

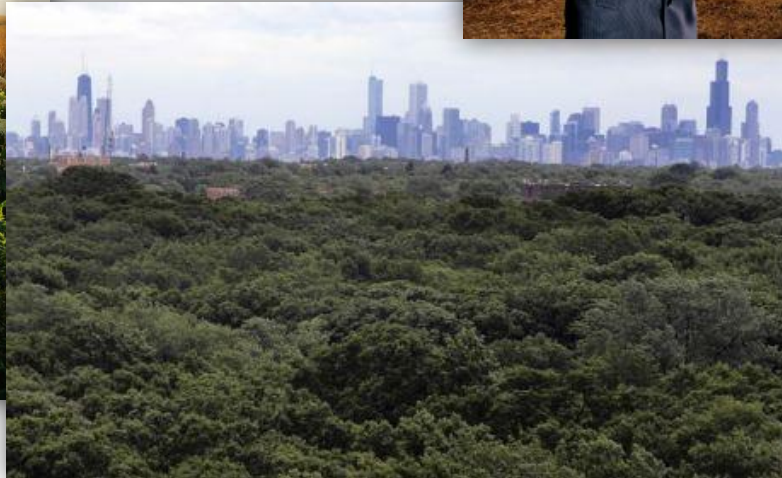
GAYLORD & DOROTHY  
DONNELLEY FOUNDATION

## A Funder's Perspective on the Value of Communications



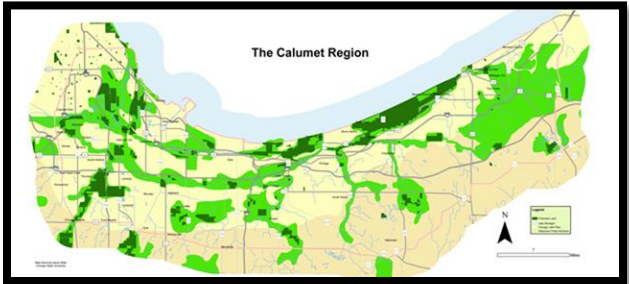
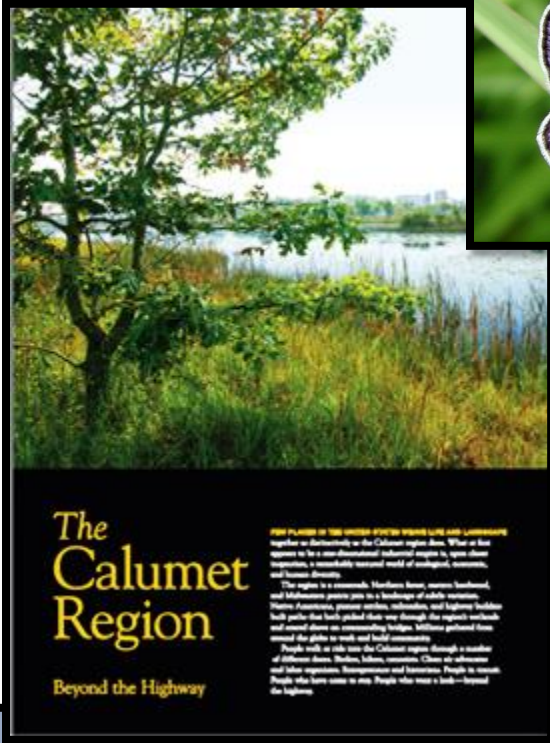
GAYLORD & DOROTHY  
DONNELLEY FOUNDATION

Gaylord and Dorothy Donnelley Foundation invests in organizations and partnerships engaged in [Land Conservation](#) and [Artistic Vitality](#) in the Chicago region and the South Carolina Lowcountry

