news field in North America. Completing this survey is one of the most important things you can do as an INN member to help advance the nonprofit news movement, and we appreciate your help.

- The online survey is open Monday, January 6 and the **deadline for completion is Monday, January 27**. This survey captures performance during calendar year 2024 Q14(January 1, 2024 - December 31, 2024).
- This survey typically takes respondents around 2 - 3 hours to complete.
- This survey asks questions related to your organization's revenue, expenses, staffing, audience and distribution practices. Depending on the size of your organization, you will likely need to get input from other folks at your organization in order to answer many questions. We recommend pre-filling your responses in a Google Doc first before inputting your responses into Qualtrics (our survey platform). Please see here for the Google Doc version of this survey.
- If you completed the INN Index survey last year, we have pre-populated some information from your prior response. Please change pre-populated data to reflect your organization's current information when necessary.
- **Please note that Qualtrics will save your responses on a page ONLY if you advance to the next survey page before exiting Qualtrics**. Multiple people from your organization can input information into Qualtrics, but we recommend having one survey "point person" to upload your responses to Qualtrics. You will have an opportunity to revisit sections and review your responses at the end of the survey.
- When you are finished, please click the Submit button at the end of the survey.

What information will be published?
INN periodically publishes anonymized general findings and shares aggregate data with academic and other partners. Survey responses may be shared with NewsMatch sponsors as part of the evaluation and analysis of the program. No organization-specific information will be shared publicly without the permission of the CEO/Director of the news organization. By participating in the survey, you agree to these terms on behalf of your organization.

What if I have questions?
If you have any questions about the survey or experience any technical problems, we're here to help. Please contact index@INN.org. **Thank you!**

Organization Information

1. Who is the primary contact for completing this survey?

> First name:
> Last name:
> Title:
> Contact email:
> Contact phone:

Note: This is a reference sheet for INN's Index survey and not the actual survey itself. Your news outlet will receive a unique link to your Index survey on Monday, Jan 6. Please reach out to index@inn.org if you did not receive a survey link.

2. What is your organization's name and primary website?

   Organization name:
   Website URL:

3. A. In which country is your organization based?

   ☐ United States (skip to list of US states below - B & C)
   ☐ Canada (skip to list of Canadian provinces below - D & E)

   B. In which state or territory is your organization based?

   C. What is your organization's zip code?

   D. In which province is your organization based?

   E. What is your organization's postal code?

4. In which city is your organization based?

5. In what year did your organization begin publishing? *Enter in **YYYY format**.*

Organization Mission and Scope

6A. What is the primary geographic scope of your organization's coverage? *Select **one** only.*

   ☐ Global
   ☐ National
   ☐ Regional (multi-state or province)
   ☐ State or province
   ☐ Local (such as a city, county, town, or suburb)

(If the respondent selects regional, state or local, they will also answer 6B. Otherwise, proceed to Q7)

6B. We're interested in better understanding which INN members provided statehouse coverage in 2024. Did your organization have at least 1 reporter (either part-time or full-time) assigned to cover a statehouse in 2024?
   ☐ Yes
   ☐ No

7. What is the primary editorial or coverage focus of your organization? *Select **one** only.*

☐ A single topic (such as education, environment, or criminal justice)
☐ Several related topics under a common umbrella (such as a group of topics that fall under the umbrella of government or politics)
☐ General news or a number of topics that are not necessarily closely related to each other

8. Realizing that news organizations serve a variety of functions, which of the descriptions below most closely reflects the largest share of your organization's coverage priorities in the day to day? *Select **one** only.*

☐ In-depth investigative journalism
☐ Current news and events
☐ Explanatory content and analysis

Type of organization
In some of the sections that follow, we ask for detailed information about your organization's funding sources and staff size. We understand that some organizations that are part of a larger organization (such as a public broadcasting news department) cannot provide complete information that applies exclusively to the news department. The following short questions are designed to determine which sections of the survey your organization will be able to answer.

9A. Do you represent a public broadcasting organization (such as public radio or public television)?

☐ Yes
☐ No

9B. Is your news operation (including both editorial and non-editorial functions) a stand-alone organization, part of a larger organization, or a fiscally-sponsored organization?

