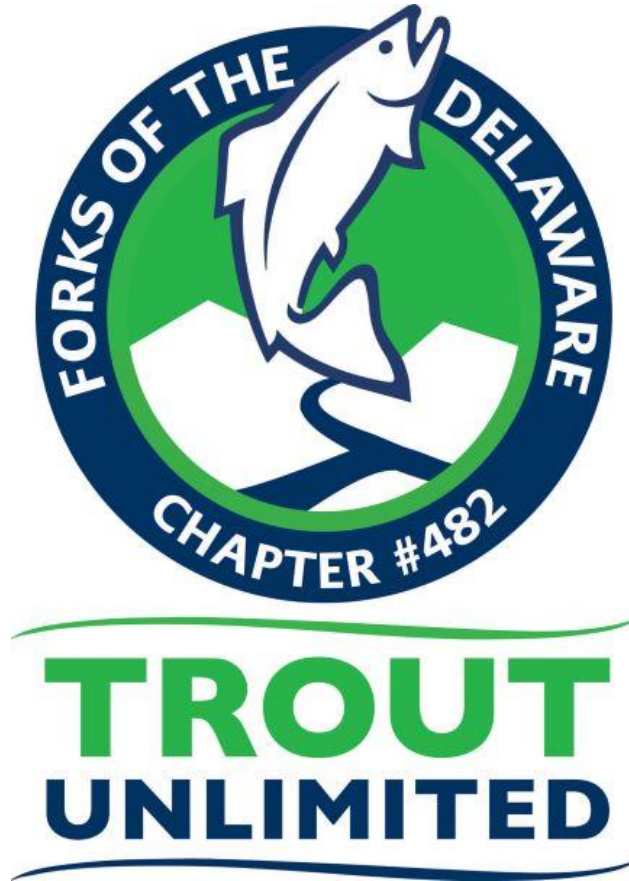


# 2024 Survey Results



# Investment

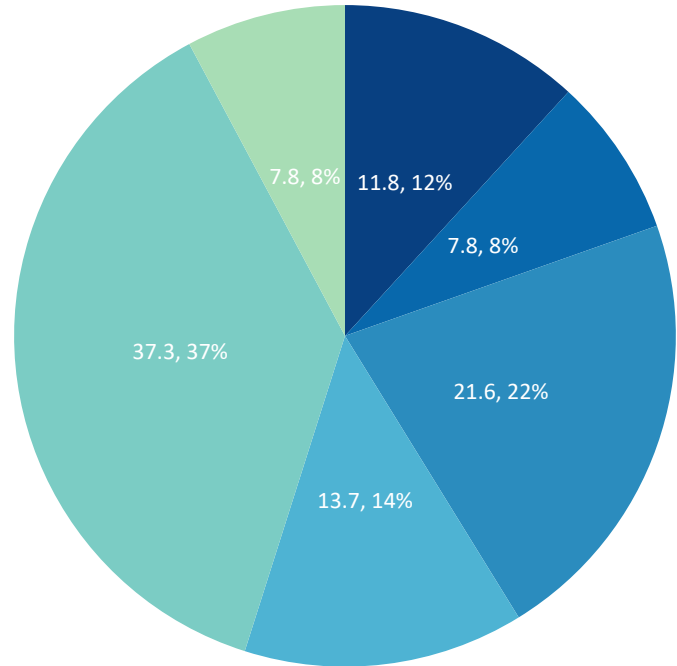
Budget = \$400

| Item              | Vendor      | Quantity | Cost             |
|-------------------|-------------|----------|------------------|
| Postcards         | Eventgroove | 180      | \$ 70.09         |
| Labels            | Staples     | 750      | \$ 15.89         |
| Stamps            | USPS        | 168      | \$ 85.68         |
| Survey Instrument | Alchemer    | 1 month  | \$ 58.30         |
| Amazon Gift Card  | Amazon      | 1 @ \$50 | \$ 50.00         |
| FODTU Hat         |             | 1        | \$ 25.00         |
| <b>Total</b>      |             |          | <b>\$ 304.96</b> |

# Completion Rate

- ▶ 51 Total Surveys Completed
- ▶ General Interest List (n=342): 14.9%
- ▶ Most Engaged List (n=122): 41.8 %

# How long have you been a TU member?



■ Less than a year

■ 1 - 2 years

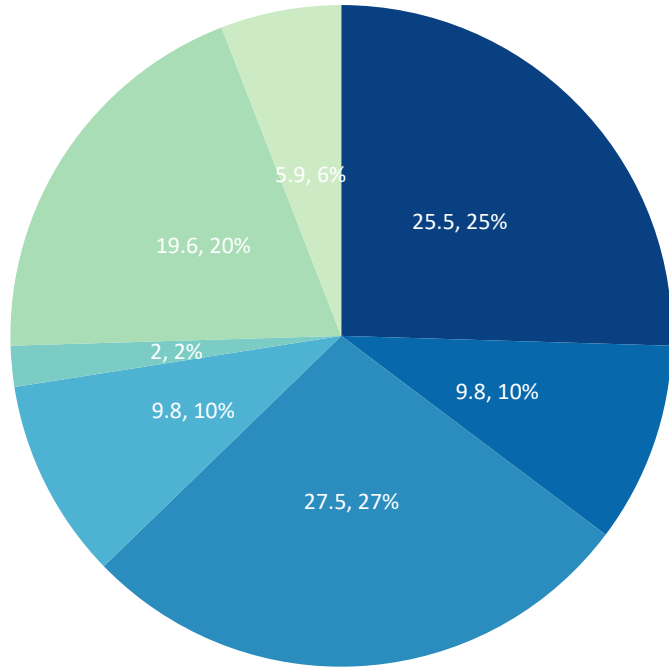
■ 3 - 5 years

■ 6 - 10 years

■ 11 or more years

■ Not currently a member but I would like to become a member

# What would you say was your primary reason for joining Trout Unlimited?

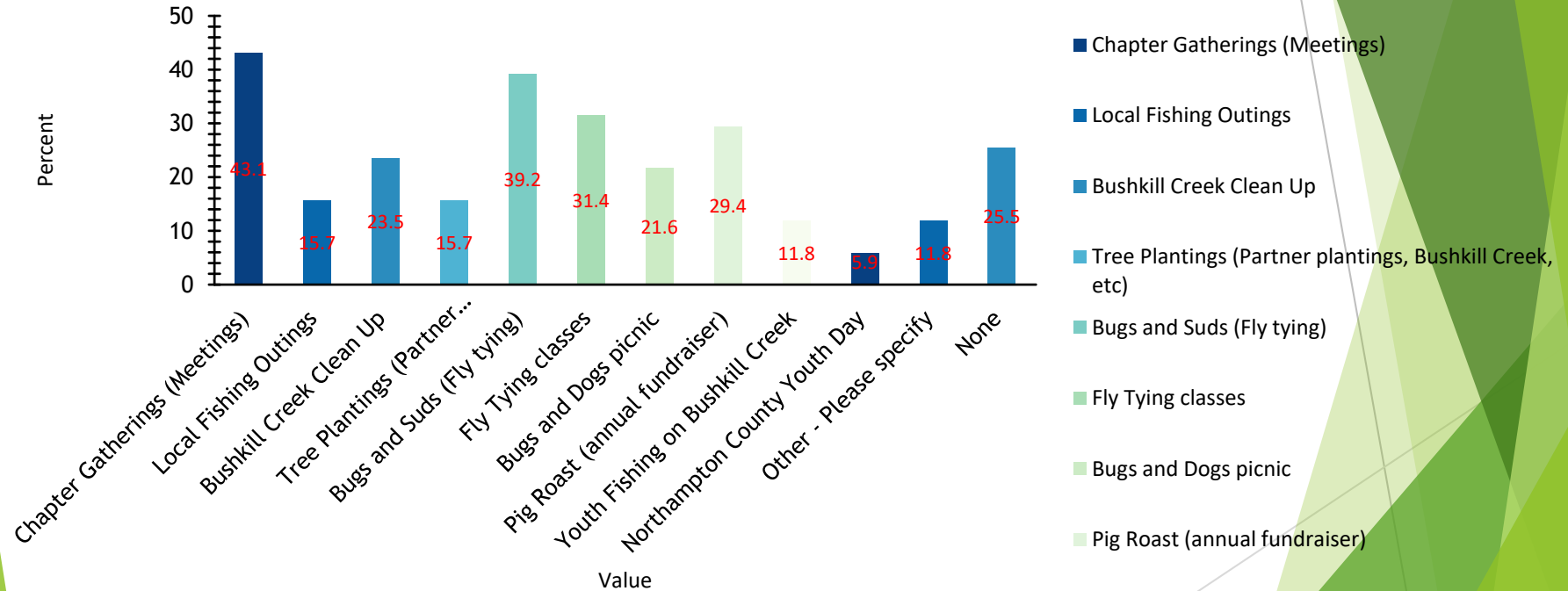


- Be involved with an active, local chapter
- Meet and fish with other local anglers
- Learn and/or improve fishing / fly fishing skills
- Participate in local conservation projects
- Introduce children / grandchildren to conservation
- Support the mission of the national conservation organization
- Other - Please Specify

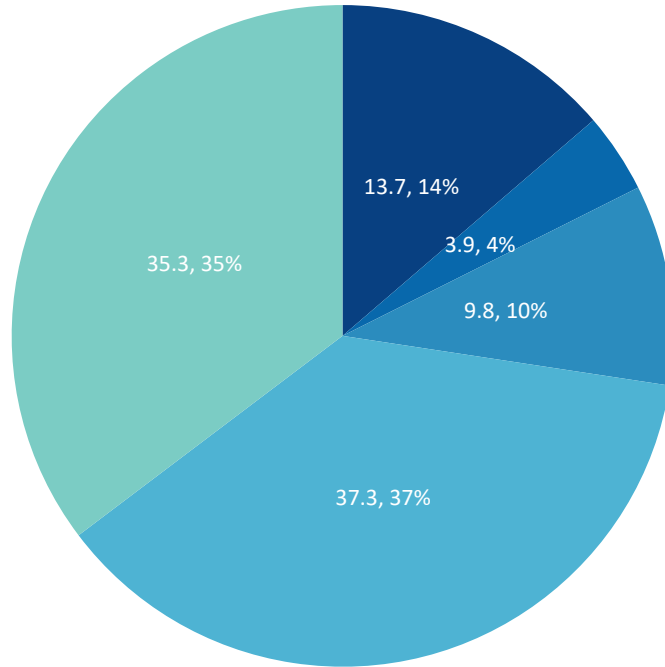
# How often do you participate in the following:

|   | Never |       | Occasionally (1-2 times a month) |       | Often (3-4 times a month) |       | Frequently (5-6 times a month) |       | Regularly (7 or more times a month) |       | Responses |
|---|-------|-------|----------------------------------|-------|---------------------------|-------|--------------------------------|-------|-------------------------------------|-------|-----------|
|   | Count | Row % | Count                            | Row % | Count                     | Row % | Count                          | Row % | Count                               | Row % | Count     |
| Fish local trout streams                          | 4     | 8.0%  | 17                               | 34.0% | 6                         | 12.0% | 10                             | 20.0% | 13                                  | 26.0% | 50        |
| Fish the Delaware River                           | 19    | 40.4% | 24                               | 51.1% | 4                         | 8.5%  | 0                              | %     | 0                                   | %     | 47        |
| Trout fish outside of Pennsylvania                | 18    | 37.5% | 25                               | 52.1% | 4                         | 8.3%  | 1                              | 2.1%  | 0                                   | %     | 48        |
| Fish in saltwater (locally or destination trips)  | 28    | 59.6% | 19                               | 40.4% | 0                         | %     | 0                              | %     | 0                                   | %     | 47        |
| Fish for bass or other warm-water species locally | 15    | 31.3% | 25                               | 52.1% | 4                         | 8.3%  | 3                              | 6.3%  | 1                                   | 2.1%  | 48        |
| Fish for steelhead or salmon                      | 30    | 65.2% | 14                               | 30.4% | 2                         | 4.3%  | 0                              | %     | 0                                   | %     | 46        |