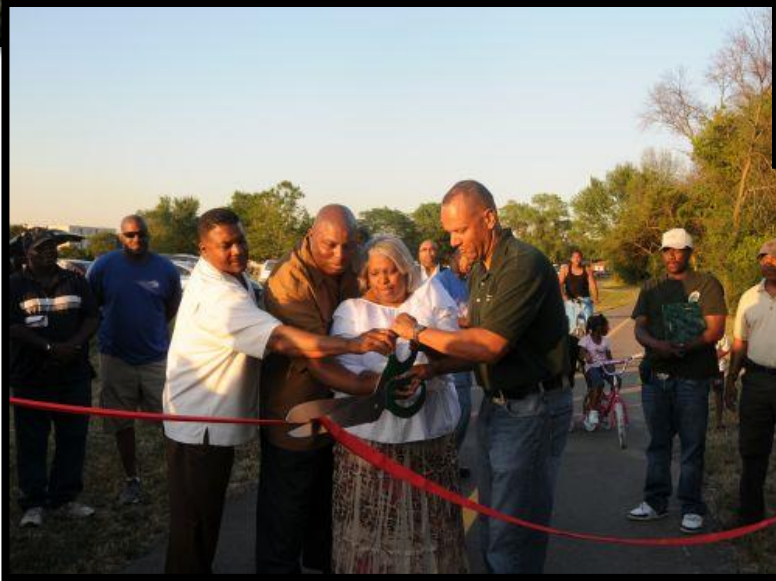
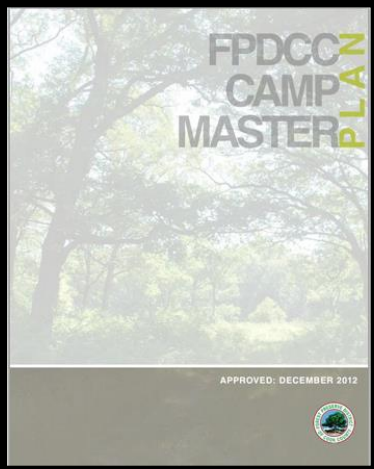
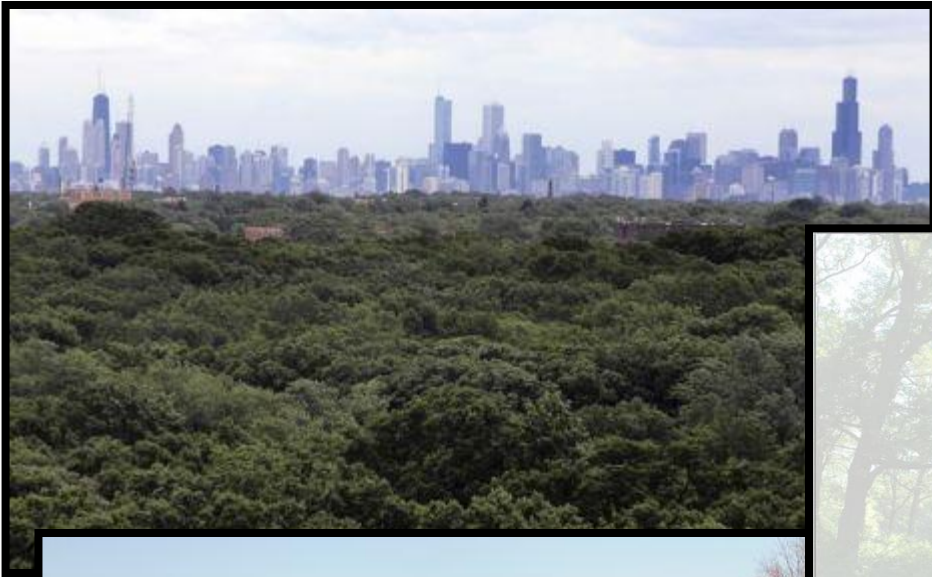




# Calumet – Millennium Reserve



# Forest Preserve District of Cook County



## Grand Kankakee Marsh (potential National Wildlife Refuge)



## EVERGLADES OF THE NORTH THE STORY OF THE GRAND KANKAKEE MARSH



The Grand Kankakee Marsh or “Everglades of the North” was one of the largest wetlands in North America. With interlocking wetlands, prairies, savannas and woodlands it was home to some of the highest concentrations of wildlife on the planet.

February 26th  
at The Field Museum  
West door  
1400 S. Lake Shore Drive, Chicago

Doors open: 5:30 p  
Film: 6:00 p

Followed by panel of experts on  
the Kankakee Region:

**John Rogner**  
US Fish & Wildlife Service

**Jim Sweeney**  
Friends of the Kankakee

**Marianne Hahn**  
Friends of the Kankakee

**Jeff Manes**  
Producer/Writer

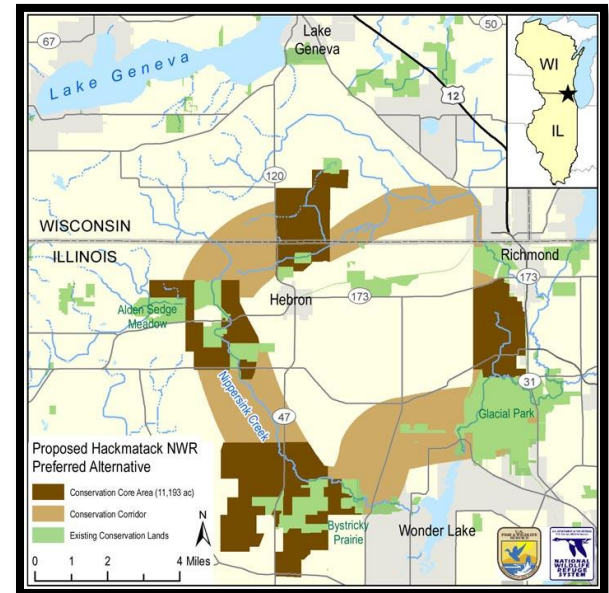
Moderated by:

**Doug Stotz**  
The Field Museum

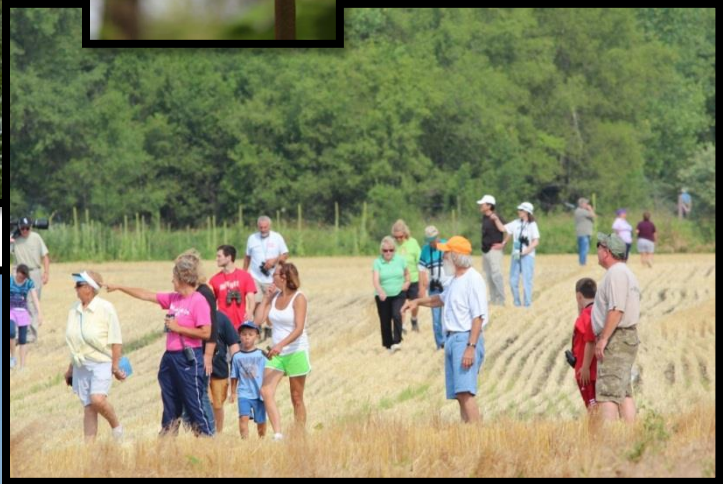
Paid parking available at Soldier Field • Public transit recommended  
For more information, email [ehasle@fieldmuseum.org](mailto:ehasle@fieldmuseum.org)