☐ Stand-alone (If marked, skip to Q10)
☐ Part of a larger organization (If marked, respond to Q9C)
☐ Fiscally sponsored (If marked, respond to Q9C)

9C. Can you provide complete and specific revenue, expense, and staffing data that pertains only to your news operation and related costs including fundraising and administration?

☐ Yes
☐ No

(If "Yes" skip to Q10, if "No" answer Q9D)

9D. Can you give an estimate of the total budget of the news operation and related costs including fundraising and administration?

☐ Yes
☐ No

(If "Yes"): 9E. Please estimate the news operation's total budget in US dollars:

10A. Does your organization focus primarily on serving the information needs of **communities of color**? By "focus primarily," we mean that people of color comprise a majority of your audience and your organization spends a majority of its funding, resources, and staff time on stories for people of color.

☐ Yes
☐ No

(If "Yes" skip to Q11, if "No" answer Q10B)

10B. If not your sole primary mission, is serving communities of color one of several core priorities of your organization (as outlined in your mission statement)?

☐ Yes
☐ No

11A. Does your organization focus primarily on serving the information needs of **rural communities**? By "focus primarily," we mean that rural communities comprise a majority of your audience and your organization spends a majority of its funding, resources, and staff time on stories for rural communities.

Note: We define rural communities as areas that fit any of the following descriptions: remote towns or unincorporated areas whose residents must travel long distances to access basic goods and services, or those with a resource-based economy, or those without a dedicated on-the-ground news source.

☐ Yes
☐ No

11B. If not your sole primary mission, is serving rural communities one of several core priorities of your organization (as outlined in your mission statement)?

☐ Yes
☐ No

Coverage

12. Did your organization produce stories every month in 2024?
Note: Stories may be text, video, podcasts, interactives, or any other media.
☐ Yes, we produced stories every month
☐ No, there were some months that we did not produce any stories

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12B. How many stories did your organization produce in a typical month in 2024? _____

12B. How many stories did your organization produce in all of the 2024 calendar year? _____

13. We're interested in understanding the primary topics your organization covers. Out of the list below, please select up to five top five topics your organization routinely covered in 2024.

- Arts & Culture
- Business & Entrepreneurship
- Campaigns & Elections
- Childcare & Caregiving
- Children & Youth
- Criminal Justice
- Economic Development
- Education (K - 12)
- Environment & Climate
- Equity & Inequality & Justice
- Faith & Religion
- Food & Agriculture
- Government
- Gun Violence
- Health & Medicine
- Higher Education
- Housing & Unhoused Communities
- Immigration and Refugees
- LGBTQIA+
- Media
- Military & Veterans
- Misinformation
- Politics
- Racial & Ethnic Identity
- Recreation
- Rural Communities
- Science & Technology
- Transportation
- Voting Access & Rights
- Water Quality & Access
- Women
- Workers' Rights

14A. How many editorial collaborations did your outlet participate in over the past year?
Note: An editorial collaboration can be any project where you share resources with one or more news outlets to make reporting possible. This does not include third-party publication of stories.

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- 0
- 1
- 2
- 3
- 4 or more

(If the respondent selects 1 or more, they will be asked 14B. Otherwise, proceed to Staffing).

14B. Which topic(s) did the collaborations address? Please select all that apply.

Staffing

In this section, we want to learn more about your organization's total staffing, including the racial/ethnic and gender composition of your organization's top executives. For this exercise, please only include paid staff and contractors and do not count volunteers. We will ask about unpaid volunteers later on in the survey.

For all questions about racial/ethnic and gender identity, please rely on information provided by the individuals themselves.

*We want to know the racial/ethnic and gender identities of each of **up to three** of the editorial executives or managers in your organization (such as CEO, publisher, executive director, editor-in-chief).*

*If your organization has **more** than three executives, just report the top three. If your organization has **fewer** than three executives (i.e., if your organization has a total of one or two executives), please just complete the questions for the number of executives you have and leave the remainder blank.*

15A. What is your **FIRST** executive's title? (CEO, President, Editor-in-Chief, etc.)

