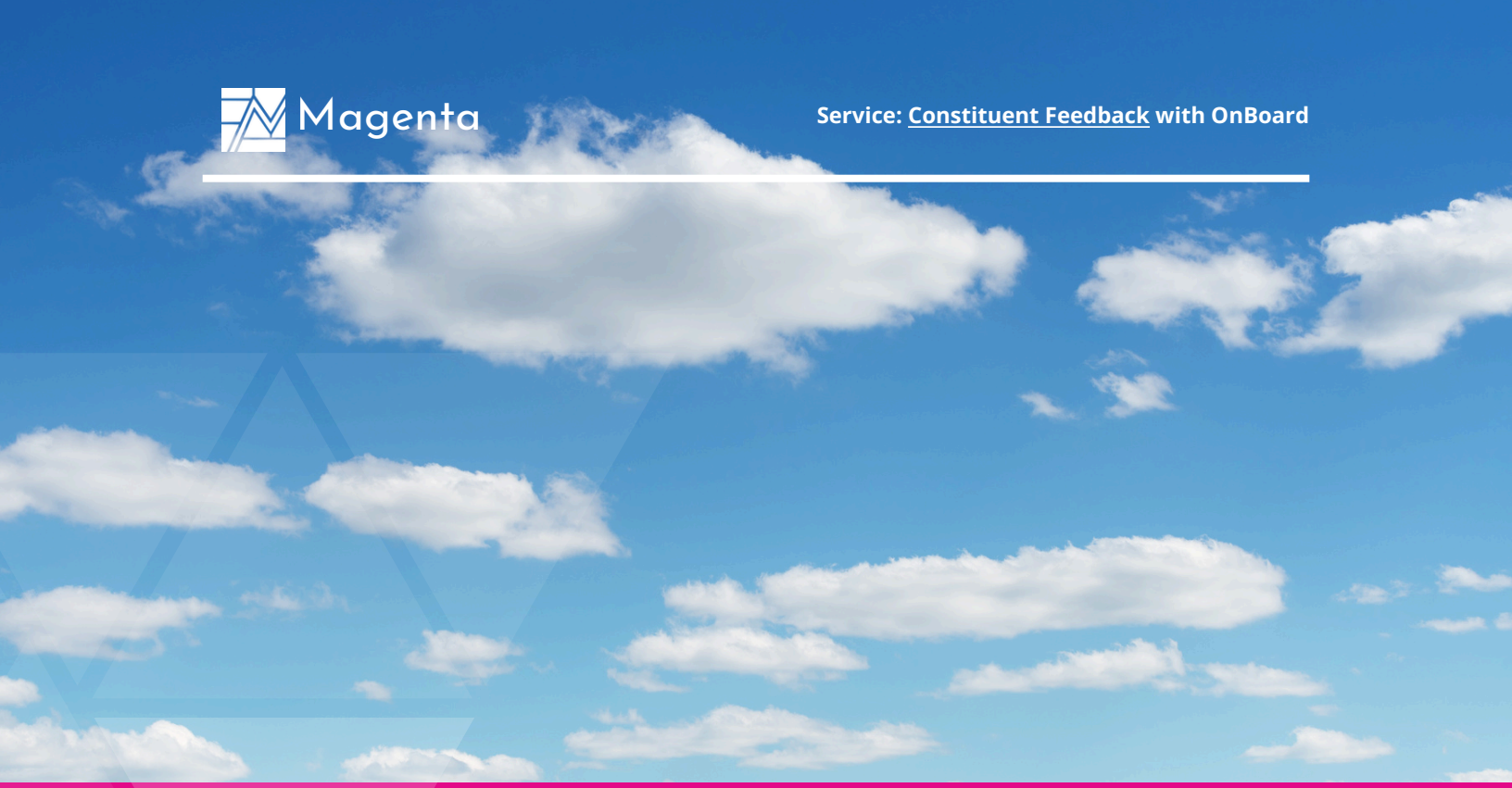


Magenta

Service: Constituent Feedback with OnBoard

Case Study

Pairing Quantitative Data with Firsthand Perspectives

Numbers can chart the course. Firsthand perspectives bring the data to life. Magenta helped our client, OnBoard, pair both in its Annual Study.

Gathering firsthand input from the people your organization serves can keep your work on track and in sync with feedback from key partners. Here's how we empower our clients to capture and use that data to help their work soar.

Melissa Jennings,
Impact Strategist & Client Relationship Manager

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Point of Departure

OnBoard's mission is to prepare women for board leadership and connect them with directorship opportunities, shifting Georgia's board leadership toward gender parity. One of the primary ways OnBoard influences women's ascension at leading companies like Delta Air Lines and The Coca-Cola Company is by raising awareness of progress toward the goal of parity and the persisting gaps, all published in their **Annual Study.**

Their data-driven approach has established OnBoard as a trusted authority on boardroom representation. The data — much of which is best reviewed as trends over time — is intentionally quantitative and drawn from filings with the US Securities and Exchange Commission (SEC), providing insight into publicly traded companies' management and operations.