# Hackmatack National Wildlife Refuge



# Midewin National Tallgrass Prairie







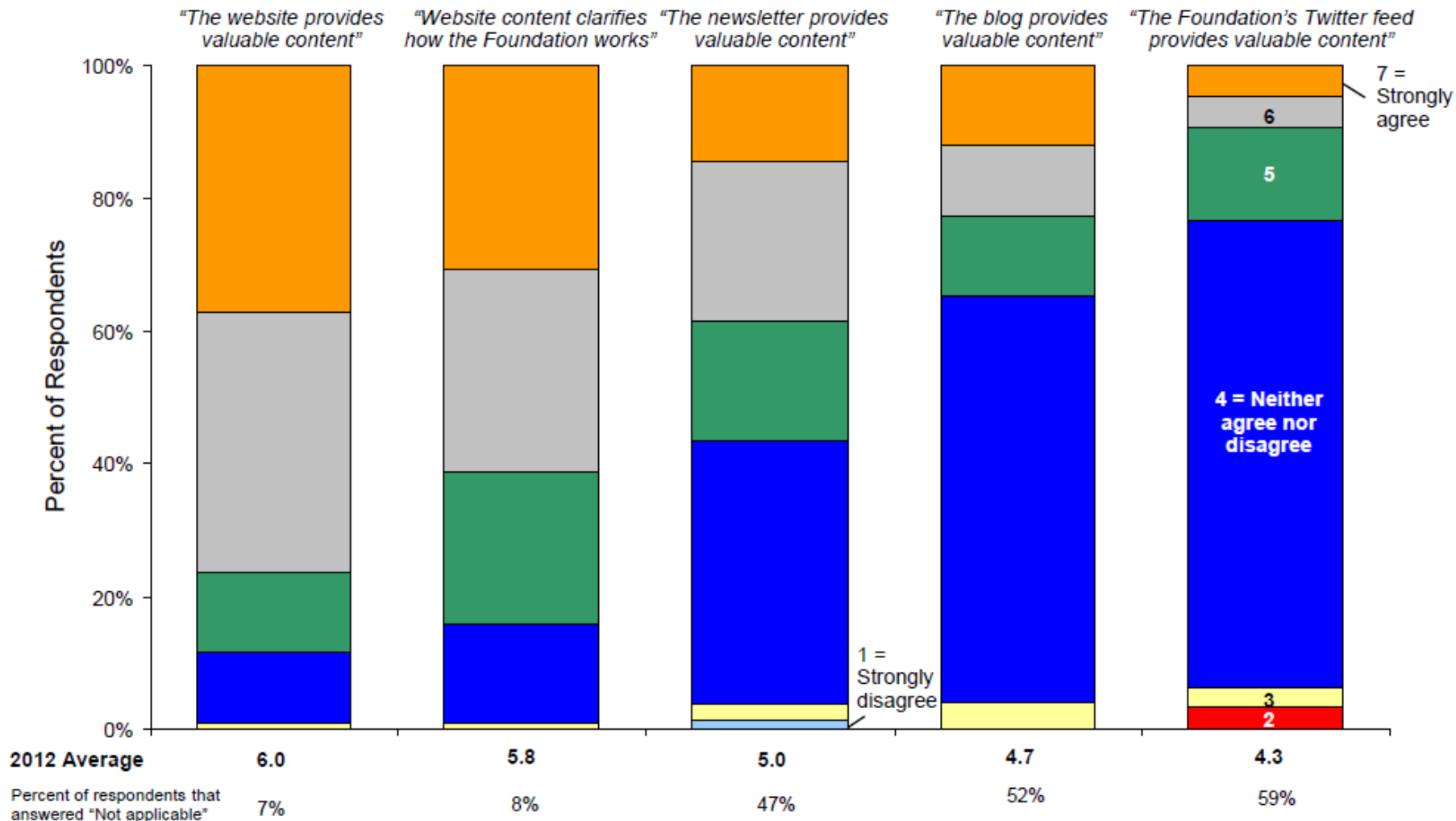
THE CENTER FOR  
EFFECTIVE PHILANTHROPY

# How we doin'?

# Website and Online Tools

Donnelley Foundation grantees were asked to rate the extent to which they agree or disagree about statements regarding the utility and value of the Foundation's new online tools, with 1 = "Strongly disagree", 4 = "Neither agree nor disagree" and 7 = "Strongly agree."

**The Foundation recently launched a new website and other online tools. Please rate how strongly you agree or disagree with each of the following statements**



# Online Media

Measure	GDDF 2012			Full Dataset Median		
<b>Use of Online Resources Created by the Foundation or its Staff</b>						
Facebook	20%			8%		
Video Sharing (e.g., YouTube)	1%			4%		
Blog(s)	9%			5%		
Twitter	8%			4%		
None of the above	31%			46%		
Don't know whether the Foundation uses these online media resources	39%			38%		
<b>Potential Use of Online Resources (only asked of grantees who did not select one or more options to the question above)</b>						
Facebook	61%			41%		
Video Sharing (e.g., YouTube)	59%			55%		
Blog(s)	56%			51%		
Twitter	21%			23%		
Other	N/A			N/A		
<b>Current Use of Online Resources (only asked of grantees who indicated they used at least one of the Foundation's online media resources)</b>						
<i>I currently use these online resources for:</i>	<i>General information about the Foundation</i>	<i>Content-specific information relevant to my work</i>	<i>To interact with the Foundation</i>	<i>General information about the Foundation</i>	<i>Content-specific information relevant to my work</i>	<i>To interact with the Foundation</i>
Facebook	55%	18%	21%	44%	33%	15%
Video Sharing (e.g., YouTube)	N/A	N/A	N/A	31%	53%	7%
Blog(s)	53%	60%	0%	40%	58%	7%
Twitter	62%	31%	8%	36%	38%	14%
<b>Helpfulness of Online Resources (1 = Not at all helpful, 7 = Extremely helpful; only asked of grantees who indicated they used at least one of the Foundation's online media resources)</b>						
To learn about the Foundation generally	4.6			4.8		
To learn about information relevant to the fields or communities in which grantees work	4.2			4.9		
To learn about the Foundation's goals and strategies	4.2			4.8		
To interact and share ideas with the Foundation	4.2			4.2		
<b>Use of Online Resources to Communicate About Grantees' Work</b>						
Facebook	93%			81%		
Video Sharing (e.g., YouTube)	67%			55%		
Blog(s)	42%			35%		
Twitter	67%			45%		
Other	22%			16%		
None of the above	4%			12%		

Note: This table represents data from 56 funders, except "Use of Online Resources to Communicate About Grantees' Work" which represents data from 58 funders. GDDF 2009,

GDDF 2006, and Regional Funder data not available due to changes to the survey instrument.

# Facebook

## 20% vs. 8% among peers

The screenshot shows the Facebook profile page for the Gaylord & Dorothy Donnelley Foundation. The page header includes the browser tabs and address bar. The main content area features a cover photo of a group of people on a wooden pier overlooking a body of water with boats. Below the cover photo is the profile picture, a blue and yellow gradient. The page name "Gaylord & Dorothy Donnelley Foundation" is displayed, along with "212 likes · 4 talking about this · 0 were here". The page is categorized as a "Non-Profit Organization" with a description: "Land conservation and artistic vitality for communities in the Chicago region and the South Carolina Lowcountry." Navigation options include "About" and "Suggest an Edit". There are buttons for "Photos", "Likes" (showing 212), and "Map". A "Create Page" button is visible in the top right. The right sidebar shows a "Recent" activity list and a list of friends. The bottom section includes a "Post" box, a link shared by the foundation, and a "13 Friends" section with an "Invite Your Friends to Like this Page" form.

Firefox | Gaylord and Dorothy Donnelley Foun... | CEP | Home | The Center for Effective... | Gaylord & Dorothy Donnelley Found... | 3 Ways to Take a Screenshot in Micro... | +

https://www.facebook.com/GaylordandDorothyDonnelleyFoundation

how to do a screen capture

**Gaylord & Dorothy Donnelley Foundation**

212 likes · 4 talking about this · 0 were here

Non-Profit Organization  
Land conservation and artistic vitality for communities in the Chicago region and the South Carolina Lowcountry.

About - Suggest an Edit

Photos Likes Map

212

Des Plaines  
Oak Park Chicago  
Cicero  
Oak Lawn

Recent

- J Michael Colloton commented on Argus Brewery's link: "You are more than welcome!! I..."
- Mary Ferazza likes Bakunzi Matemane's link.
- Susan B. Clark likes Maggie Walker's status.
- Jayne Gulbrand commented on her own link: "thanks so much Pamela!"
- J Michael Colloton likes Argus Brewery's link.
- Nancy Parker Hill commented on her own photo: "Thank you Sara...really apprec..."
- J Michael Colloton likes The

Mary Ferazza  
Justin Booz  
Denise Mercherson  
Si Osborne  
Dawn Keller  
Ryan Buchmeier  
Caroline O'Boyle  
Benjamin Cox  
Sarah Joy Liles  
Lynn Crivello  
Marilyn Gartelmann Quiroz

MORE FRIENDS (15)

- Alfonso Quiroz
- Christine Esoosito

Search

Highlights

Post Photo / Video

Write something...

Gaylord & Dorothy Donnelley Foundation shared a link.  
July 9 near Chicago

Arthur Pearson - Director, Chicago Program - recently blogged for Metropolitan Planning Council about the potential for the Pullman neighborhood to become a National Historical Park.

Pullman: A national historic park in Chicago?  
www.metroplanning.org

13 Friends  
Like Gaylord & Dorothy Donnelley Foundation

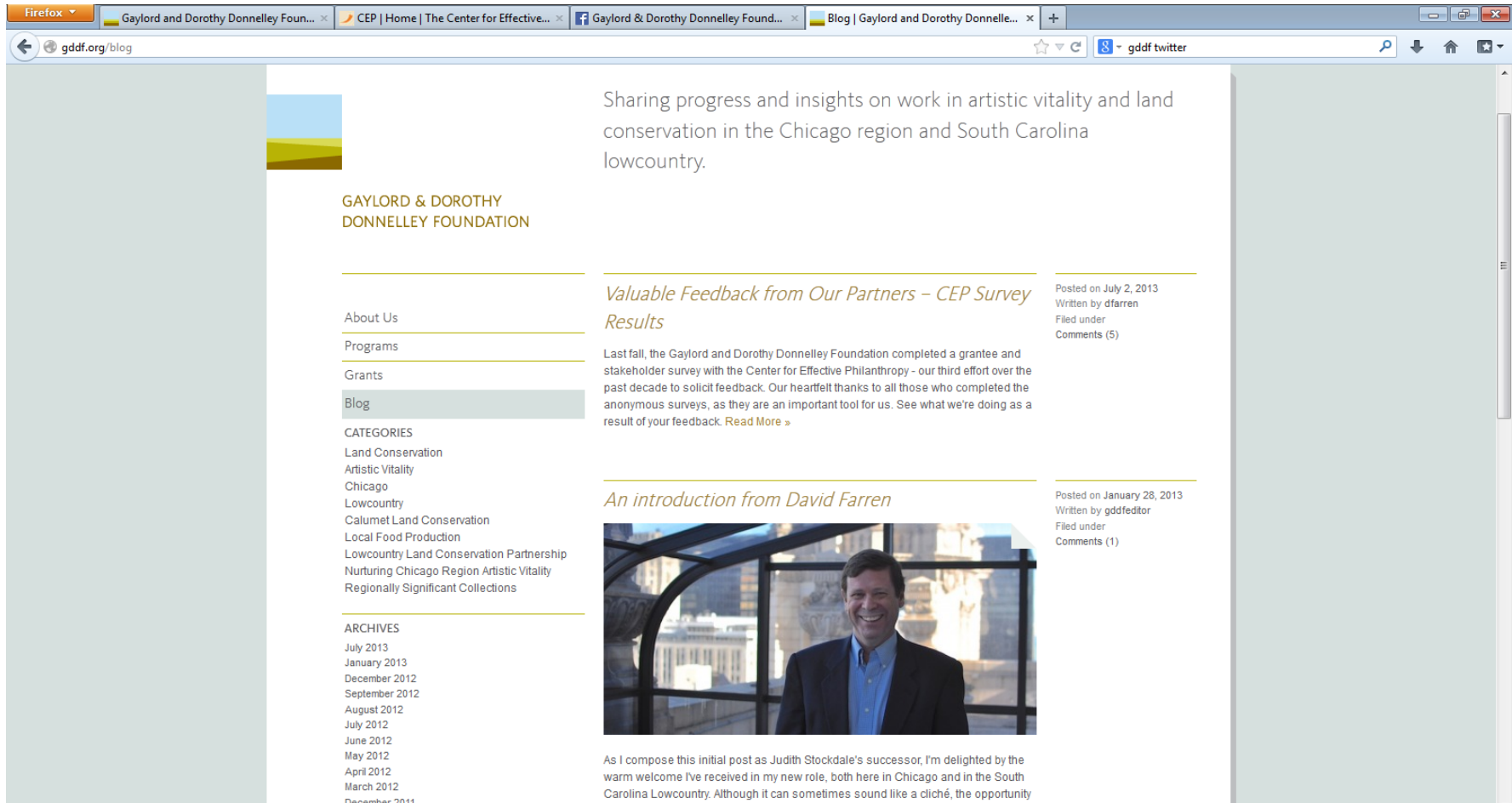
Invite Your Friends to Like this Page See All

Type a friend's name... Invite

- Sarah Joy Liles Invite
- Vic Berardi Invite
- JB Daniel Invite

# Blog

## 9% vs. 5%



The screenshot shows a Firefox browser window with the URL [gddf.org/blog](http://gddf.org/blog). The page features a navigation menu on the left with categories like 'About Us', 'Programs', 'Grants', and 'Blog' (which is highlighted). Below the menu are sections for 'CATEGORIES' and 'ARCHIVES'. The main content area displays a post titled 'Valuable Feedback from Our Partners - CEP Survey Results' with a sub-header 'Sharing progress and insights on work in artistic vitality and land conservation in the Chicago region and South Carolina lowcountry.' A second post, 'An introduction from David Farren', includes a photo of a man in a suit. The browser's address bar and tabs are visible at the top.

gddf.org/blog

Sharing progress and insights on work in artistic vitality and land conservation in the Chicago region and South Carolina lowcountry.

**GAYLORD & DOROTHY DONNELLEY FOUNDATION**

About Us

Programs

Grants

**Blog**

CATEGORIES

- Land Conservation
- Artistic Vitality
- Chicago
- Lowcountry
- Calumet Land Conservation
- Local Food Production
- Lowcountry Land Conservation Partnership
- Nurturing Chicago Region Artistic Vitality
- Regionally Significant Collections

ARCHIVES


- July 2013
- January 2013
- December 2012
- September 2012
- August 2012
- July 2012
- June 2012
- May 2012
- April 2012
- March 2012
- December 2011

*Valuable Feedback from Our Partners - CEP Survey Results*

Last fall, the Gaylord and Dorothy Donnelley Foundation completed a grantee and stakeholder survey with the Center for Effective Philanthropy - our third effort over the past decade to solicit feedback. Our heartfelt thanks to all those who completed the anonymous surveys, as they are an important tool for us. See what we're doing as a result of your feedback. [Read More »](#)

Posted on July 2, 2013  
Written by dfarren  
Filed under  
Comments (5)

*An introduction from David Farren*



As I compose this initial post as Judith Stockdale's successor, I'm delighted by the warm welcome I've received in my new role, both here in Chicago and in the South Carolina Lowcountry. Although it can sometimes sound like a cliché, the opportunity

Posted on January 28, 2013  
Written by gddfeditor  
Filed under  
Comments (1)

# Twitter

## 8% vs. 4%

Firefox | Gaylord and Dorothy Donnelley Foun... | CEP | Home | The Center for Effective... | Gaylord & Dorothy Donnelley Foun... | Blog | Gaylord and Dorothy Donnelle... | G&D Donnelley Fdn (GDDonnelley) o... | +

Twitter, Inc. (US) | https://twitter.com/GDDonnelley

Search | Have an account? Sign in

**Tweets** >

Following >

Followers >

Favorites >

Lists >

**Follow G&D Donnelley Fdn**

Full name

Email

Password

**Sign up**

**Photos and videos** >

Worldwide Trends · Change

Argentina

#SolRodriguez

Eminem

#hiphop

**G&D Donnelley Fdn** @GDDonnelley

Land conservation and artistic vitality for communities in the Chicago region and the Lowcountry of South Carolina. Tweets by Liz. gddf.org

artistic vitality & land conservation

**918** TWEETS

**640** FOLLOWING

**515** FOLLOWERS

**Follow**

**Tweets**

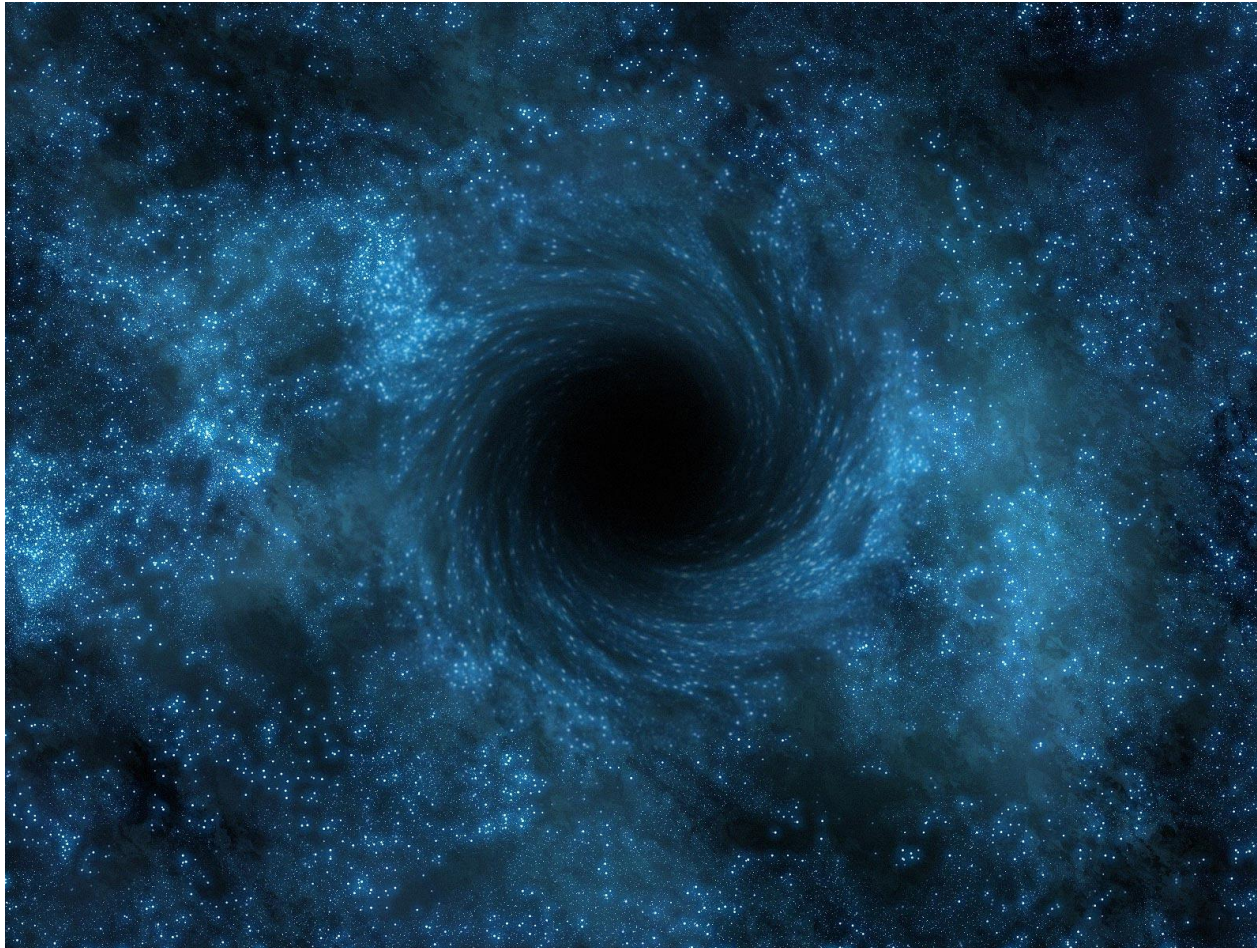
**G&D Donnelley Fdn** @GDDonnelley 29 Jul  
Challenges of restoring @FPDCC's 68,000 acres fotfp.org. ow.ly /nIOft @chicagotribune @chiwilderness @IllinoisDNR  
View summary

**G&D Donnelley Fdn** @GDDonnelley 23 Jul  
@CHSArtsAlliance Great!  
View conversation

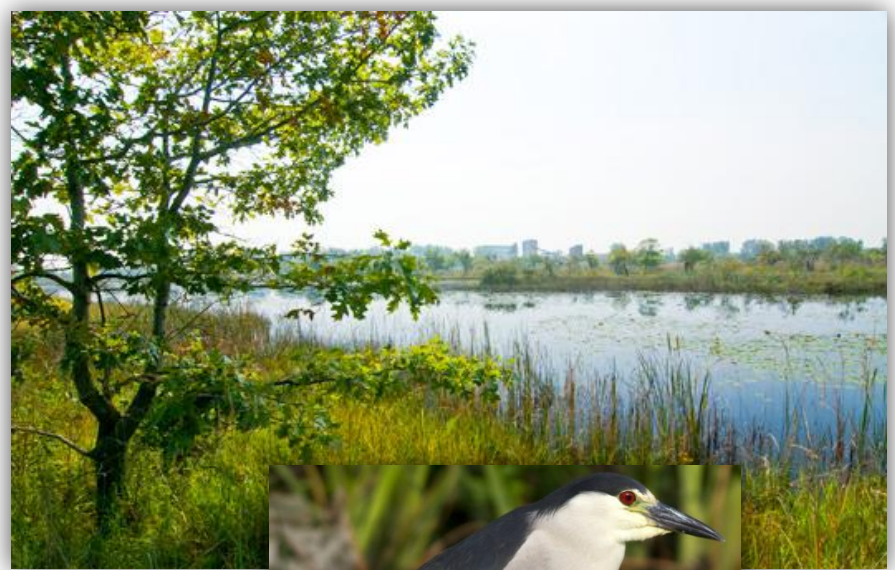
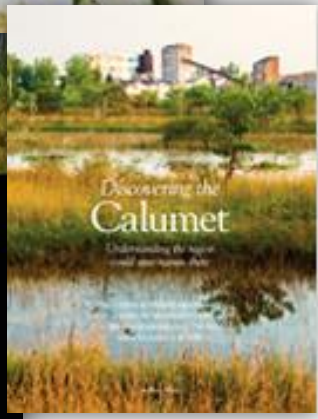
**CHS Alliance for Art** @CHSArtsAlliance 23 Jul  
@GDDonnelley We're busy filling out our 2014 app. & its getting us very excited about all we have planned for the coming year in #chsarts !!  
Retweeted by G&D Donnelley Fdn  
Expand

**G&D Donnelley Fdn** @GDDonnelley 18 Jul  
Now accessible! MT @ChiFilmArchives: two 1928 films were restored thanks to @GDDonnelley and @NEAarts bit.ly/112ctvR

None of the above  
31% vs. 46%



Don't know whether the Foundation  
uses these online media resources  
39% vs. 38%