15B. How does your **FIRST** executive describe themselves? *Select **all** that apply.*

- ☐ Asian American, East Asian, South Asian or Southeast Asian
- ☐ Black or African American
- ☐ Hispanic or Latino/a/x
- ☐ Native Hawaiian or Other Pacific Islander
- ☐ Middle Eastern or North African
- ☐ Native American, Indigenous, or Alaska Native
- ☐ White
- ☐ Multiracial
- ☐ Chose not to disclose
- ☐ Don't know
- ☐ A racial or ethnic identity not listed above, please specify:

15C. How does your **FIRST** executive describe themselves? *Select **all** that apply.*

- ☐ Woman
- ☐ Man
- ☐ Transgender
- ☐ Non-binary/non-conforming
- ☐ Chose not to disclose
- ☐ Don't know
- ☐ A gender identity not listed above, please specify:

16A. What is your **SECOND** executive's title? (CEO, President, Editor-in-Chief, etc.)

16B. How does your **SECOND** executive describe themselves? *Select **all** that apply.*

- ☐ Asian American, East Asian, South Asian or Southeast Asian
- ☐ Black or African American
- ☐ Hispanic or Latino/a/x
- ☐ Native Hawaiian or Other Pacific Islander
- ☐ Middle Eastern or North African
- ☐ Native American, Indigenous, or Alaska Native
- ☐ White
- ☐ Multiracial
- ☐ Chose not to disclose
- ☐ Don't know
- ☐ A racial or ethnic identity not listed above, please specify:

16C. How does your **SECOND** executive describe themselves? *Select **all** that apply.*

- ☐ Woman
- ☐ Man
- ☐ Transgender
- ☐ Non-binary/non-conforming
- ☐ Chose not to disclose
- ☐ Don't know
- ☐ A gender identity not listed above, please specify:

17A. What is your **THIRD** executive's title? (CEO, President, Editor-in-Chief, etc.)

17B. How does your **THIRD** executive describe themselves? *Select **all** that apply.*

- ☐ Asian American, East Asian, South Asian or Southeast Asian
- ☐ Black or African American

☐ Hispanic or Latino/a/x
☐ Native Hawaiian or Other Pacific Islander
☐ Middle Eastern or North African
☐ Native American, Indigenous, or Alaska Native
☐ White
☐ Multiracial
☐ Chose not to disclose
☐ Don't know
☐ A racial or ethnic identity not listed above, please specify:

17C. How does your **THIRD** executive describe themselves? *Select **all** that apply.*

☐ Woman
☐ Man
☐ Transgender
☐ Non-binary/non-conforming
☐ Chose not to disclose
☐ Don't know
☐ A gender identity not listed above, please specify:

18. Please provide the number of full-time equivalents (FTE) for both salaried employees (including staff, executives and managers) and significant contractors. For this question, we would like to count FTE for all paid personnel rather than individual staff members. A full-time employee working 40 hours a week is 1 FTE; a half-time employee working 20 hours is 0.5 FTE.

● FTE of all salaried employees and significant contractors in editorial roles:

● FTE of all salaried employees and significant contractors in non-editorial roles:

19A. Do any volunteers play significant ongoing roles in your organization? (Note: exclude board members if they only volunteer in the capacity of a board member, include them if they also serve in other unpaid roles in the organization.)

☐ Yes
☐ No

(If "No" skip to Q20, if "Yes" answer Q19B then proceed.)

19B. How many volunteers played significant ongoing roles in the following areas in 2024:

● Executive and management level:
● Editorial or content contributors:
● Revenue generation:

- Audience development or engagement:
- Product development:
- Other, please specify *(100 characters)*:

Leadership Transitions

20. We're interested in understanding leadership turnover in the nonprofit news field. How many of your organization's top three executives or leaders (such as CEO, publisher, executive director or editor-in-chief) have left their role(s) during calendar years 2022, 2023 and 2024?
- 0
- 1
- 2
- 3 or more

21. Does your organization have a written or recorded succession plan? Organizations often use succession planning when a founder or another person central to the organization's leadership is expected to leave the organization.
- Yes
- No

Audience and Distribution

We have a few questions about your outlet's audience size and strategy. We'll ask about your target audience size, the major ways you reach those audiences, and your audience size across a few platforms.

22. Please estimate the size of your news outlets' total **target** audience. This could be the total population of your coverage area or number of people who fit the profile that your coverage is aimed at serving.

