

Appendix 6-E

Member/Donor Survey for the Audubon Society of Rhode Island¹

**You can help the Audubon Society of Rhode Island
plan for the future!**

Your opinion is critical.

**Your responses are anonymous. Please complete only one copy of this survey. Thank you.
Return your completed survey no later than April 1 to ASRI, 12 Sanderson Road, Smithfield RI 02917.**

1. How satisfied are you with the following aspects of the Audubon Society of Rhode Island (ASRI)?

	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	No experience
a. Membership benefits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Programs in general	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Activities and attractions compared to other environmental groups & wildlife sanctuaries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Membership cost	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Program fees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Preservation of natural habitats	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Environmental advocacy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Information about what's happening at ASRI	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

¹Courtesy of the Audubon Society of Rhode Island, www.asri.org.

2. How recently have you or a member of your family done the following?

	Within the past year	Within the past two to three years	More than three years ago
a. Visited the Environmental Education Center in Bristol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Visited any ASRI wildlife refuge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Attended an ASRI program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Shopped at an ASRI gift shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Which of the following do you think are the TWO most important environmental issues facing Rhode Island? Please check only two.

<input type="checkbox"/> Water quality including drinking water	<input type="checkbox"/> Renewable energy
<input type="checkbox"/> Air quality	<input type="checkbox"/> Invasive plant and animal species
<input type="checkbox"/> Loss of habitat and biodiversity	<input type="checkbox"/> Waste management
<input type="checkbox"/> Urban sprawl and loss of open space	<input type="checkbox"/> Quality of Narragansett Bay and coastal waters
<input type="checkbox"/> Global warming	<input type="checkbox"/> Other _____

4. Do you agree or disagree with the following statements?

	Strongly agree	Agree	Disagree	Strongly disagree
a. ASRI staff give me confidence in the organization.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. ASRI staff are always pleasant and courteous.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. ASRI staff are competent and knowledgeable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. ASRI gives me individual attention.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. ASRI understands my specific needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. When I have a problem related to ASRI, ASRI shows an interest in solving it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Which descriptions do you think best apply to ASRI? Please check all that apply.

a. Innovative organization.....	<input type="checkbox"/>
b. Well-endowed financially.....	<input type="checkbox"/>
c. Friendly.....	<input type="checkbox"/>
d. Opposes development of any type.....	<input type="checkbox"/>
e. Educational organization.....	<input type="checkbox"/>
f. Environmental advocacy organization.....	<input type="checkbox"/>
g. More interested in birds than people.....	<input type="checkbox"/>
h. Old-fashioned organization.....	<input type="checkbox"/>
i. One of the best environmental groups in RI.....	<input type="checkbox"/>
j. Needs to raise significant charitable contributions to operate.....	<input type="checkbox"/>
k. Rehabilitates injured wildlife.....	<input type="checkbox"/>
l. Major player in helping to protect RI's environment.....	<input type="checkbox"/>

6. In your opinion, if ASRI discontinued operations tomorrow, what impact would that have on the following?

	Very negative	Moderately negative	No impact
a. Land conservation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Environmental education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. State environmental policy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. In your opinion, are the following statements true or false?

	True	False	Don't know
a. ASRI offers more environmental education programs for the public than any other organization in Rhode Island.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. ASRI is the second largest landholder in RI after the State of RI itself.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. ASRI's primary focus is creating a healthy habitat for birds.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. A percentage of ASRI's money goes to the National Audubon Society.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. ASRI offers more environmental education programs for school groups than any other organization in Rhode Island.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Are you a member of ASRI?

☐ Yes, I am currently a member. ☐ Yes, previously but not currently. ☐ No.

9. Do you volunteer for ASRI?

☐ Yes, I currently volunteer. ☐ Yes, previously but not currently. ☐ No.

If you checked "yes, currently" please skip to question #11.

10. Which of the following best describes why you do not volunteer.

- a. I didn't know that I could volunteer with ASRI. ☐
- b. I've never been asked. ☐
- c. I prefer to volunteer for other causes. ☐
- d. I don't volunteer for any organizations. ☐
- e. I have volunteered for ASRI in the past but did not find the experience satisfactory. ☐

11. Have you ever given a contribution to ASRI in addition to BUYING a membership?

☐ Yes. ☐ Yes, previously but not currently. ☐ No.

If you answered "yes," please skip to question #13.

12. Which of the following describes why you do not give a contribution to ASRI? Please check ALL that apply.

- a. I cannot afford to contribute. ☐
- b. Other causes are more important to me. ☐
- c. I am dissatisfied with ASRI's performance. ☐
- d. I have not been asked. ☐
- e. I used to give but now I think another environmental organization is more effective. ☐
- f. ASRI does not keep me sufficiently informed. ☐

If you are not currently giving or have never given a contribution to ASRI (this is different than buying a membership), please skip to question #21.

13. Which of the following is the single most important reason you give to ASRI? Please check ONE only.

- a. To support environmental education ☐
- b. To support land conservation ☐
- c. To support advocacy and public policy activities ☐
- d. Because I like nature and wildlife. ☐

14. As a donor, please indicate the extent to which you agree or disagree with the following statements.

- | | Strongly agree | Agree | Disagree | Strongly disagree |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| a. ASRI keeps me informed about how my money is used. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. ASRI always responds promptly to my requests for information. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. ASRI cares about the needs of its donors. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. ASRI doesn't ask me for funds too often. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. ASRI asks for appropriate amounts when soliciting me. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. ASRI appropriately recognizes my charitable contributions. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

15. Why did you give to ASRI? Please check all that apply.

- a. ASRI communicates an urgent need. ☐
- b. I attended an ASRI sponsored activity and was impressed. ☐
- c. ASRI is very effective in carrying out its mission. ☐
- d. ASRI has a great reputation. ☐
- e. I believe in ASRI's mission and the results it achieves. ☐
- f. I was pressured into giving. ☐
- g. A friend or colleague asked me to give. ☐

16. Are you or your family a regular contributor to charitable organizations other than religious congregations? ☐ Yes ☐ No If you answered "no," please skip to question #21.

17. If you are a regular contributor to charitable organizations, how important to you are your gifts to ASRI compared to your other giving?

- ☐ More important ☐ Of equal importance ☐ Not as important

18. Do you have a will or estate plan? ☐ Yes ☐ No ☐ Don't know

19. What was the total amount you donated to charitable organizations in the past year, excluding religious congregations?

- | | | | |
|---|---|---|-------------------------------------|
| <input type="checkbox"/> Less than \$1,000 | <input type="checkbox"/> \$2,500 to \$4,999 | <input type="checkbox"/> \$10,000 to \$24,999 | <input type="checkbox"/> \$50,000 + |
| <input type="checkbox"/> \$1,000 to \$2,499 | <input type="checkbox"/> \$5,000 to \$9,999 | <input type="checkbox"/> \$25,000 to \$49,999 | |

20. As a donor, what one piece of advice would you give the Audubon Society about nurturing relationships with donors?

About you

21. Where do you live?

- ☐ East Bay ☐ South County ☐ Northern RI
☐ West Bay ☐ Providence Metro ☐ Nearby Massachusetts

22. Do you have a bird feeder in your yard? ☐ Yes ☐ No

23. What is the primary language spoken in your home?

- ☐ English ☐ Spanish ☐ French ☐ Asian ☐ Other

24. If English is not the primary language spoken in your home, do most people in your household also speak and read English? ☐ Yes ☐ No

25. Do children under age 16 live in your household? ☐ Yes ☐ No

26. What is your gender? ☐ Male ☐ Female

27. What is your age?

- ☐ 16 to 19 years ☐ 25 to 34 years ☐ 45 to 54 years ☐ 65 to 74 years
☐ 20 to 24 years ☐ 35 to 44 years ☐ 55 to 64 years ☐ 75 years or older

28. What is the highest level of education completed by a member of your household?

- ☐ High school ☐ Two-year college ☐ Four-year college ☐ Graduate school

29. In what range is your total annual household income?

- ☐ Under \$25,000 ☐ \$50,000 to \$74,999 ☐ \$100,000 to \$199,999 ☐ \$500,000 to \$999,999
☐ \$25,000 to \$49,999 ☐ \$75,000 to \$99,999 ☐ \$200,000 to \$499,999 ☐ \$1,000,000 or more

30. What one piece of advice would you give to the Audubon Society of Rhode Island?

Thank you for sharing your opinion. Please return your completed survey to the Audubon Society office no later than April 1. ASRI, 12 Sanderson Road, Smithfield, RI 02917-2600.