# What FODTU chapter events have you attended in the past 24 months? Check all that apply.



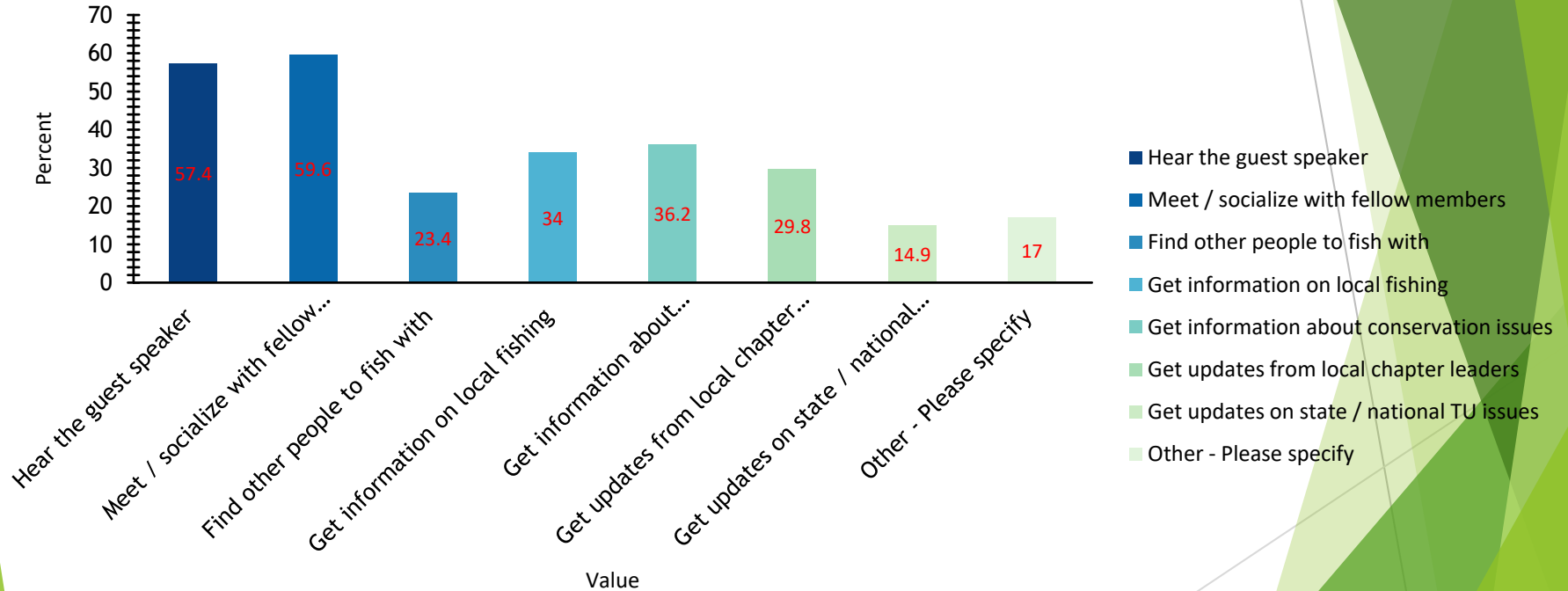
# In the past 12 months, about how many chapter gatherings or events have you attended?



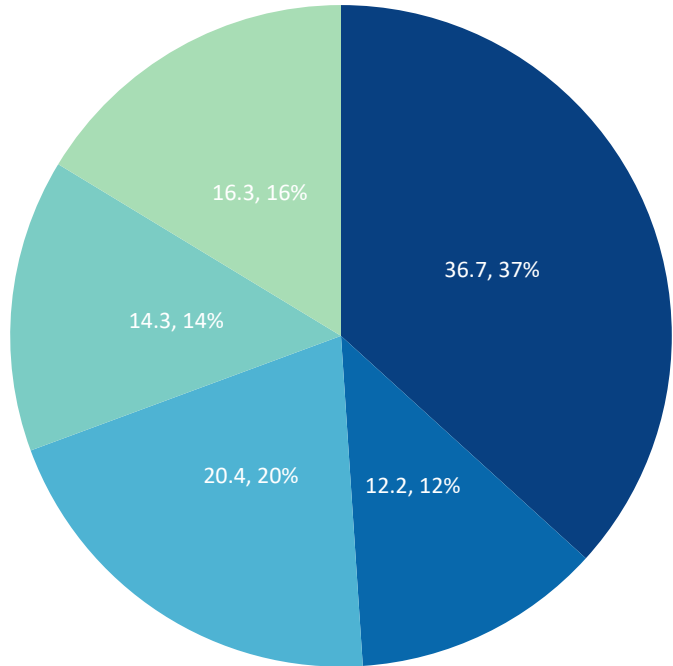
- Almost every month (9 - 10 times per year)
- Fairly frequently (6 - 8 times per year)
- Periodically (3 - 5 times per year)
- Rarely (1 - 2 times per year)
- I don't attend chapter gatherings