- ☐ Less than 10,000
- ☐ 10,000 - less than 50,000
- ☐ 50,000 - less than 100,000
- ☐ 100,000 - less than 500,000
- ☐ 500,000 - less than 1 million
- ☐ 1 million - less than 5 million
- ☐ 5 million - less than 10 million
- ☐ 10 million or more
- ☐ I don't know

23. Please estimate the percentage of your **current** audience you reach by either **direct channels** (such as your outlet's website, email newsletter, or any distribution channel that you control directly), or by **third-party channels** (when you allow other publications or media outlets to publish your content, whether for free or for a fee).

Percentages should add up to 100%.

- Direct distribution through your own digital, broadcast, or print channels:
- Third-party distribution through another outlet's digital, broadcast, or print channels:

24. Please **rank** up to **five** top platforms you use to distribute content, via your own channels. Rank your primary platform as **1** and any other platforms you distribute on in descending order of importance from **2** to to up to **5**. If you don't use a platform, leave it blank.

- Your website:
- Your print newspaper:
- Your print magazine:
- Your television programming:
- Your radio station:
- Your text/SMS lists:
- Your email newsletter:
- Your social media channels:
- Your podcast:
- Your events:
- Other, please specify:

25. Please share your direct audience metrics for 2024, or as of December 31, 2024 **where applicable**. If your organization publishes more than one website, please use combined figures.

Note: We will ask about third-party platforms and aggregators in the next question. Please do not include them in your counts below.

- Average monthly users to all websites you produce:
- Total subscribers to all email newsletters you produce and distribute:
- Total print publications per year:
- Total print run of any printed publication you create and distribute:
- Total podcast downloads on average per month:
- Total subscribers to SMS or text messages:
- Total reach of radio broadcasts you produce (indicate what metric/units you are using, such as households, viewers/listeners, or DMA, in the box immediately following this prompt):
- Total reach of television broadcasts you produce (indicate what metric/units you are using, such as households, viewers/listeners, or DMA, in the box immediately following this prompt):

26A. Do you allow third parties to republish or distribute your content?

(If "Yes," continue to 26B. Otherwise, skip to the Revenue section.)

26B. Thinking about **third-party distribution** (when you allow other publications or media outlets to republish your content, whether for free or for a fee), how many of the following types of third-party media outlets, if any, published or aired your content in 2024?

Note: Please include in your count any unique outlets that republish your stories via a syndication platform like the AP, Public News Service, or Stacker. If content is published on multiple platforms or

multiple times by the same news organization, please count only one per organization.

- Newspaper in print or online:
- Magazine in print or online:
- Digital (web-based only content):
- Non-news media distribution channel:
- TV channel (commercial or public) over the air or online:
- Radio station (commercial or public) over the air or online
- Podcast:
- Email newsletter:
- Other/specify:

Revenue

Definitions:

This section asks you to provide revenue information for the 2024 calendar year (Jan. 1, 2024 through Dec. 31 2024). If your organization has not finalized financial data for that year, it is OK to use preliminary figures or estimates. If your fiscal year ends on a date other than Dec. 31, please give us your best estimate for the calendar year.

We have divided these questions into three sections: Foundation grants and other charitable contributions, donations and donors, and earned revenue. In each section we will ask for revenue amounts and certain additional questions such as numbers of donors or foundations lending support.

Please also carefully note below the way we are defining different revenue categories—particularly foundation grants, donations, and membership revenue—and provide figures accordingly.

- **Individual donations vs. foundation grants**: Gifts from small family foundations, small business trusts, and Donor Advised Funds should be counted as individual donations when the donation is directed or controlled by an individual or a few members of a family. If money results from a grant process or is determined by the staff of a family foundation (not just family members), include it in foundation grants. For sustaining donations, use annualized totals to determine whether it is a small (less than $1,000), mid-range ($1,000-4,999), or major ($5,000 or more) donation.
- **Membership**: Include revenue from formal membership programs, and the number of members, in the appropriate individual donation level.
- **Subscriptions:** We list these as a distinct earned revenue category that is essentially transactional: The user is paying for a product.
- **NewsMatch participants:** If you participated in NewsMatch 2024, please include all funds received in 2024, but not additional pledges or matches expected in 2025. Please count funding from individual donors as individual donations. Include any foundation match funds as foundation revenue and include any other matches as Other charitable revenue. You also will be prompted to complete additional questions about NewsMatch 2024 campaign revenue at the end of this survey.
- **Multi-year grants:** If your organization received multi-year grants or major gifts in 2024, we ask that you include in your annual revenue only the portion you allocated to the 2024

> budget.
> ● **In-kind contributions:** These may include office space, expert consulting, etc. They should NOT be included in revenue.

If you're in doubt about any of these distinctions, include the revenue where you would show it in your budget or where you think it most reasonably belongs.

27A. Contributions & Grants Revenue. What is the dollar amount for each of the below categories in CY 2024?

> ● Foundation grants (excluding contributions that are essentially individual or family donations), including any portion of a multi-year grant specifically allocated as 2024 revenue: $___
> ● Other charitable contributions: $___
>   ○ Specify source(s): [open ended box]

27B. Of the revenue from foundation grants listed above, how many individual foundations provided grant funding to your organization in 2024?

27C. Of these grant funders, how many were…

> ● Local organizations, including local community foundations:
> ● State or regional (multi-state) organizations, including statewide community foundations:
> ● National or global organizations:

27D. Approximately what percentage of your total grant funding in CY 2024 was available for general operating expenses (as opposed to being restricted or project-specific funds)? Please use a percentage such as 5% rather than a decimal such as 0.05. %___

28A. Individual Giving Revenue. What is the dollar amount for each of the below categories in CY 2024?

> ● Individual donations from small dollar donors (less than $1,000): $___
> ● Individual donations from mid-range donors ($1,000-$4,999): $___
> ● Individual donations from major gift donors ($5,000 or more): $___

28B. Number of donors. How many unique donors did you have in each of the following categories during CY 2024? Count recurring contributions from a single individual as 1.
> ● Small-dollar donors (less than $1,000) - How many individual donors contributed the revenue listed above?
> ● Mid-range donors ($1,000-$4,999) - How many individual donors contributed the revenue listed above?
> ● Major gift donors ($5,000 or more) - How many individual donors contributed the revenue listed above?

29. Earned Revenue. What is the dollar amount for each of the below categories in CY 2024?
> ● Advertising: $___
> ● Sponsorships and underwriting (non-events): $___
> ● Events (including sponsorships, ticket sales): $___

- Subscriptions: $___
- Syndication/commissions: $___
- Other earned revenue (such as training fees, investment income): $___
  - Specify source(s): [open ended box]

Expenses

30. Expenses. What is the dollar amount of total **operating expenses**, both personnel and non-personnel, for calendar year 2024? Please divide total expenses into four categories: Editorial, revenue generation, technology, and general administration (such as rent, insurance, supplies, legal, and management costs). If you do not record expenses in this manner, it is OK to use estimates.

A note on revenue generation expenses: We understand that not all outlets have staff dedicated solely to revenue generation. But please give us your best estimate of the monetary value of time your executives or others spend on fundraising.

- Editorial: $_____
- Revenue generation: $_____
- Technology: $_____
- General administration: $_____

31. About what percentage of your organization's yearly budget is devoted to marketing to help grow your audience? This includes social media boosts, paid lead generation, pay-per-click advertising and other options. Please use a percentage such as 5% rather than a decimal such as 0.05. %___

Timely Topics: The INN team has a few additional questions that will help guide INN's strategic plan and programming in 2025.

32A. Pods: How have you or anyone in your organization used INN's Pods benchmarking data or Pods peer networking events in 2024? Please select all that apply.

Note: Pods is a free, member-only program that uses <u>INN's Index data</u> to deliver benchmarking data for distinct types of nonprofit news organizations and facilitate peer connections between similar member outlets.

Multiple choice:
- Used Pods benchmarking data
- Participated in a Pods peer networking event
- Neither used Pods benchmarking data or participated in an event

If the respondent selected either of the first 2 options, proceed to 32B then continue to 33A. If the respondent selected the third option, jump to question 32C then proceed to 33A.

32B. Please describe how your organization used Pods benchmarking data or a Pods networking event to support your work. [open ended]

32C. What factors may have prevented or dissuaded your organization from using Pods benchmarking data or participating in a Pods networking event? [open ended]

33. We're interested in learning more about how nonprofit news outlets are using artificial intelligence in their work. Does your organization use AI for any of the following tasks? Please select all that apply.

- Scraping data from third-party websites
- Analyzing data
- Identifying sources or potential story ideas
- Drafting interview questions
- Transcribing or summarizing interviews
- Drafting stories or editorial product
- Editing stories or editorial product
- Translating stories or other copy
- Summarizing and/or aggregating stories for a newsletter
- Drafting and/or personalizing emails or social media copy for your audiences
- Drafting and/or personalizing emails for your funders or stakeholders
- Adapting stories into platform-specific formats
- Drafting grant applications
- Identifying potential funders or donors
- Other: [open ended box]

34A. Journalism Policy: We're interested in learning more about how nonprofit news outlets are engaging in journalism policy related work and discussions. In the past calendar year, has anyone from your organization participated in activities or discussions related to journalism policy?

Note: By policy, we mean bills, laws, or executive actions at any level of government that directly impact the news industry.
- Yes
- No

[If yes, proceed to the next question. If no, jump to 35.]

34B. In the past calendar year, has your organization or your organization's leadership engaged in any of the following activities? Please select all that apply.

- Joined a webinar or event to learn about media policy
- Hosted an event to discuss media policy
- Signed a petition in support or against a media policy
- Published a statement in support of or against some media policy
- Asked your audiences to take action in support of or against some media policy
- Reached out to a representative in support of or against some media policy
- OTHER:

34C. In connection with your media policy related activities, which other organizations does your organization primarily work with or learn from, if any? [open ended]

35A. Theory of Change: Does your organization have a theory of change? Note: A theory of change is a method that explains how a given intervention, or set of interventions, are expected to lead to a specific change.
- Yes
- No

[If the respondent selects Yes, they will see the next question. If they select "No" or "I don't know" they will jump past the next question.]

35B. We'd like to hear more about your theory of change. Could you please share your theory of change with us here, either as a file, link or pasted into the box below?

[Provide an open ended box and an upload file option here]

36. Impact Tracking: Does your organization regularly use an impact tracker? An impact tracker is a system that tracks the qualitative and/or quantitative impacts that result from your organization's work.

- Yes
- No

37. Other Services: We're interested in understanding the range of ways nonprofit news outlets are engaging with audiences, beyond providing news and coverage. Which of the following services does your outlet provide? Please select all that apply:

- Providing resources or guides for voter registration and civic participation
- Encouraging participation in local government meetings or public hearings
- Organizing campaigns to raise awareness about local civic issues
- Facilitating discussions or debates on political topics
- Organizing events to address local challenges (e.g., public safety, housing, or climate issues)
- Providing training programs or workshops for community members
- Offering media literacy workshops or journalism training for community members

38. **An optional question for INN's Impact Report**: Please provide an example of how an INN program, staffer or service has helped your organization in 2024.

Note: While all other information you provide in this survey is confidential, we would like to be able to use any examples you provide here in our public Impact Report.

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39. Did your organization participate in NewsMatch in 2024?

(If "No" proceed to survey end or final submit page, if "Yes" go to Q37)

NewsMatch

The categories of funds and the maximum amount your organization may be eligible to receive are pre-populated below.

If you did not meet the designated match cap for the funds you were approved to receive, please edit the value to the amount you're eligible to receive based on your fundraising performance.

40A. **Main Match Funds:** Please verify or correct the dollar amount to be matched in main match funds, up to the campaign match cap of $15,000.
$_____ (pre-fill)

40B. **Partner Funds:** Please verify or correct the dollar amount to be matched in partner funds, up to the total amount of partner funds your organization was notified to receive.
$_____ (pre-fill)

40C. Which goal-based bonus award(s) are you requesting to receive?
Select all that apply.

