

# Appendix 6-B

## Focus Group and Key Informant Questions for Strategic Planning

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### Audubon Society of Rhode Island<sup>1</sup>

#### General questions for all audiences

1. What do you think are the two most important environmental issues in Rhode Island?
2. What are the biggest changes that must be made to improve Rhode Island's environmental quality?
3. What are the most critical actions that must take place—by environmental organizations—to strengthen Rhode Island's environmental movement?
4. What has been the Audubon Society of Rhode Island (ASRI)'s most significant contribution to RI's environmental movement/RI's environment in the past decade?
5. In your opinion, what should be or could be ASRI's most significant contribution to RI's environmental movement/RI's environment in the next decade?
6. In your opinion, if ASRI discontinued its operations tomorrow, what would be the impact on RI's environment/RI's environmental movement? (Probe: Impact on land conservation, environmental education, and state environmental policy)
7. What words and phrases do you use to describe ASRI and its work?
8. How would you describe ASRI's advocacy and public policy approach? (Probes: Approach/personality. Effectiveness. Comparison to other environmental organizations)
9. In Rhode Island's environmental movement, where is there useful overlap, unnecessary redundancy, and gaps?
10. What does ASRI do better than other environmental organizations?
11. How well does ASRI collaborate or partner with other organizations?
12. Please give two positive associations with ASRI.
13. Please give two negative associations with ASRI.
14. In closing, what one piece of advice would you give ASRI as it plans for the future?

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<sup>1</sup>Courtesy of the Audubon Society of Rhode Island, [www.asri.org](http://www.asri.org).

## **Audience-specific questions**

### ***For donors:***

1. Please describe why you give to ASRI. What motivates you? What are you trying to accomplish with your gifts?
2. How satisfied are you with the way that ASRI treats you as a donor or sponsor? (Probes: Customer satisfaction and service. Communications. Recognition, etc.)
3. As a donor, what advice would you give to ASRI to better nurture its relationships with donors?
4. How would you describe your giving to ASRI, compared to your other charitable giving? (Probe: More/less/about the same. Most important. Not as important, etc.)
5. Do you anticipate any change in your charitable giving to ASRI? What would make you consider an increase in your gifts to ASRI?

### ***For volunteers:***

1. What do you like best about your volunteer experience at ASRI?
2. What do you like least? What would benefit from improvement?
3. Please describe why you volunteer for ASRI. What motivates you? What are you trying to accomplish with your volunteer time?
4. Some volunteers are also paid members and/or give a charitable contribution to ASRI. What suggestions do you have to encourage ASRI volunteers to also invest financially?
5. In your own experience, what barriers stop volunteers from investing financially in ASRI and in other organizations?

### ***For educators and program participants:***

1. Please describe your satisfaction with the educational experiences and programs at ASRI.
2. What do you like best about the educational experiences and programs at ASRI?
3. What do you like least? What would benefit from improvement?
4. How do ASRI educational experiences compare to educational programs and activities at other organizations? (Probes: Quality, topics/curriculum, resource materials, teaching methodology, pricing, ease of use, etc.)
5. How relevant are ASRI programs for your students and your educational goals?
6. What kinds of changes do you anticipate in funding for your participation in ASRI and other educational programs and activities?

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# Steel Yard<sup>2</sup>

## General questions for all audiences

1. Looking at Providence and Rhode Island in the next five to 10 years, what do you see as challenges and opportunities?
2. What do you think has been the Steel Yard's most significant contribution to Providence and Rhode Island? Why?
3. What do you think could be the Steel Yard's most significant contribution in the future? Why? *Another version:* How do you see the Steel Yard playing a role in shaping Providence and RI's future? Why?
4. What aspects of the Steel Yard make it particularly attractive and compelling to you? Why?
5. How satisfied are you with your experiences with the Steel Yard? (E.g., customer-centered, donor-centered, quality of service, quality of product, communications, etc.)
6. What liabilities do you see for the Steel Yard, and how would you overcome such problems?
7. What do you believe is the single most important message the Steel Yard needs to communicate to the following constituencies to strengthen the Yard's marketplace position? (Business leaders, individuals of affluence and influence, government, artists, people who might use the Yard)
8. What words and phrases do you use to describe the Steel Yard and its work?
9. How well does the Steel Yard collaborate or partner with individuals and organizations? What are you looking for in a partnership or collaboration with the Steel Yard? What is the benefit to you?
10. How do you think the Steel Yard is funded?
11. Do you think the Steel Yard is a worthy charity? Why or why not?
12. In closing, what one piece of advice would you give the Steel Yard as it plans for the future?

## Customer satisfaction

1. What are the major challenges facing your participation in Steel Yard classes, programs, and activities?
2. How do Steel Yard educational and program experiences compare with other programs and activities that you've participated in elsewhere?
3. Please describe your satisfaction with the educational and program experiences at the Steel Yard. (Probes: Quality, topics, resource materials, instructors, teaching methodology, pricing, comparison to experiences elsewhere)
4. Please describe your satisfaction with the customer service you've experienced at the Steel Yard. (Probes: Communications, service, comparison to other customer service experiences elsewhere)

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<sup>2</sup>Courtesy of the Steel Yard, Providence, Rhode Island, [www.thesteelyard.org](http://www.thesteelyard.org).

### **Volunteers (of time) and donors (of money)**

1. Please describe why you give (your time and/or your money) to the Steel Yard. What motivates you? What are you trying to accomplish with your gifts?
2. What do you like best about your experiences at the Steel Yard?
3. What do you like least? What would benefit from improvement?