

A young girl with a joyful expression is the central focus, sitting at a desk in a classroom. She is wearing a light blue short-sleeved shirt and has her hands resting on an open book. In the background, other students are visible, some looking towards the camera and others looking away. The classroom walls are decorated with colorful posters and charts. A semi-transparent dark blue banner is overlaid across the middle of the image, containing the text "Insights Library Guide" in white.

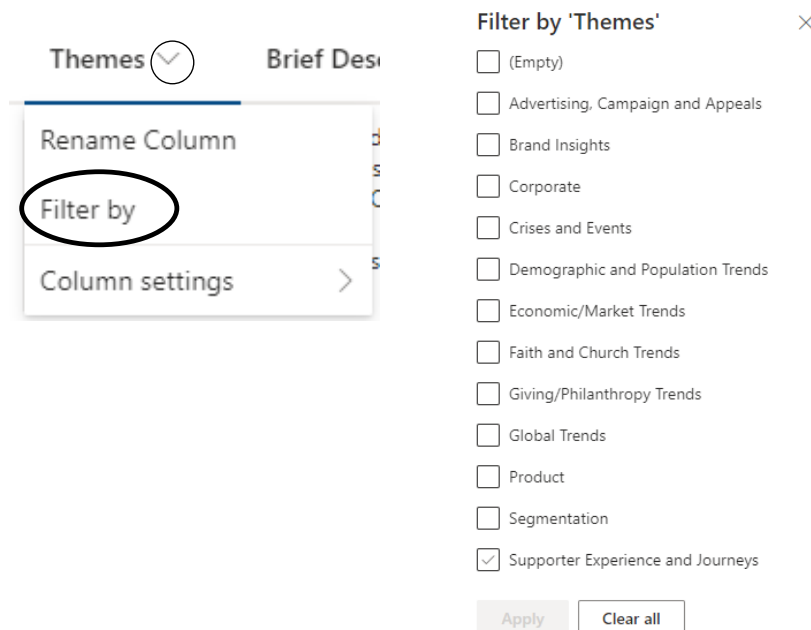
Insights Library Guide

Introducing the Insights Library

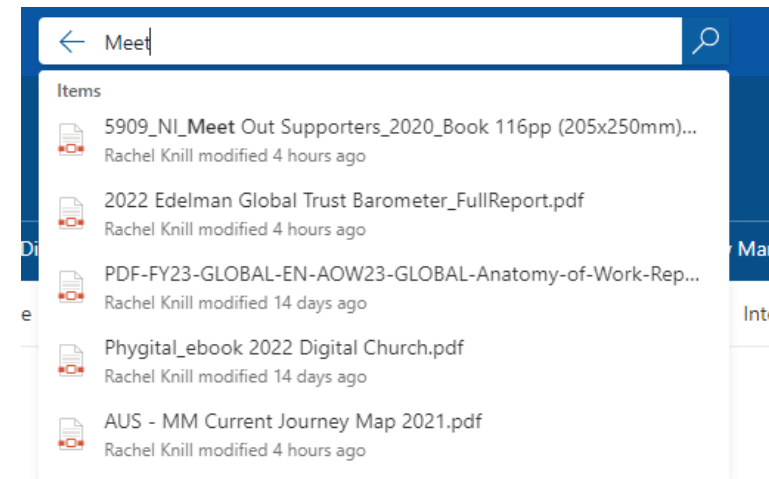
The SPI team needed a location where all insights were gathered in one accessible location. This Insights Library has been built in SharePoint and is available to all the ministry to enable them to search for research material and key findings. Research materials can be found through filtering via:



To search via filter, you simply need to select the downward arrow next to the field that you want to search by and select filter by and select your filter.