- **Knight Foundation Community (Local) Match Bonus**
    ▸ Open to **any participating newsroom** that has secured a community (or "local") match funds to support their NewsMatch 2024 campaign
    ▸ You will be asked to provide documentation to verify the local matches that will be considered when determining your bonus award. **Our team may reach out for additional documentation or information if your documentation does not make clear the donor's intent to leverage their contribution as a matching gift during NewsMatch 2024.**
- **New Donor Bonus**
    ▸ Open to **any participating newsroom** that secured first time donors (50 for organizations eligible for main match funds, 100 for organizations with operating expenses over $1 million in 2023).
    ▸ **There is no additional documentation required;** we will ask about first time donors later.

40D. Please list the dollar amount raised in local match funds.

41. Please complete and upload the following documentation:

- **NewsMatch Cover Sheet**
    ▸ Download and complete the Match Cover Sheet template (Instructions provided on the first tab of the Match Cover Sheet)
    ▸ Because you are requesting **Main Match Funds** or **Partner Funds** → Complete *Tab 2:Template (Individual Donations)*

▸ Because you are requesting **Knight Foundation Community Match Bonus** → Complete *Tab 3: Template (Local Matches)*

[Upload]

– **NewsMatch documentation**
   ▸ Upload backup documentation for all donations you are requesting to be matched.
   ▸ **Individual donor documentation** may include online donation records, CSV exports, Facebook transaction reports, donor email confirmations, copies of checks, or bank statements showing deposited donations.
   ▸ **Local match documentation** may include pledge form signed by donor, letter of intent from donor, email confirmation from donor, scanned check or receipt, or screenshot of a publicized acknowledgment that names the local match funder and their specific gift amount.

[Multi-File Upload]

42. In total, how much money did you raise from individuals from Nov. 1 to Dec. 31, 2024?
*Note: List the total dollars raised from every individual who made a gift, regardless of the gift amount (this is not restricted to the $1,000 individual donation cap or the campaign match cap). This total should **not** include funds designated as local match funds.*

43. In total, how many donations did you receive from individuals from Nov. 1 to Dec. 31, 2024?
Note: Include the total number of donations you received. For example, If a single person made 3 separate gifts within this period, this would count as 3 donations.

44. In total, how many unique individual donors contributed from Nov. 1 to Dec. 31, 2024?
Note: Individual donors are counted as each person who gives to your organization, regardless of how many donations they made. If a single person made three separate donations within this period, this would count as 1 unique individual donor.

45. Of those unique individual donors who made a gift from Nov. 1 to Dec. 31, how many began a new monthly recurring gift during this period?

46A. Of those unique individual donors who made a gift from Nov. 1 to Dec. 31, how many were individual donors who made a gift for the first time to your organization?

46B. (If 50+ or 100+ new donors based on logic) You qualify for the New Donor Bonus; no additional documentation is required.

47. As part of your NewsMatch 2024 campaign, did you independently secure community/ local match funds?
Note: A local (or "community") match refers to when a funder or group of funders match donations made to your organization between Nov. 1 and Dec. 31 dollar for dollar. Local matches are secured and given directly to newsrooms and donors must give explicit permission to leverage their contribution as a matching gift.
● Yes
● No

48A. (If yes in Q47) How **many** of each of the following types of funders provided matches?
— Business
— Community or local foundation
— Corporate foundation
— Family or private foundation
— Board member, founder or publisher
— Major donor or philanthropist (that is not a board member, founder or publisher)
  Please only list contributions from individuals that were specifically designated as a community (or "local") match
— Other:

48B. **(If any values filled in for 48A)** How many of these **(fill sum of 45A)** funders supported your organization for the first time this campaign?

48C. (If any values filled in for 48A) What was the total amount raised in matching funds from the following types of funders?
— Business
— Community or local foundation
— Corporate foundation
— Family or private foundation
— Board member, founder or publisher
— Major donor or philanthropist (that is not a board member, founder or publisher)
  Please only list contributions from individuals that were specifically designated as a community (or "local" match)
— Other:

49. Has your organization's banking information changed since NewsMatch disbursements in 2024 or is your organization a first-time NewsMatch participant?
Note: *Please reach out to* <u>hello@newsmatch.org</u> *if you need to verify the banking information currently on file.*
● Yes
● No

(If "Yes" go to 47, if "No" skip to 48A)

50. Banking Information
Please share your payment information here:
https://themiamifoundation.submittable.com/submit/c7e699dc-53d7-4732-9ba2-0c62d5d6267c/news match-electronic-payment-bank-information-form

NewsMatch: Learning & Impact

51. What day did you launch your year-end fundraising campaign?

52A. How many fundraising campaigns did your organization execute in 2024 (including NewsMatch)?
Note: By fundraising campaign, we mean raising funds from individual donors in your audience to support your work. Campaigns can last a day or as long as several weeks.