# What are the main reasons you attend local chapter gatherings or events? Check all that apply:

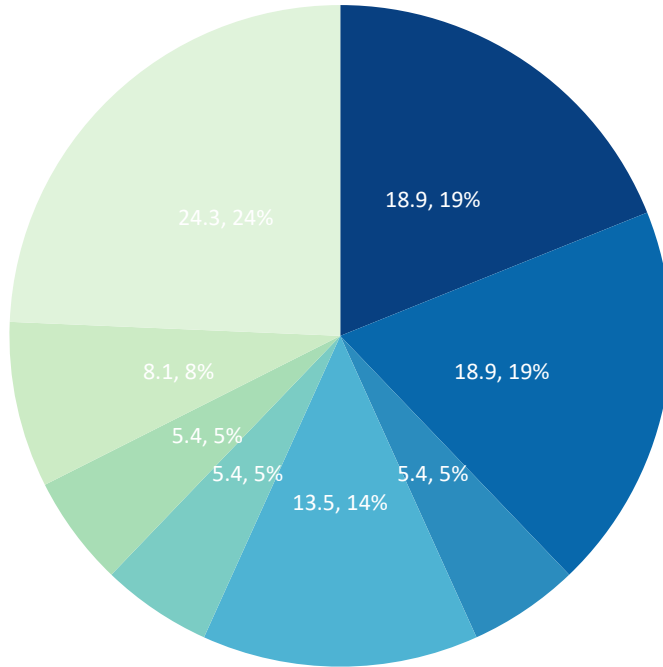


# How would you describe your attendance at local, chapter gatherings?



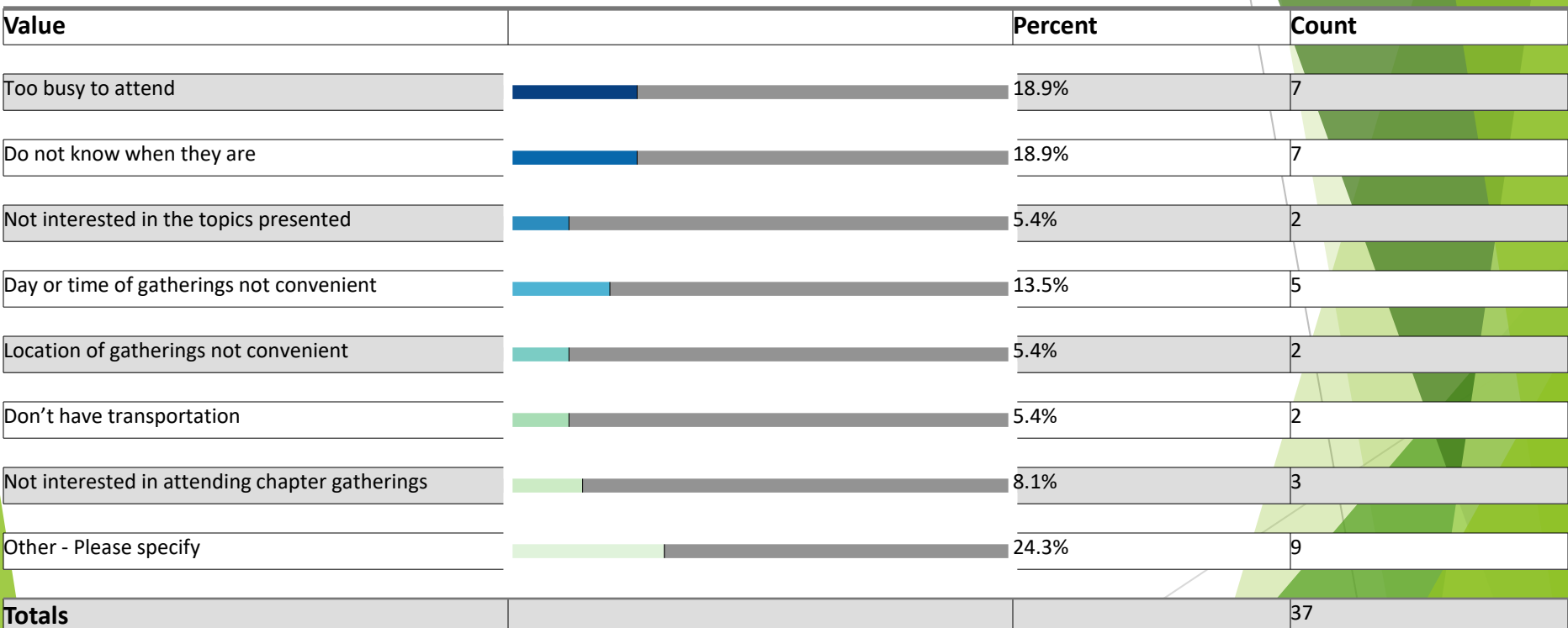
- I attend gatherings once in awhile
- I attend when the topic is of interest to me
- I attend every meeting I can based on my schedule
- Other - Please comment with ideal event days/time
- I cannot / do not wish to attend gatherings

# If you do not currently attend chapter gatherings, why not?



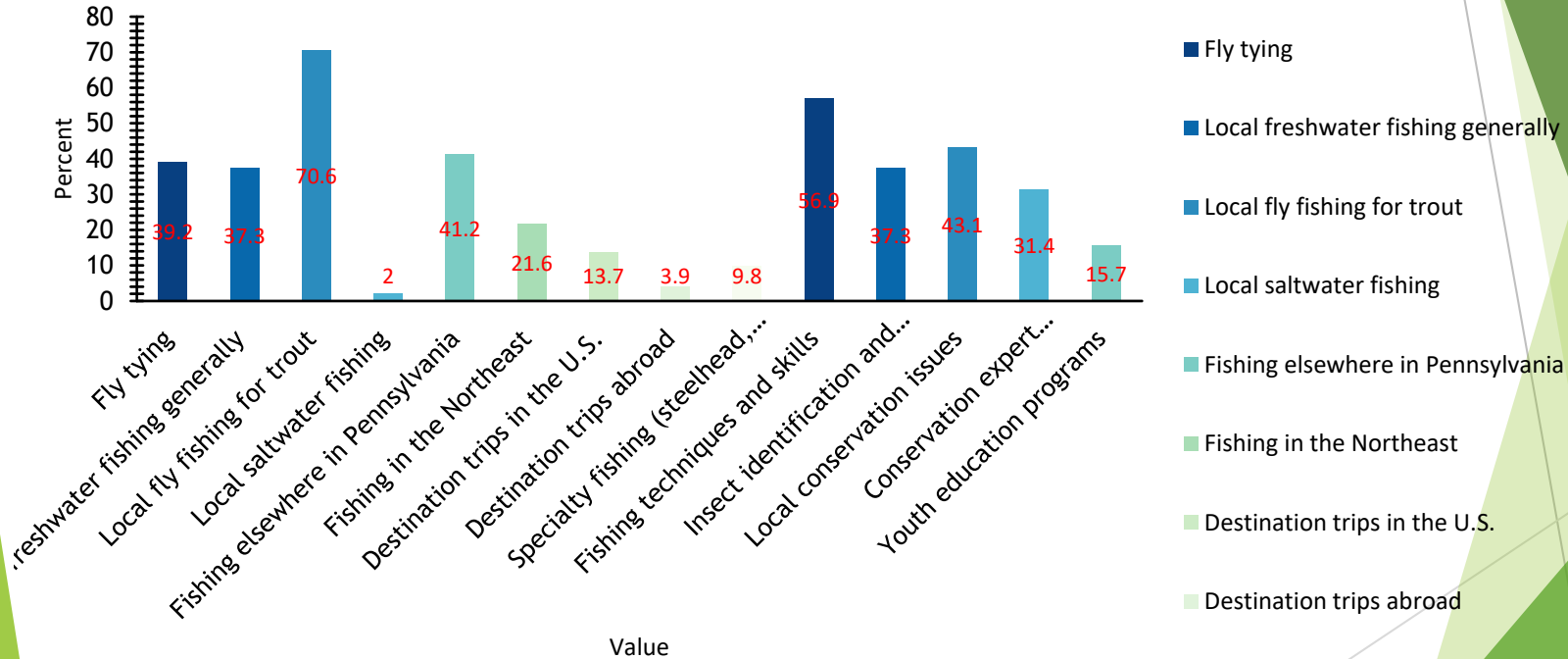
- Too busy to attend
- Do not know when they are
- Not interested in the topics presented
- Day or time of gatherings not convenient
- Location of gatherings not convenient
- Don't have transportation
- Not interested in attending chapter gatherings
- Other - Please specify

# If you do not currently attend chapter gatherings, why not?



|   |       |
|---|-------|
| Other - Please specify  | Count |
| Can make some stuff but not all. Taking care of my daughter.                      | 1     |
| Didn't realize thereknow of is bugs and suds were very many gatherings only one i | 1     |

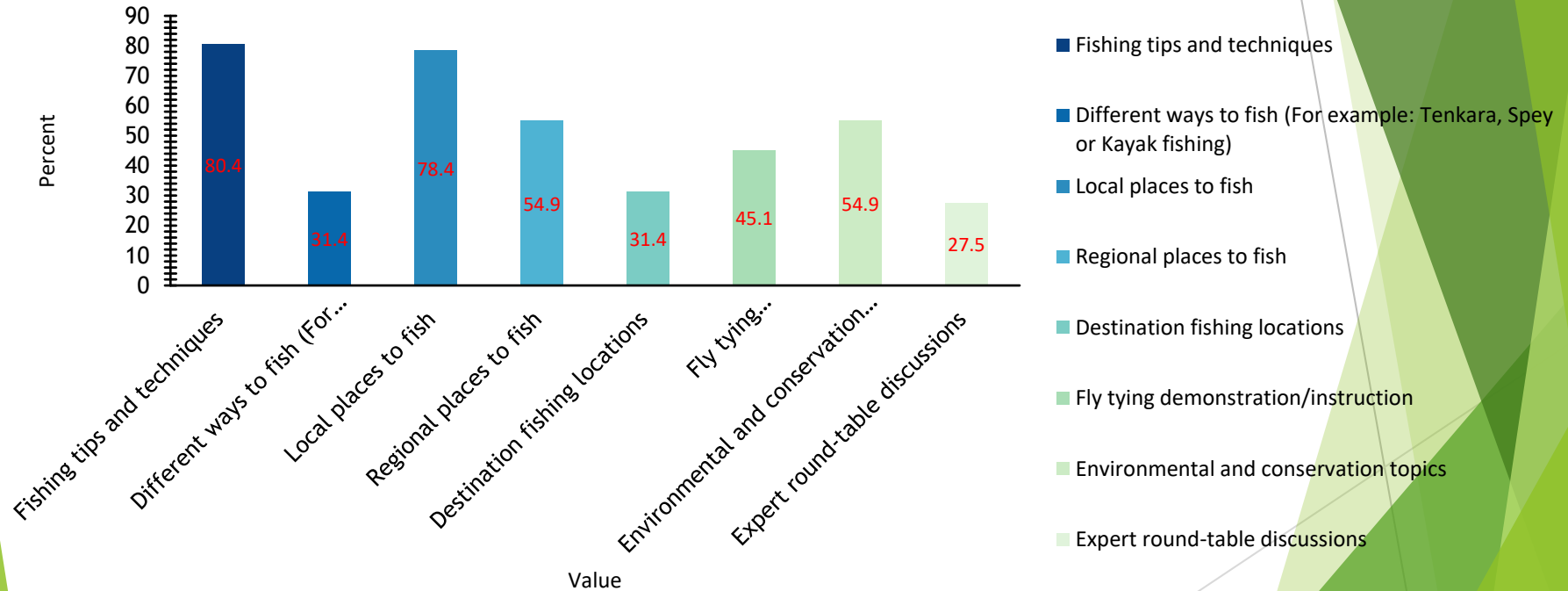
# What chapter gathering topics would be of most interest to you? Pick up to five options.



# How interested would you be in participating in each of the following programs or activities?

|  | Not interested |       | Interested |       | Very interested |       | Responses |
|--|----------------|-------|------------|-------|-----------------|-------|-----------|
|  | Count          | Row % | Count      | Row % | Count           | Row % | Count     |
| Fly casting instruction (meet periodically for practice /education)          | 13             | 26.0% | 31         | 62.0% | 6               | 12.0% | 50        |
| Fly tying instruction (meet periodically to tie flies and learn from others) | 14             | 29.8% | 24         | 51.1% | 9               | 19.1% | 47        |
| Fly casting instructor certification workshop                                | 24             | 61.5% | 13         | 33.3% | 2               | 5.1%  | 39        |
| Knot tying / rigging education   | 16             | 35.6% | 24         | 53.3% | 5               | 11.1% | 45        |
| Spey casting workshop  | 22             | 53.7% | 16         | 39.0% | 3               | 7.3%  | 41        |
| Training on stream restoration techniques                                    | 10             | 25.0% | 19         | 47.5% | 11              | 27.5% | 40        |
| Entomology / matching the hatch training                                     | 7              | 16.3% | 23         | 53.5% | 13              | 30.2% | 43        |
| Fishing skills workshop (e.g. nymphing, streamer tactics etc...)             | 7              | 15.2% | 30         | 65.2% | 9               | 19.6% | 46        |
| Volunteer water  | 12             | 30.0% | 20         | 50.0% | 8               | 20.0% | 40        |

# What topics are you most interested in seeing presented at chapter gatherings? Please check all that apply.



# With regards to the current location and date/time of the chapter gatherings - Riverside Barr & Grill, First Wednesday of the month, 6:30

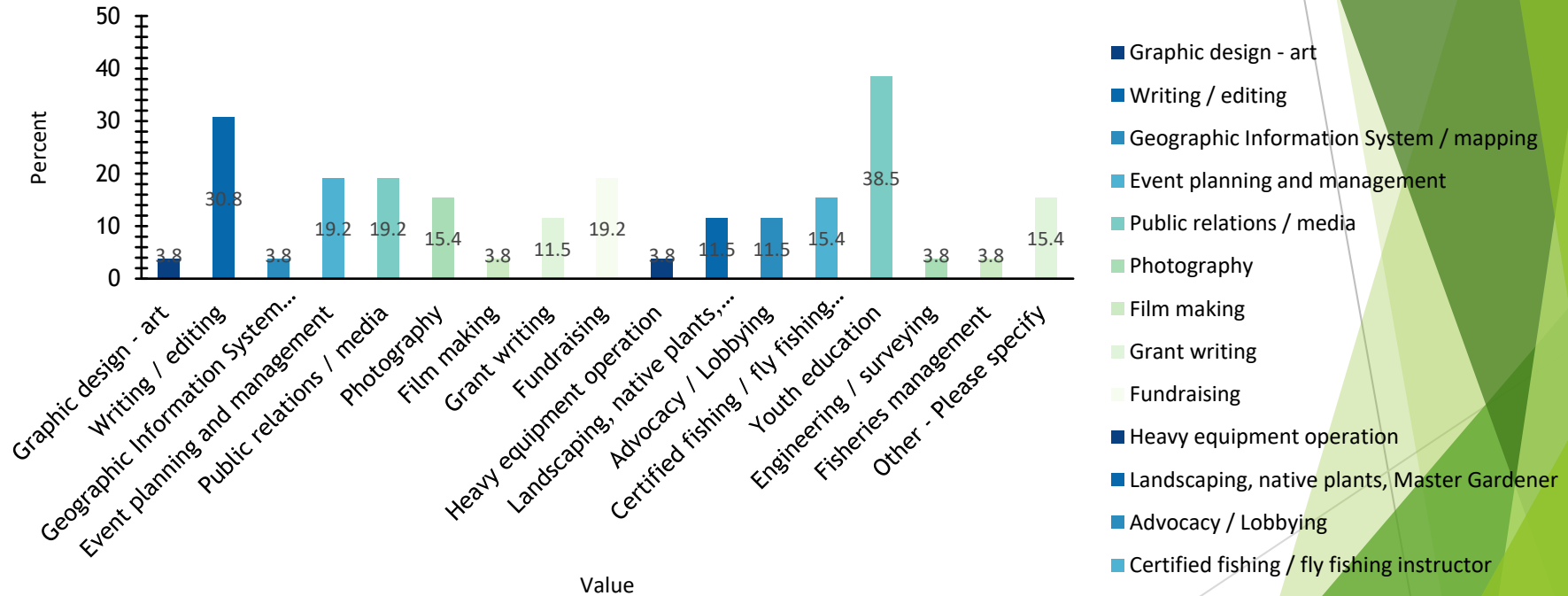
| Value   |  | Percent | Count |
|---|--|---------|-------|
| Both location and date/time are fine  |  | 64.0%   | 32    |
| Please change the location: Indicate preferences in comment box below   |  | 12.0%   | 6     |
| Please change the date/time: Indicate preferences in comment box below  |  | 6.0%    | 3     |
| I would still not attend gatherings if the date/time or location were changed.  |  | 4.0%    | 2     |
| Suggested location, day of the week, or time change   |  | 24.0%   | 12    |
| Suggested location, day of the week, or time change recommendations. (Please specify.)  |  |         |       |
| 1st Wednesday of month, 6:30 or 7:00, Local hall like Stockertown Rod & Gun.  |  |         | 1     |
| Bedtime is at 7pm, so attending these meetings is difficult to make.  |  |         | 1     |
| Current location can be noisy for a presentation. A meeting place with a private room would be better for a formal presentation |  |         | 1     |
| Jacobsburg EEC, Weekend for working professionals, weekend morning or afternoon.  |  |         | 1     |
| Monday or Thursday  |  |         | 1     |
| Somewhere with a private room.  |  |         | 1     |
| Stockertown   |  |         | 1     |
| Thursday 6:30pm   |  |         | 1     |
| Thursday evenings   |  |         | 1     |



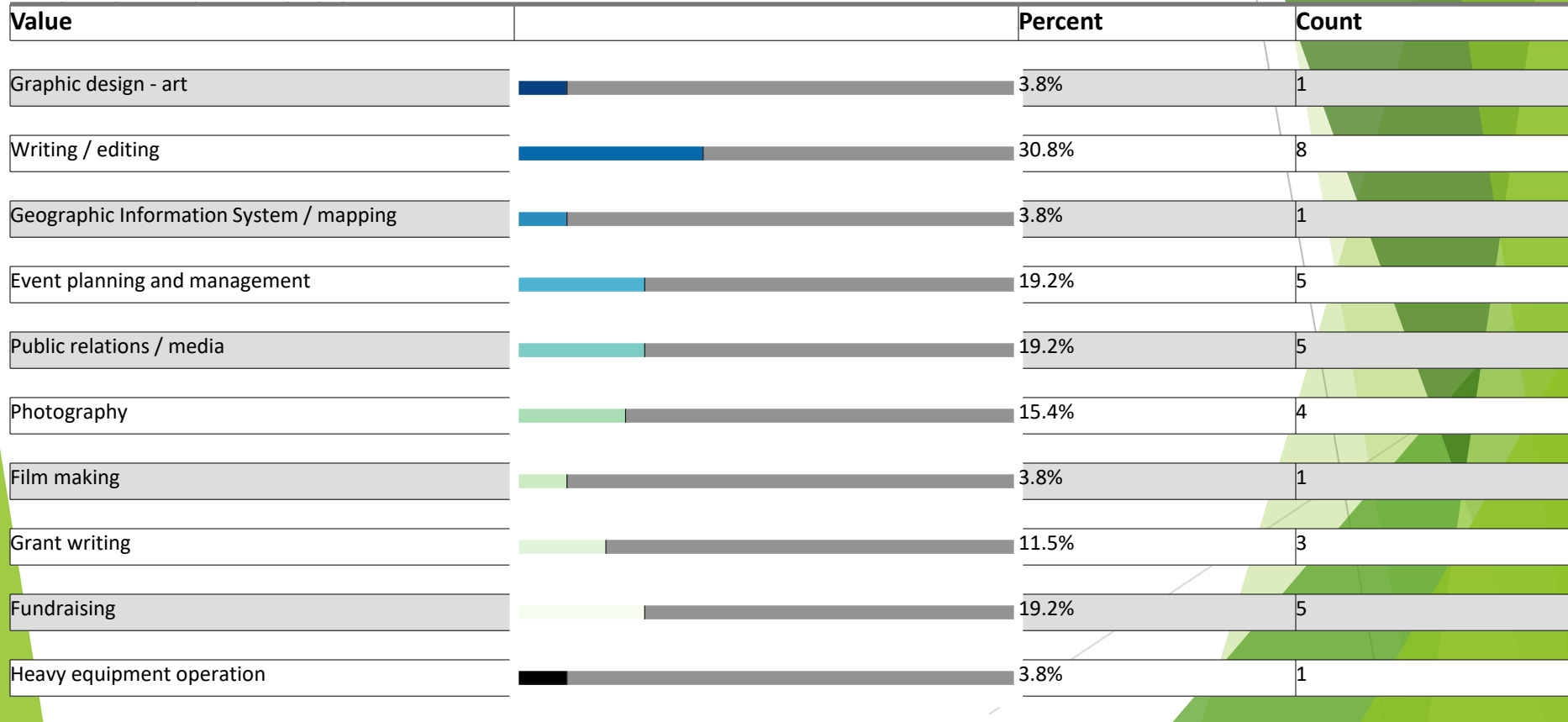
For each FODTU Chapter volunteer opportunity below, please indicate how willing you would be to volunteer.

|  | Not interested |       | Interested |       | Very interested |       | Responses |
|--|----------------|-------|------------|-------|-----------------|-------|-----------|
|  | Count          | Row % | Count      | Row % | Count           | Row % | Count     |
| Assist with fly fishing education  | 18             | 41.9% | 19         | 44.2% | 6               | 14.0% | 43        |
| Assist with fly tying classes  | 22             | 52.4% | 15         | 35.7% | 5               | 11.9% | 42        |
| Help to organize stream trash cleanup days   | 15             | 37.5% | 21         | 52.5% | 4               | 10.0% | 40        |
| Help with stream monitoring or assessment  | 11             | 26.2% | 24         | 57.1% | 7               | 16.7% | 42        |
| Help with stream restoration projects  | 9              | 19.6% | 29         | 63.0% | 8               | 17.4% | 46        |
| Help with local fundraising activities (Banquet, raffles, grants etc...)                               | 23             | 56.1% | 17         | 41.5% | 1               | 2.4%  | 41        |
| Help monitor / engage with local policy and advocacy issues  | 21             | 52.5% | 14         | 35.0% | 5               | 12.5% | 40        |
| Help coordinate with other local organizations (e.g. nearby TU chapters, watershed associations, etc.) | 21             | 53.8% | 16         | 41.0% | 2               | 5.1%  | 39        |

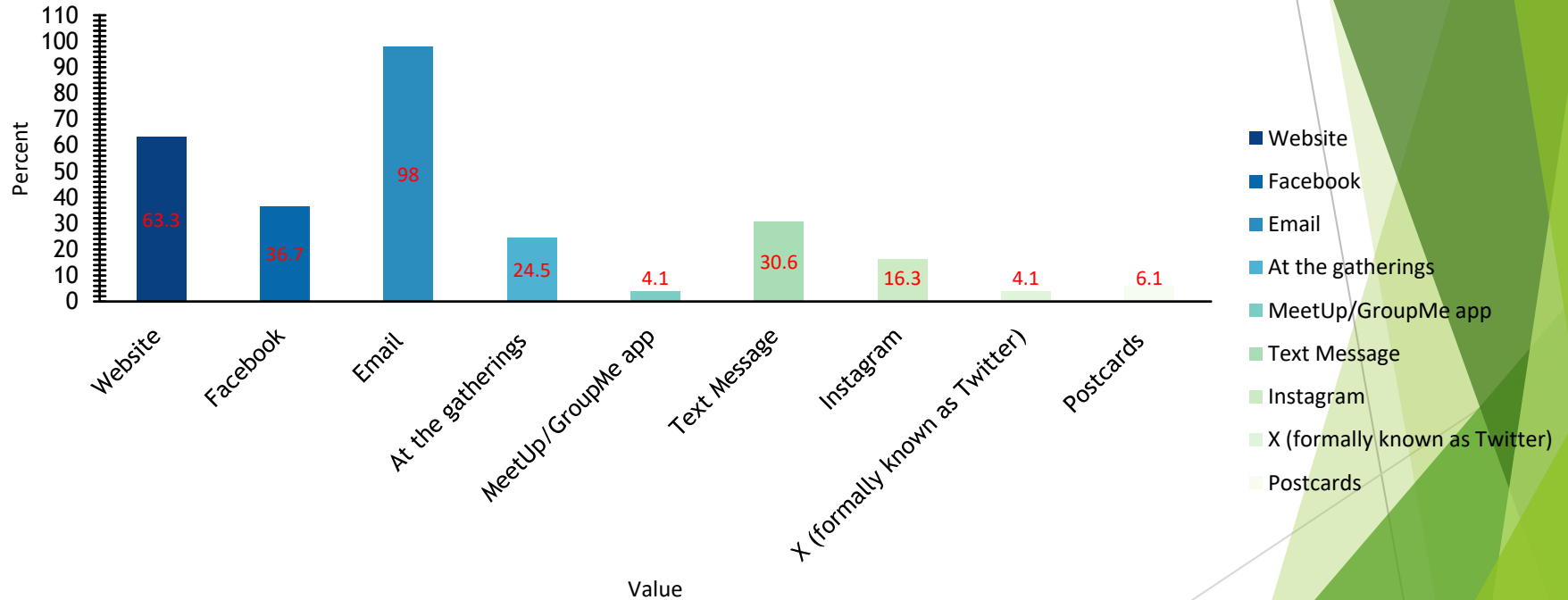
Occasionally, the FODTU Chapter has a need for volunteers with specific skills sets to help us accomplish a local project or event. Please indicate which areas you have skills in for which you would be willing to donate some time and talent to the chapter if asked and available.



