

SEVENTH DRAFT (2.24.09) (includes recommendations from 2/9 board meeting, follow-up suggestions from board members, 2/18 committee review, addresses donor/member issue)

Introduction:

Hello, this is _____ (name) _____ from _____ (hometown) _____. I'm a member of the Board of the Earlville Opera House (or, "part of a small group of volunteers") calling current and former members and contributors to help the Opera House plan for the future. I'm not going to try to sell you a membership, or ask for money. The Opera House has many new board members and we are trying to find out what we are doing right (and wrong), and how we can serve the community better.

The outcome of this survey will be a report summarizing the comments of those who participate. The responses will be grouped and you will not be identified by name. Please be frank. This will help us guide the Opera House in the future.

My questions shouldn't take more than 5 minutes, but I'm happy to stay on the line longer if you have more to say. Do you have a few minutes to talk with me? (If no, ask if there is a convenient time to call back)

(Surveyors: From the calling list, note the respondent's hometown

Questions:

Verify connection:

Our records show that you are a current member of or contributor to the Earlville Opera House. Correct?

(if "no," go to the following question: "Could you tell us why you no longer belong or contribute?")

(For current members): Would you please tell us why you belong or contribute to the Opera House? We're interested in what motivates people to take a membership or provide support.

-OR-

Our records show that, though you once belonged or contributed to EOH, you are not currently enrolled as a member or donor. Correct? *(if respondent says he or she is a current member or donor, ask and record the answer in the question above)*

Could you tell us why you no longer belong or contribute?

(Direction to Surveyors: Score the response according to the following categories. Check all that apply. If there is any question or ambiguity about which category applies, read the category closest to the respondent's answer and ask if it is accurate. If not, supply the other categories, and ask if one is closer. Otherwise, note the response in "Other".)

- membership lapsed and you forgot to renew
- didn't have time to participate
- the selection of events and activities didn't appeal to you
- couldn't justify the expense
- you weren't asked
- other causes seemed to need your help more
- other (please specify)

Could you tell us why you joined or contributed to the Opera House initially?

How do you feel about the cost of a membership in Earlville Opera House?

- too high.
- too low.
- about right.
- no opinion.

other (please specify)
(if respondent elaborates, record response here)

What's the *best* Opera House-sponsored event or performance you ever attended?

(Direction to Surveyors: For #4 and the following questions, please score the response according to the categories that follow the question. Check all that apply. If there is any question or ambiguity about which category applies, read the category closest to respondent's answer and ask if it is accurate. If not, supply the other categories, and ask if one is closer. Otherwise, note the response in "Other".)

4. What kinds of activities, if any, get you into the Opera House, or to events sponsored by the Opera House?

- concerts
- theater performances
- art exhibitions
- art classes
- art and craft sales
- children's events
- other (specify)

5. Are there any other activities or services that you'd like to see the Opera House offer?

6. How do you usually find out about what's happening at the Opera House?

- word of mouth
- newspaper articles
which papers?
- newspaper advertising
which papers?
- circulars mailed to your home
- posters
- email
- logging on to the Opera House website
- other (specify)

7. Do you have any suggestions of additional ways the Opera House might let the public know about upcoming events?

8. How many events would you say you attended at the Opera House in the past year?

- ten or more
 five to nine
 three or four
 one or two
 none

8(b). And how many events did you attend that were sponsored by the Opera House at other sites?

9. Do you ever visit the Opera House website?

- yes
 if “yes,” is there anything else you’d like to see included on the website?

 no

10. Why would you generally choose *not* to attend an event at the Opera House?

- doesn’t fit your schedule
 too far to travel
 price
 just not interested in the event
 other (specify)

11. Among the cultural organizations in Central New York that ask for your support, where would you rank the Earlville Opera House?

- at or near the top of *CNY cultural* organizations I support financially
 you support the Opera House, but it’s not a priority
 you seldom or never contribute to the Opera House

12. When you consider all of the organizations, charities and causes that ask for your financial support, where would you rank the Opera House?

- at or near the top of organizations I support financially
 among the top ten organizations I support financially

you support the Opera House, but it's not a priority
you seldom or never contribute to the Opera House

13. This question is open-ended. Do you have any other observations or
recommendations for the Opera House?

Finally, if you are willing, would you please tell me the number of people in your
household and the range of their ages?

Thank you!