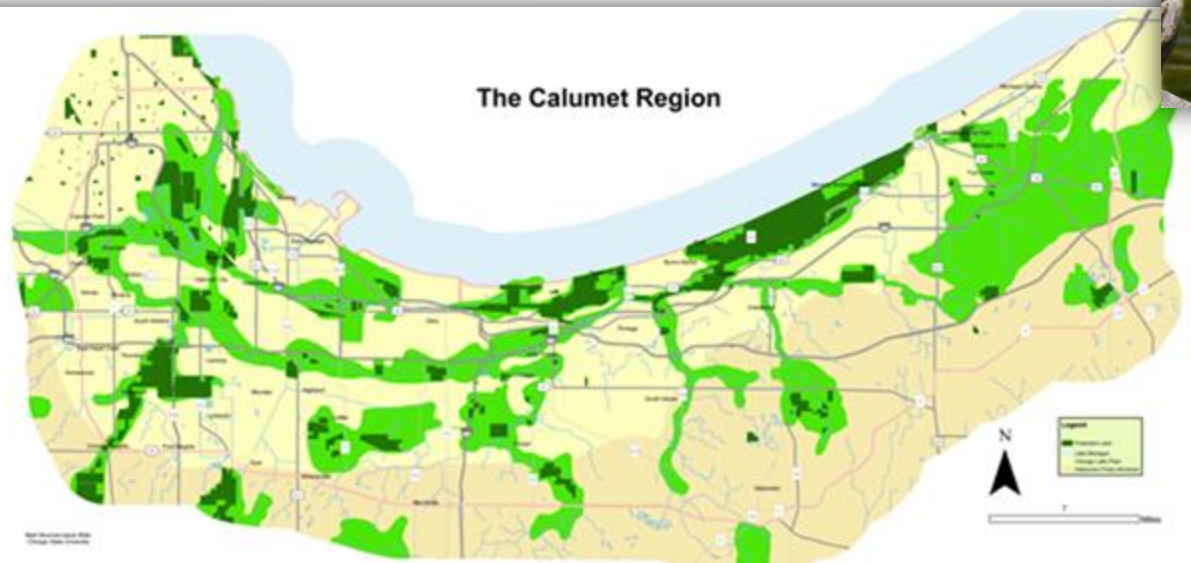
# The Calumet Region

Beyond the Highway

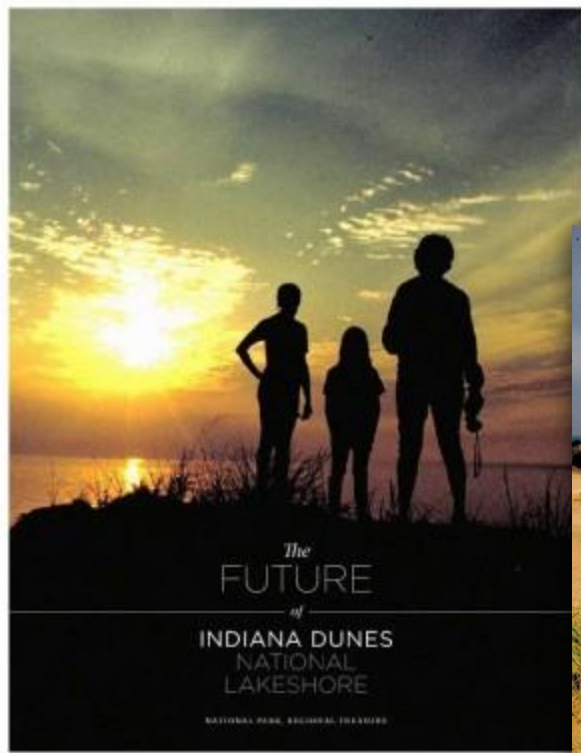
**KEY PLAYERS IN THE CALUMET REGION WETLANDS LANDSCAPE**  
together as distinctively as the Calumet region does. What is fast  
regarded as a rare historical preservation project is, from closer  
inspection, a carefully restored model of ecological, economic  
and human diversity.

The region is a mosaic. Northern forest, prairie, hardwood  
and Mediterranean forests join to a landscape of urban centers,  
Native American, prairie wetlands, industrial, and highway facilities  
that have first been pulled down, then through the region's wetlands  
and gravel pits on surrounding bluffs. Wetland patches have  
remained the glades to work and build community.

People walk to work from the Calumet region through a corridor  
of urban centers. Wetland, urban, industrial. Cities on a landscape  
and labor migration. Transportation and commerce. People in transit.  
People who have come to stay. People who view a look—beyond  
the highway.





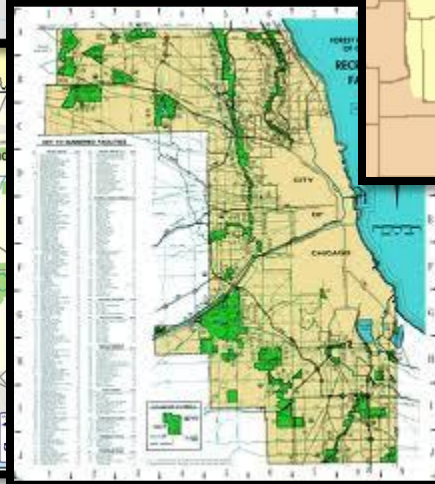
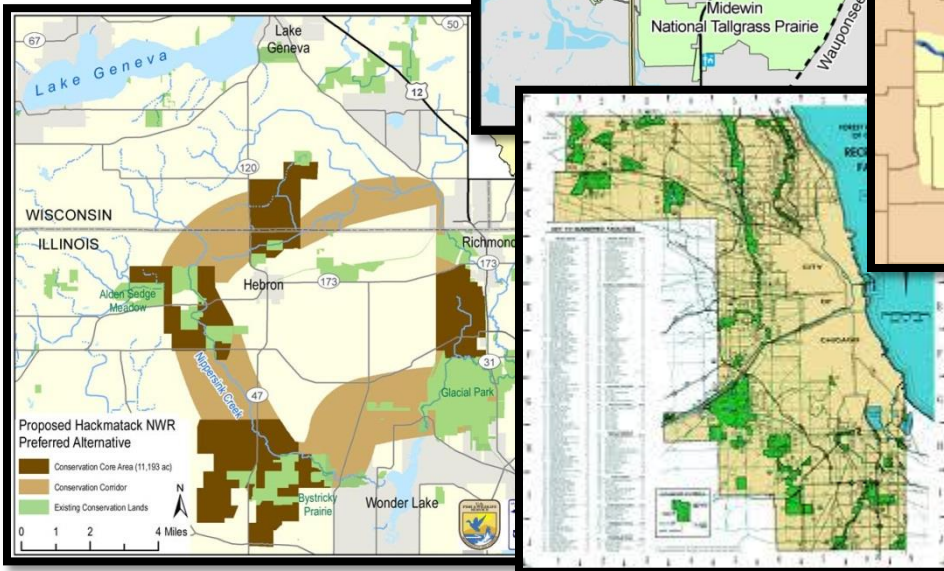
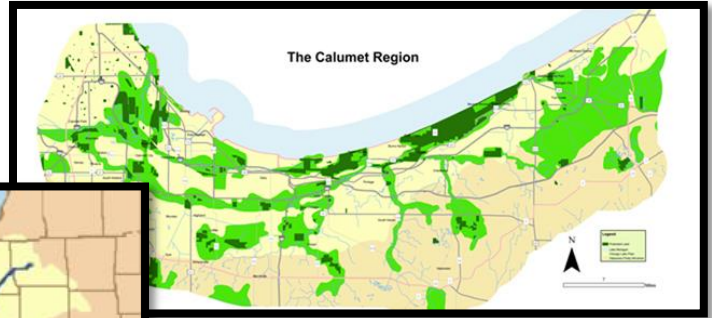




GAYLORD & DOROTHY  
DONNELLEY FOUNDATION

# Key questions for future communications strategy

Use and value of  
social media



Original content generated by GDDF vs.  
supporting grantee partners in their  
communications efforts