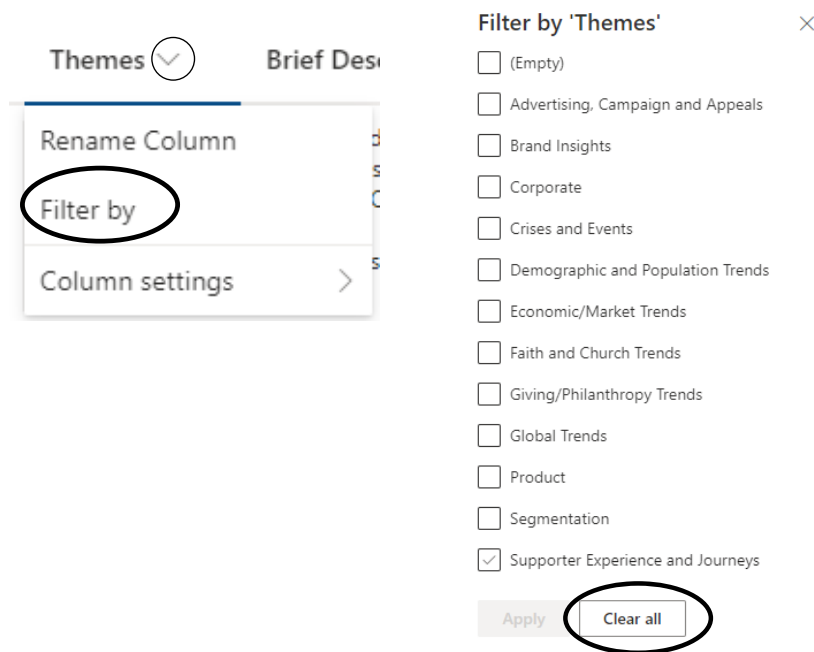


To search via search bar at the top of the page, you simply need to type in what you are looking for and hit enter. You can select from suggested items if you just want to view the file. Please note that the search only includes results where that word/phrase is present within the document.

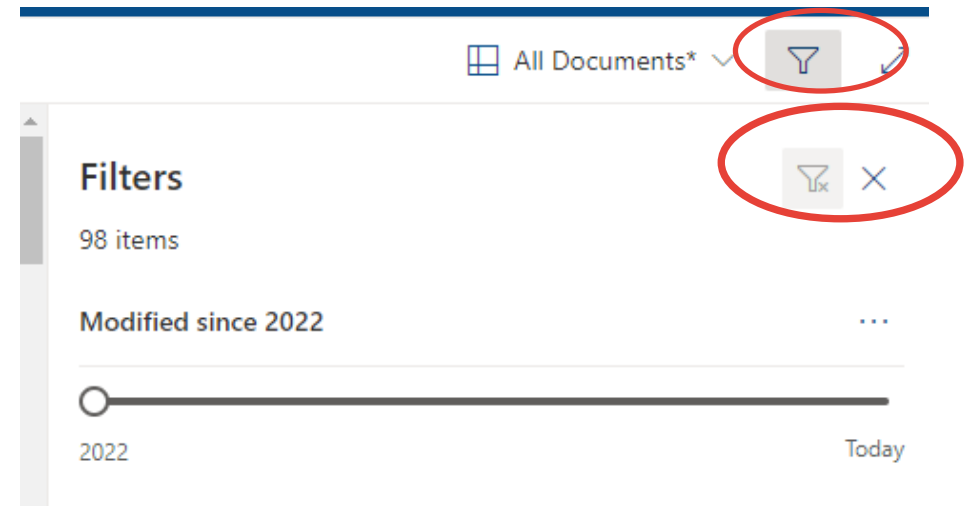


Undo Filter

To undo the filter, select the downward arrow, filter by and then hit clear all



Alternatively, you can select the funnel icon in the top right hand corner and select the funnel with the x beside it.





Improving Search Bar Results

If you are still struggling to find what you are looking for, we recommend trying the following:

- * Use the wildcard symbol after the search term to widen the search (i.e. supporter* experience)
- // // Use quotation marks around the search term/phrases to find the exact phrase (i.e. "prospective supporter")

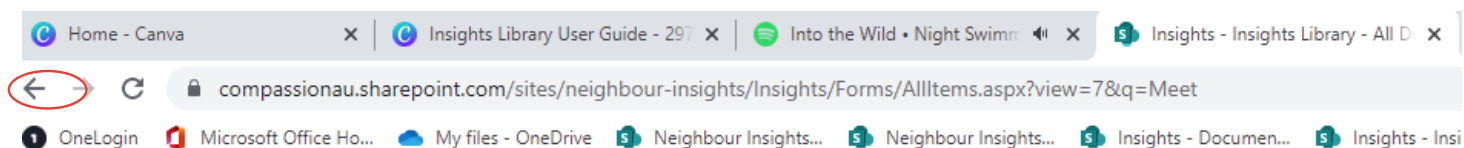
Undo Search Bar Search

Once you have completed search via the search bar, you may want to return to the main Insights Library. You can do this by:

Clicking back arrow in search bar:



Clicking back arrow in browser:



Viewing Summaries

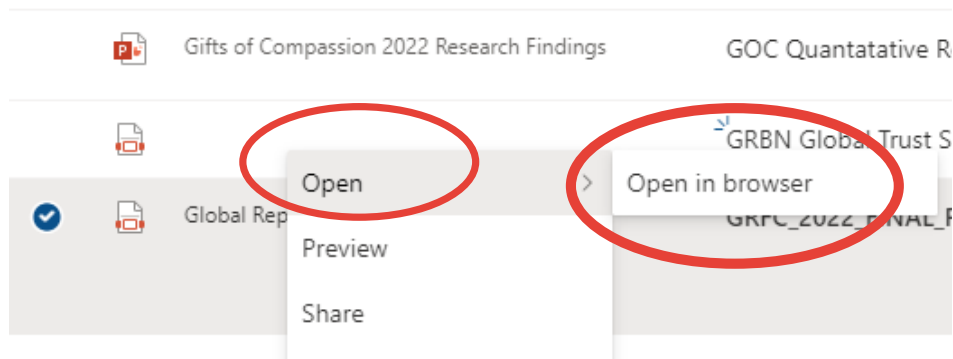
Each document in the library has a summary that outlines what the research is about and key findings from the research. Due to the nature of SharePoint, there is a character limit on summary columns. If you want to view the full summaries please widen the column through hovering your mouse over here and dragging to the right length.

Summary ▾	Author ▾
This research article sought to clarify whether positive charity appeals (i.e. advertisements emphasizing the good consequences of helping) and negative charity appeals (i.e. advertisements emphasizing the bad consequences of not helping). The research suggest that positive appeals are more effective in fostering favourable attitudes towards both the organisation and ad. However, negative appeals were more effective in leading to actual donations.	Arvid Erlandsson, Artur Nilsson & Daniel Västfjäll
This summary provides key findings from the first release of the Australian census data. Both the proportion and the raw number of Australians who identify as Christian is shrinking. Actual church attendance data supports the idea that the census data reflects, in large part, a decrease in nominal Christianity. The average person identifying as Christian is getting older. Our population is growing more culturally and linguistically diverse.	Paul Vaartjes and The Australian Bureau of Statistics
This report looked at smaller churches and the digital aspects of ministry through a series of 30 interviews. This research found that at least half of the church leaders surveyed expect to retain some elements of digital church to supplement in-person ministries. Fruitful and sustainable digital ministry opportunities, particularly for smaller churches with fewer resources, will be made through partnerships with other like-minded 'hub' churches and para-church organisations. Please note that this research had a limited number of participants and therefore will not be representative of all smaller churches in Australia. This research was with a limited number of participants and as such, may not be representative of all smaller churches in Australia.	Evan Englezos
McCrindle's Australian communities report sought to understand Australian givers to maximise the impact of not-for-profit organisations. This research found that Australian givers are proud of how Australian charities and not-for-profits have rallied in 2020 to help those in need in Australia. Australians are more likely to be opportunity givers (giving when they hear about a need or when they are approached) rather than committed regular givers. Medical and cancer research were the top causes to donate to in 2021. Four in five Australians are open to giving to online fundraising initiatives.	Sophie Renton
McCrindle found in their Australia's Changing Spiritual Climate report that there has been a rise in the pursuit of spiritual meaning, a renewed priority on community and a desire to contribute to others. COVID-19 has created a new context that has encouraged a renewed spiritual search in Australians: 33 percent of Australians have thought more about God. 28 percent of Australians have prayed more. Younger Australians are leading the way in this renewed spiritual search. 57 per cent of regular churchgoers strongly or somewhat agree they have taken on greater responsibility for their own spiritual growth during COVID-19.	McCrindle Research Pty Ltd

Viewing Options

You may want to view the research piece in another tab Here is how you do that:

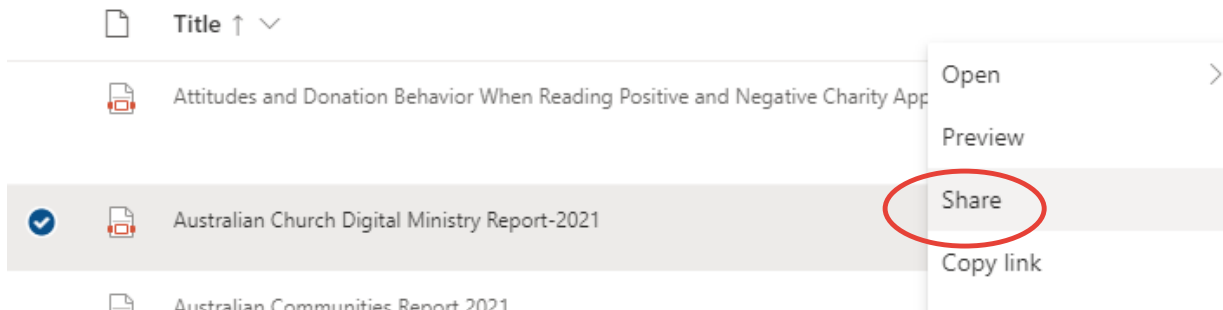
To open in browser, you simply need to right click article and hit open and then open in browser.