(If the respondent gives reports any number above 1, proceed to 49B. Otherwise, jump to Q50).

52B. Does your organization align its fundraising campaigns with specific seasons, events, or awareness days (e.g., Spring campaign, Sunshine Week, Earth Day, etc.)?

52C. Please list the seasons, events, or awareness days your fundraising campaigns are aligned with.

53. *Optional:* * How do you prefer to access fundraising training and campaign information? Select all that apply.
   a. Webinars
   b. On-demand videos
   c. One-on-one coaching
   d. Newsletters
   e. Updates on NewsMatch HQ that I can view on my own timeline
   f. Other (open fill)

54. *Optional*: Are there any additional program resources that would support your year-end fundraising efforts (other than additional or increased grant funds)? (500 character limit)

55A. On a scale from 1 to 5, 5 being the most impactful and 1 being the least, to what extent has NewsMatch **benefitted your** organization?

1 2 3 4 5

55B. Optional: Please explain why you gave this score. (500 character limit)

If partner or national matching funds were indicated in Q37, proceed to Q53. Otherwise, jump to Q54.

56. *Optional*: What will the matching funds enable you to achieve in 2025? (500 character limit)

57. *Optional*: If you would like to share any comments with the NewsMatch team, please do so here. (1,000 character limit)

58. *Optional*: If you would like to share feedback about NewsMatch to be used in public reports with attribution, please do so here.
Note: *Your public comments enable the NewsMatch team to share program feedback with prospective funders as well as current and prospective participants. We appreciate your comments!* (1,000 character limit)

Questions Only for Outlets that Launched in 2024

Revenue & Expenses for Outlets that Launched in 2024
This section is for organizations that launched in 2024 and asks you to provide revenue information for the 2024 calendar year.

2024-A. How much funding did your organization have on hand when it launched in 2024? $___

2024-B. At time of launch, approximately what dollar amount of your total funding came from each of these sources? Dollar amounts listed below should equal the total amount you reported in the previous question.

- Foundation grant(s) from local organizations, including local community foundations: $___
- Foundation grant(s) from state or multi-state organizations, including statewide community foundations:$___

- Foundation grant(s) from national or global organizations: $___
- Individual donations - small-dollar donors (less than $1,000): $___
- Individual donations - mid-range donors ($1,000-$4,999): $___
- Individual donations - major gift donors ($5,000 or more): $___
- Advertising: $___
- Sponsorships and underwriting (non-events): $___
- Events (including sponsorships, ticket sales): $___
- Subscriptions: $___
- Syndication/commissions:$___
- Other earned revenue (such as training fees, investment income): $___
- Personal funds, please specify: $___
- Other, please specify:$___

2024-C. How many individual foundations approved a grant-funding request for your organization in 2024?

2024-D. Of these grant funders, how many were…

- Local organizations, including local community foundations:
- State or regional (multi-state) organizations, including statewide community foundations:
- National or global organizations:

2024-E. What is your organization's annual budget for 2025?

2024-F. Which of the following revenue sources do you expect to grow significantly in 2025?
*Please select up to **three**.*

- ☐ Foundation grant(s) from local organizations, including local community foundations:
- ☐ Foundation grant(s) from state or multi-state organizations, including statewide community foundations:
- ☐ Foundation grant(s) from national or global organizations:
- ☐ Individual donations - small-dollar donors (less than $1,000):
- ☐ Individual donations - mid-range donors ($1,000-$4,999):
- ☐ Individual donations - major gift donors ($5,000 or more):
- ☐ Advertising:
- ☐ Sponsorships and underwriting (non-events):
- ☐ Events (including sponsorships, ticket sales):
- ☐ Subscriptions:
- ☐ Syndication/commissions:
- ☐ Other earned revenue (such as training fees, investment income):
- ☐ Personal funds, please specify:
- ☐ Other, please specify: