

**2016 HomeAid America Survey of Chapters
Analysis of Results**

<u>Service Provided by HAA</u>	<u>Importance To Chapters</u>	<u>How HAA Executes</u>	<u>Difference</u>	<u>% Diff</u>
Annual Conference	4.20	4.20	0.00	0.00%
Grants chapters receive from national HAA partners	4.40	3.87	-0.53	-12.05%
Networking for chapters	3.80	3.43	-0.37	-9.74%
Branding – being part of a national brand	3.57	3.47	-0.10	-2.80%
Insurance (WRAP GL, D&O, special events)	4.31	4.15	-0.16	-3.71%
HomeAid Huddle/Knowledge Center	3.73	4.00	0.27	7.24%
HomeAid Legal Templates/Agreements	4.15	3.92	-0.23	-5.54%
National building products for chapters	4.07	3.50	-0.57	-14.00%
Collecting cumulative data/PRS	3.60	3.73	0.13	3.61%
Branding – technical/templates	3.47	3.47	0.00	0.00%
Expansion Efforts (including new ED orientation)	3.60	3.71	0.11	3.06%
ED and Staff Conference Calls	3.20	3.36	0.16	5.00%
Public Relations	3.00	3.40	0.40	13.33%
TOTAL	49.10	48.21	-0.89	-1.81%
Average:	3.78	3.71	-0.07	

Breakdown of Answers (Range of 1-5)

Answers receiving <i>Not Important At All</i> or <i>Not Very Well</i> (1)	9	7
Answers receiving <i>Very Important</i> or <i>Very Well</i> (5)	61	65

Biggest Difference Between Execution and Importance

	<u>2015</u>	<u>2016</u>
Grants chapters receive from national HAA partners	-21.98%	-12.05%
National building products for chapters	-19.16%	-14.00%
Networking for Chapters	-8.82%	-9.74%