In 2025, OnBoard leadership saw an opportunity to make their report findings even more resonant by connecting the data with the recognizable women in the boardroom themselves, and their personal perspectives. Incorporating the voices of prominent members would help readers see the lived experiences behind the numbers, and illuminate why their findings matter in the corporate world.

The timing for such an adjustment raised the stakes: a 2025 national shift away from gender parity and DEI commitments put high-impact support at risk right when it mattered most.



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Flight Plan

Magenta proposed capturing rich constituent feedback through key informant interviews — collecting stories and quotes from credible, high-profile women whom OnBoard had connected with board opportunities. **This qualitative data, Magenta proposed, could be used in combination with the quantitative data and programmatic achievements for a newly compelling, balanced Annual Report.**

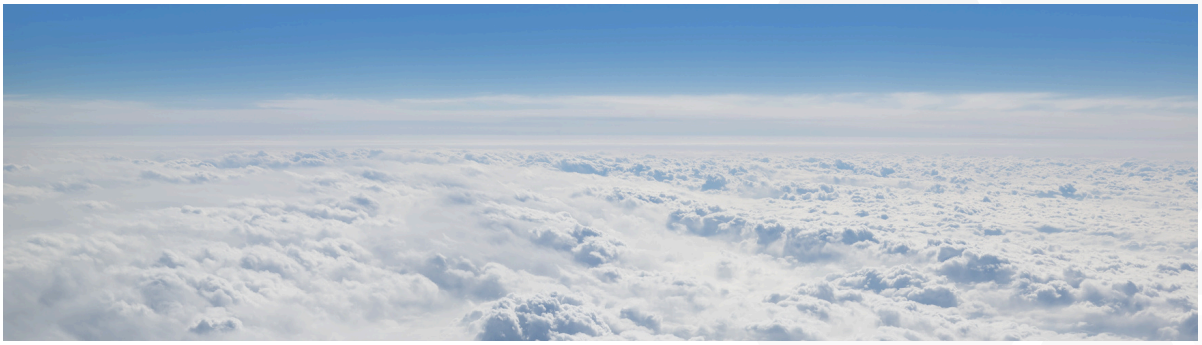
To accomplish this, Magenta developed a semi-structured interview guide for the collection of meaningful qualitative data, shaped by conversations with OnBoard executives around what resonated most with their audiences. Together with OnBoard's input, Magenta also identified and selected highly credible, knowledgeable interviewees whose experiences would carry weight with donors and partners.

Sample quote:

"Representation delivers a return on its investment; it increases employee creativity, engagement, and productivity as well as improves financial performance and innovation. We're not doing this to be altruistic — it makes business sense."

– Lori George, OnBoard Advisory Board Member

OnBoard's factual, trend-based data, paired with these added lived experiences, grounded the report in concrete achievements that were emotionally resonant.



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Liftoff

Magenta conducted interviews with selected advisory board members and synthesized the conversations into a curated set of high-impact quotes. These quotes were deliberately mapped to specific sections of the report — some illustrating data trends, others highlighting OnBoard's training and placement programs — so each one added context or connective tissue rather than acting as a detached statement.

Key steps along the way included:

- **Identifying the core messages the Annual Study needed to land.**
- **Surfacing gaps and opportunities through client input.**
- **Building the interview guide and selecting interviewees.**
- **Conducting interviews.**
- **Selecting quotes from hundreds of pages of text against clear criteria.**

Magenta offered an unexpected bonus to OnBoard: **the final set of curated quotes became a standalone product that OnBoard could reuse beyond the report,** including in grant applications, board presentations, and other persuasive materials.



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Point of Arrival

OnBoard's Annual Study is an important source for understanding trends in gender parity nationally; it's credible and useful on its own. **By pairing trend lines with personal context, we enhanced the reader's understanding of OnBoard's achievements.** Candid, structured new insights underscored how some of the organization's most influential advocates perceive its credibility, relevance, and value.

"You all got excellent quotes," OnBoard's CEO Lisa Robinson told us. "I'm thrilled with what they add to the Study. They give it so much weight, especially because of the caliber of the women sharing their firsthand boardroom experience."

At a moment when external pressure made conversations around gender parity more fragile, pairing qualitative and quantitative data in the report helped enable OnBoard to sustain donor and partner engagement in an otherwise tenuous year.

"The annual report is exceptionally well presented this year."
– OnBoard member.

Do your impact reports lack the lived experiences or perspectives of a credible expert? If so, Magenta can take your reports to new heights by capturing compelling, rich testimonials and stories from your organization's beneficiaries too.

Book a discovery call with Magenta.



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