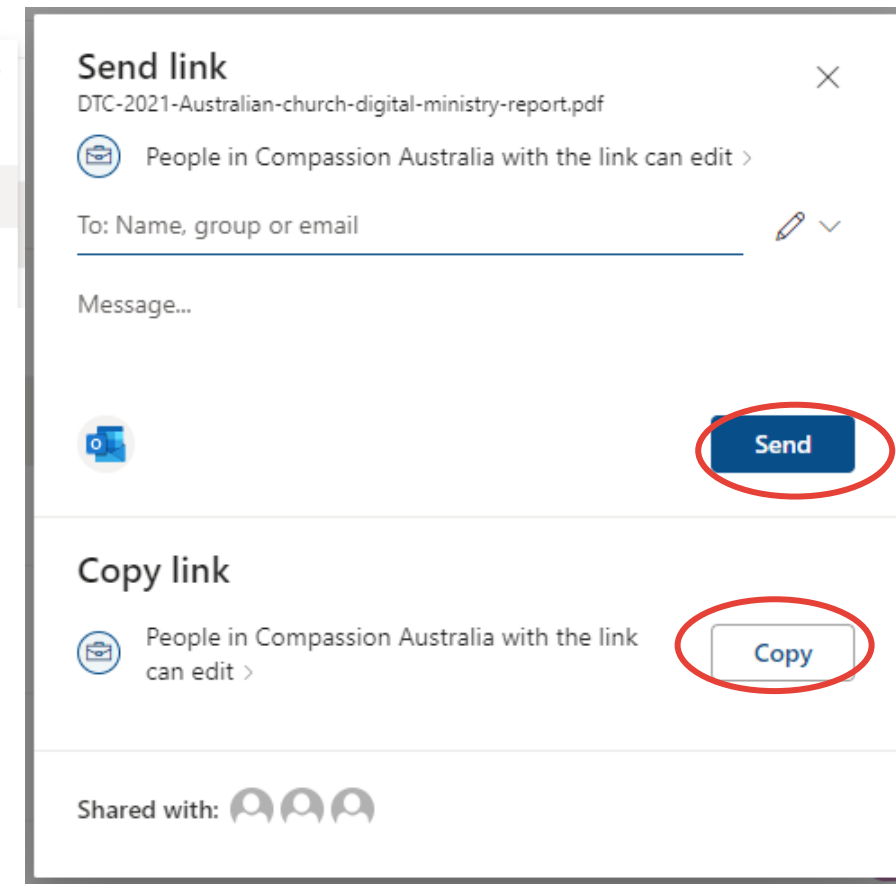
Sharing Options

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To share from insights, you simply need to right click article and hit share. You can either type in someone's name and hit send to send it to them as an email. You can also just copy the link and paste it where you want it.



To share if you are in the document you simply need to hit  Share and follow same process as above.



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Rename

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Move to

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...

1 selectedAll Documents

Insights Library

Title	Themes	Document Type	Year	Privacy	Geography	Neighbourhood	Segments	Summary
						Prospective Supporter Churches		about God. 28 percent somewhat agree they l
Australia's Most Trusted & Distrusted Brands	Advertising, Campaign and Appeals Product Brand Insights	Video	December 19, ...	Public	Australia	Corporates		This Roy Morgan Webi Supermarkets are the i Aldi and Kmart. Top tw
Australia's Population Map	Demographic and Population Trends	Infographic/Power Pa	December 1, 2...	Public	Australia			McCrindle created an i migration to regional c population than Hobar
Beacon Test Survey Supporter Feedback	Supporter Experience and Journeys	Summary	August 30, 2022	Confidential/Internal	Australia	Current Supporters		Compassion Australia comments regarding t supporters are also loc This research was with
Behavioural Science Part 1: The Power of Emotion	Supporter Experience and Journeys Advertising, Campaign and Appeals Brand Insights	Video		Confidential/Internal	United States	Current Supporters Prospective Supporter Major Givers		This research demonst than rational strategi the core emotions that from aggravated and a
Behavioural Science Part 2: Cognitive Dissonance	Supporter Experience and Journeys Advertising, Campaign and Appeals Brand Insights	Video		Confidential/Internal	United States	Current Supporters Prospective Supporter Major Givers		This research explains conflict/tension. Comp suggested that it is im key initial emotion for once they decide to sp
Behavioural Science Part 3: Social Identity Theory	Supporter Experience and Journeys Advertising, Campaign and Appeals	Video		Confidential/Internal	United States	Current Supporters Prospective Supporter		This webinar explains identity from the grou top 3 words were carin