



PROJECT FOCUS

To better understand awareness challenges and key community concerns to inform 2021 Amplify Austin Day messaging strategies and how to measure generosity in all its forms.

DELIVERABLES

- Development of community survey goals, questions, and target audience, and subsequent analysis of survey results to inform 2021 Amplify Austin Day messaging
- Slide deck summarizing generosity measurement findings and recommendations



I Live Here I Give Here (ILHIGH) is on a mission to make Central Texas the most generous community in the nation. It believes that Central Texans can build a more united and prosperous environment for all when it gives together as a community.

CONNECT FELLOW



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