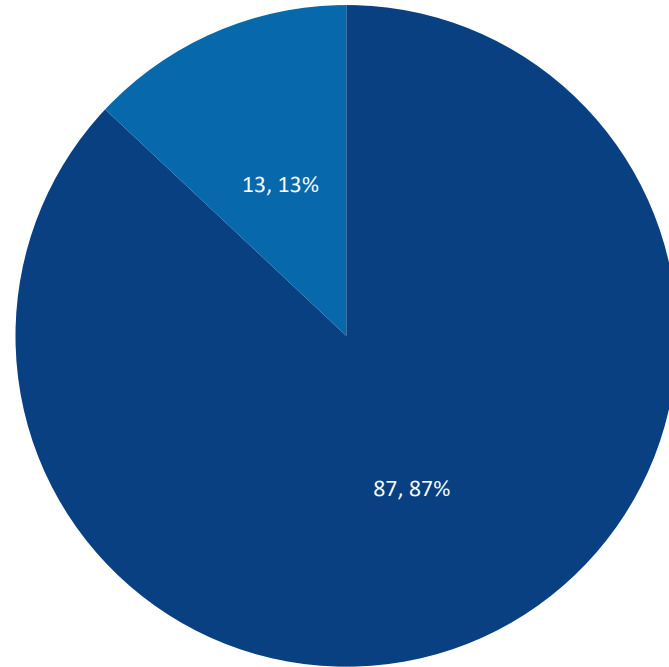
Occasionally, the FODTU Chapter has a need for volunteers with specific skills sets to help us accomplish a local project or event. Please indicate which areas you have skills in for which you would be willing to donate some time and talent to the chapter if



# How would you like to find out about FODTU events and activities? Please check all that apply.

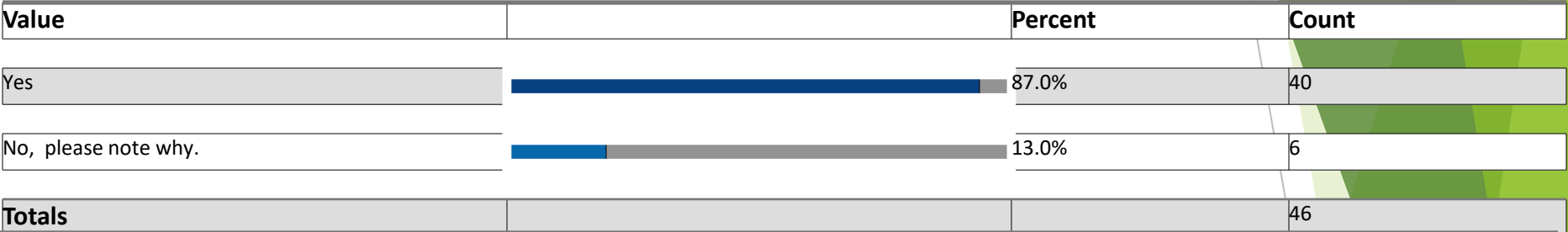


# Is the FODTU Chapter meeting your expectations?



- Yes
- No, please note why.

# Is the FODTU Chapter meeting your expectations?



| No, please note why.   | Count |
|--|-------|
| Came from a chapter in n.j. Never felt welcome   | 1     |
| I expected for opportunities to volunteer on weekends (stream restoration, cleanup, etc) | 1     |
| Lack of member involvement.  | 1     |
| N/a  | 1     |
| Need more frequent and robust meeting topics   | 1     |
| Not currently a member only attended a prior event.                                      | 1     |
| Totals   | 6     |



# Take Aways

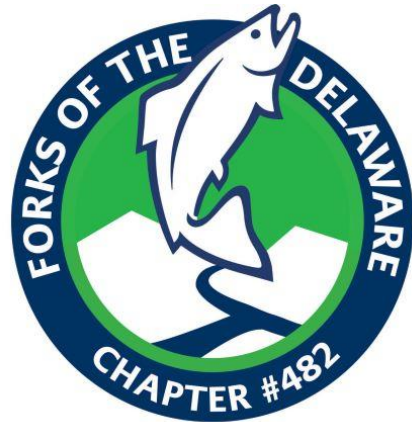
- ▶ Two-thirds of respondents are most interested in meeting and socializing with members
- ▶ 60% of respondents want to hear from speakers
- ▶ Topics respondents most interested in:
  - ▶ Instruction including:
    - ▶ Casting, Techniques (nymphing, streamers, etc.), Knots & Riggings, Entomology
    - ▶ Fly fishing locations (both local and in PA)
    - ▶ Local Conservation
- ▶ Communication channels
  - ▶ Email, Website, Facebook

# Recommendations

- ▶ Engage the Board in a serious discussion about the future direction of the chapter and how best to serve the membership based on survey results
- ▶ Convene a small group of Board members charged with reviewing current national, state and local strategic initiatives and propose plan for moving chapter forward
- ▶ Convene small group of Board members charged with proposing plan for the recruitment and re-engagement of membership
- ▶ If Board confirms future direction, then:
  - ▶ Convene a small group of Board members charged with developing a proposed slate of educational program offerings based on survey responses
  - ▶ Convene a small group of board members charged with investigating venues appropriate for future chapter gatherings featuring educational programs



# Q & A Discussion



**TROUT**  
**UNLIMITED**