



Rainbows for All Children Chooses Quest to Increase Survey Response Rates and Speed Up Data Analysis

Executive summary

Every behavioral health organization needs robust data to serve people better. Getting the data is another story. That's why Rainbows for All Children selected Quest—the online data collection platform makes it easy to build, administer, and take surveys, all in one place.

About Rainbows for All Children

Since 1983, Rainbows for All Children has supported over 4 million youth worldwide experiencing grief or loss. Through trainings, resources, and curricula, Rainbows prepares volunteer facilitators to lead evidence-based peer support groups across the globe.

Problem

Rainbows' staff was using form-based surveys to:

- Evaluate participants' experiences
- Monitor program effectiveness
- Conduct continuous quality improvement

But staff members were running into an all-too-common problem: low response rates. In fact, response rates from facilitators had fallen to approximately 50 percent. Mary Taormino, project coordinator at Rainbows' headquarters in Evanston, Illinois, says two factors are to blame:

- ⊗ Unnecessarily long surveys
- ⊗ A hard-to-follow survey submission process

These problems led Rainbows' staff to search for a platform solution to the organization's survey process. As staff members searched for alternatives, they uncovered another issue. "A lot of survey platforms I've seen don't make it easy to see data in graphs or pie charts," says Mary. Most platforms simply weren't built with Rainbows' needs in mind.

At a glance

Industry:

- Nonprofit social services

Children served:

- 1,000+ every year

Location:

- Headquarters in Evanston, IL
- Programs in 38 states and 16 countries

Objectives:

- Find an all-in-one survey platform
- Improve response rates
- Use data visualization to evaluate program effectiveness and track continuous quality improvement

To try Quest for free or learn more:

Solution

Rainbows needed an all-in-one platform that, above all, was easy for everyone involved in the data collection process to use. The platform needed to be intuitive and effortless for Rainbows' staff, group facilitators, and respondents. Some platforms had some of what Rainbows was looking for, but few had everything. "We were looking for a site where we could administer surveys, collect data, and analyze feedback on our own," Mary recalls. "We were impressed by the user ability of Quest."

After adopting Quest in 2024, Rainbows launched 12 surveys as part of an ongoing pilot. Feedback was immediately positive, with many facilitators commenting on Quest's efficiency.

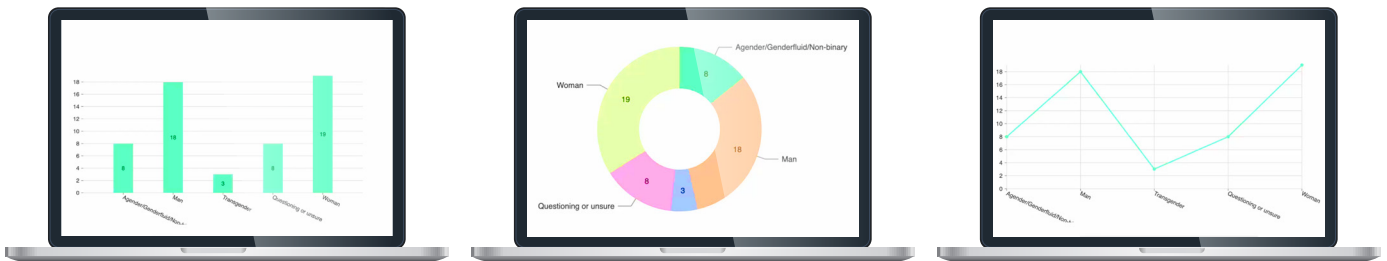
Quest has also made survey deployment and data visualization much easier for Rainbows' staff. Mary says, "I absolutely love that you can measure different questions against each other. I like that you can show the data without having to go through a separate program." With the built-in data visualization tool, Rainbows uses Quest to:

- ✓ Evaluate program effectiveness
- ✓ Find gaps in services
- ✓ Provide evidence for grant applications



"Knowing that facilitators are busy and their primary focus is helping children who are struggling with grief and loss, we wanted the pre- and post-group data collection process to be as user friendly and simple as possible."

Mary Taormino
Project Coordinator



*These data visualizations are for illustration purposes only. They do not represent data collected by any Quest customer.

Goals

Mary is optimistic about Quest's new role in Rainbows' operations. Although the pilot is still in progress, Mary believes that Quest's ease of use will lead to an uptick in response rates and, ultimately, better data. She's also excited about the personal touch Quest offers, especially access to a dedicated Quest guide who can answer questions about survey building, deployment, and analysis. "I think once you're already in and have Quest, it would be super helpful to have a guide."

To try Quest for free or learn more: