

Dear Friend of Pennypack Trust,

Thank you for your interest in completing this survey for Pennypack Trust. If you are filling out a paper copy of the survey, please send your responses **no later than July 22** directly to our consultants:

Jennifer Shropshire and Ted Swenson
Edward F. Swenson & Associates, Inc.
3030 West Queen Lane
Philadelphia, PA 19129

I want to underscore the importance of your input because the Pennypack Trust is in the midst of strategic thinking about our future direction. We believe that it will take no more than 10-15 minutes of your time to complete, but the results will have implications for the Trust far into the future.

As someone who is familiar with the Pennypack Trust and its 832-acre Pennypack Preserve natural area, your insights are important. We will use what we learn from the survey to help shape our mission and work going forward.

Thank you for your guidance and feedback.

Yours truly,

David Robertson

David J. Robertson, Ph.D., Executive Director
Pennypack Ecological Restoration Trust
2955 Edge Hill Road
Huntingdon Valley, PA 19006-5099
drobotson@pennypacktrust.org
215.657.0830

Pennypack Ecological Restoration Trust (PERT)

Welcome to the survey for Pennypack Ecological Restoration Trust

Pennypack Ecological Restoration Trust is undertaking a strategic planning process in order to develop a road map for the future. As this process unfolds, we want to sure that we learn from people who already are connected to PERT (as well as future advocates and friends). To that end, we thank you in advance for filling out this comprehensive survey. We think it will take you no more than 10-15 minutes. The information gained through this survey will be shared with PERT staff and the Board in order to ensure that the Preserve remains a vibrant place.

Please complete the survey by July 22, close of business.

Thank you,

Ted Swenson & Jennifer Shropshire

Edward F. Swenson & Associates, Inc.

Strategic Planning Facilitators for the Pennypack Ecological Restoration Trust

Pennypack Ecological Restoration Trust (PERT)

Please tell us how you interact with PERT

What is your affiliation with PERT? (Check all that apply)

- Member
- Near Neighbor (home located .25 miles or less from Pennypack Preserve)
- Volunteer
- Birdseed Buyer
- Frequent Visitor
- Program/Event Participant
- Interested Non-member

Other (please specify)

How often have visited the Preserve in the past 12 months?

- Weekly
- Several times each week
- Monthly
- Several times a year

Other (please specify)

When you visit the Preserve, what is the nature of your visit? (Check all that apply.)

- To walk or hike on a trail
- To run/jog
- To bicycle
- To walk my dog
- To experience quiet/solitude
- To take photographs
- To see birds or animals
- To see plants, flowers, trees
- To volunteer on a PERT project
- To participate in a PERT program or event
- To buy birdseed

Other (please specify)

Overall, how would you rate your experience with PERT? (5 out of 5 stars is top rating)

- 1 out of 5 stars
- 2 out of 5 stars
- 3 out of 5 stars
- 4 out of 5 stars
- 5 out of 5 stars

How might the Trust, if at all, improve your experience with PERT?

Pennypack Ecological Restoration Trust (PERT)

Please tell us what you think about PERT's current and future purpose and activities.

PERT is committed to protecting, restoring, and preserving the lands of the Pennypack Creek valley. How interested are you in each of the following aspects of PERT's current focus in the Pennypack Preserve?

	Not at all Interested	Somewhat Interested	Interested	Very Interested	Extremely Interested	I'm Not Sure
Remaining an enhancement to the quality of people's lives forever.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Remaining a natural wilderness supporting native plant and animal life forever.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Becoming a standard of excellence for native habitat restoration and land management.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rank the following statements in order of importance, in your opinion. Give #1 to what you think is most important about the Pennypack Preserve natural area. Give #2 to the second most important item, etc.

<input type="text"/>	It is a natural wilderness in an urban area.
<input type="text"/>	It is set aside for gentle use that preserves the natural landscape.
<input type="text"/>	It is part of the natural area network of the Mid-Atlantic and East Coast.
<input type="text"/>	It is a key water and air purifier in the greater Philadelphia region.
<input type="text"/>	It is an educational resource for children and youth.
<input type="text"/>	It is a living laboratory for research and advanced education.
<input type="text"/>	It is an example of ecological restoration in action.

Please comments on your rankings above, if you wish:

What kinds of programs would you like to have available/more of by PERT? (Check all that apply.)

- Beekeeping
- Birding
- Botanical illustrating
- Composting
- Energy efficiency and sustainable living
- Gardening
- Guided natural history walks for families
- Guided natural history walks with a technical focus (e.g., geology, forest ecology)
- Hiking/walking tours
- Indoor natural history programming for families
- Indoor natural history programming with a technical focus
- Insects and pollinators
- Movement classes (e.g., Tai Chi, yoga)
- Native plant identification and care
- Nature crafts (e.g., wreath making, natural holiday ornaments, suet/seed cakes)
- Nature-themed activities for young children
- Nature-themed children's parties (e.g., birthdays, bar/bat mitzvahs)
- Pest management
- Tours/hikes in other local/regional natural areas
- Water conservation
- Wild edibles
- Wildflowers

Other (please specify)

PERT will need to consider how best to support any new or enhanced stewardship and programmatic directions. In your opinion, how well positioned is PERT in each of the following areas?

	Needs Significant Improvement	Needs Some Improvement	Strong	Extremely Strong	I'm Not Sure
Clear and strong image/brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High name recognition/visibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Effective relationships with local governments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deserving of charitable support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sufficient staff and volunteer resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please comment, if you wish:

Pennypack Ecological Restoration Trust (PERT)

Please let us know about your giving relationship with PERT

Where does PERT fall on your list of charitable priorities on an annual basis?

- Top 3
- Top 10
- Other

Please comment if you wish:

What other nonprofit organizations or causes do you support...

With your money?

With your time and energy?

Has your family ever considered including a gift to PERT as part of your long-term estate planning?

- Yes
- No
- I'm Not Sure

Why or Why Not?

Pennypack Ecological Restoration Trust (PERT)

Please let us know your thoughts about PERT's communications

What three words do you use most often when talking about PERT to friends, family members, or co-workers?

Select the statements that most reflect how you feel about the frequency of PERT's communications with you. I receive information about PERT via:

	Not frequently enough	Just right	Too frequently	I'm Not Sure
PERT's Coming Events brochures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PERT's Email reminders about programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PERT's Newsletter/Annual Report	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PERT's Facebook postings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PERT's Website (pennypacktrust.org)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you feel that the information you receive from PERT is on point and meets your needs?

- Yes
- No
- I'm Not Sure

What, if anything, should PERT's communications emphasize more?

Pennypack Ecological Restoration Trust (PERT)

Is there anything else?

Please share any other comments you think would be helpful to advancing PERT's future success.

Pennypack Ecological Restoration Trust (PERT)

Please take another couple of minutes to let us know more about you.

Optional: What is your gender?

- Woman
- Man
- Transgender
- Prefer Not to Identify

Optional: What category includes your age?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and older
- Prefer Not to Identify

What Zip Code do you live within?