2021 Friends Group Questionnaire

An annual survey to understand the impact of friends groups on Minnesota parks & trails

Please fill out this questionnaire to the best of your ability regarding your group’s activities in 2021. We understand that your group may not have the answers to all of these questions. Feel free to attach additional pages, if needed. Groups that submit a completed questionnaire will be entered for a chance to win a one-year organization membership to the Minnesota Council of Nonprofits for their friends group ($50 value). *\*Indicates required fields.*

|  |  |
| --- | --- |
| \*Friends Group Name |  |

## Members & Outreach

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| --- | --- |
| \*Does your friends group track membership? | Yes  No |
| How many members did your group have in 2021? |  |
| Did you host an annual members meeting? | Yes  No Date: |
| \*How many subscribers are on your newsletter lists? | Mail: Email: |
| How many people follow you on social media? | Facebook: Instagram: |
| How does your group define a “member?” | |
|  | |

## Projects

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| --- | --- | --- |
| \*What types of stewardship **PROJECTS**▲ did your group organize or support in 2021? *Please check all that apply. One project may fit multiple categories.* | | |
| Natural resource (e.g. planting/protection, invasives removal)  Infrastructure (benches, painting, etc)  Nature play area  Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Trail clearing/maintenance | | |
| \*What roles did your friends group play for these stewardship **PROJECTS**? *Please check all that apply. One project may fit multiple roles.* | | |
| Planning (organized or coordinated project)  Promotion (spread the word about project)  Funding (paid for project expenses)  Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Volunteers (provided hands-on support) | | |
| \*Please list the stewardship **PROJECTS** your group organized or supported in 2021. | | |
| Project Name | Month(s) | Outputs† |
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▲*Project examples: planting trees, installing benches, removing graffiti, seed collection, trail maintenance, installing bird houses, etc.*

†*Outputs are measurable results of the project (e.g. 100 trees planted, 1 acre protected, etc.).*

## Events

|  |  |  |
| --- | --- | --- |
| \*What types of public **EVENTS***^* did your group organize or support in 2021? *Please check all that apply. One event may fit multiple categories.* | | |
| Educational (e.g. naturalist activity, birds, mushrooms)  Youth-focused (e.g. school group, story-telling, etc.)  Recreational (e.g. hike/run, ski, bike)  Fundraising (e.g. brewery day)  Seasonal community event (e.g. fall/winter fest)  Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
| \*What roles did your friends group play for these public **EVENTS**? *Please check all that apply. One event may fit multiple roles.* | | |
| Planning (organized or coordinated event)  Promotion (spread the word about event)  Funding (paid for event expenses)  Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Volunteers (provided hands-on support during event) | | |
| \*Please list the public **EVENTS***^* your group organized or supported in 2021. | | |
| Event Name | Month(s) | # of Attendees |
|  |  |  |
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|  |  |  |
|  |  |  |
|  |  |  |
| Volunteer Appreciation Event?  Yes  No |  |  |

*^Event examples: 5k race, public presentation, field trip, organized hike, leaf days, fishing demonstration, scavenger hunt, etc.*

## Advocacy

|  |  |
| --- | --- |
| \*Did your friends group engage in **ADVOCACY** activities in 2021? | Yes  No |
| What types of **ADVOCACY** activities did your group engage in? *Please check all that apply.* | |
| Met with legislator(s) (in-person)  Worked with a professional lobbyist  Contacted legislator(s) (call, email, letter)  Sent out an action alert to your group’s members  Hosted legislator(s) for event or project tour  Supported P&TC’s legislative agenda  Worked with legislator(s) to author a bill  Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |
| Describe what you were advocating for. | |
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## COVID-19 Pandemic

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| --- |
| \*What percentage of your planned friends group activities were you able to carry out, despite the COVID-19 pandemic? |
| Less than 25%  Between 25-50%  Between 50-75%  Between 75-100% |
| Describe how the COVID-19 pandemic affected your group’s ability to carry out activities. |
|  |

## Volunteers

|  |  |
| --- | --- |
| How many unique volunteers did your group engage in 2021? |  |
| How many volunteer hours did they contribute? |  |
| What activities did the volunteers do? *(Select all that apply.)* | Board meetings / planning meetings  Hands-on projects *(e.g. habitat restoration)*  Marketing / outreach *(e.g. stuffing envelopes)*  Events *(e.g. parking attendant, serving food)*  Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

## Financials

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| --- | --- |
| \*What was your total income in 2021? | $ |
| Break down the income into these categories: | Donations: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Member Dues: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Grants: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| \*What were your total expenditures in 2021? | $ |
| Break down the expenditures into these categories: | Events: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Projects: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Marketing/Outreach: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Administrative: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

## 2021 Reflections

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| What was your group’s greatest success in 2021? |
|  |
| What was your group’s greatest challenge in 2021 (besides the COVID-19 pandemic)? |
|  |

## Looking Ahead to 2022

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| --- | --- | --- |
| What public events and stewardship projects is your friends group planning in 2022? | | |
| Event/Project Name | Month(s) | Friends Group Role |
|  |  | Volunteers  Promotion  Funding  Planning |
|  |  | Volunteers  Promotion  Funding  Planning |
|  |  | Volunteers  Promotion  Funding  Planning |
|  |  | Volunteers  Promotion  Funding  Planning |
| \*How can P&TC best support your group’s efforts? | | |
|  | | |
| Please share any final comments or questions. | | |
|  | | |

|  |  |
| --- | --- |
| \*Name & Email: *(in case we have questions)* |  |

Thank you for filling out this questionnaire! Please either submit your answers by email to [friends@parksandtrails.org](mailto:friends@parksandtrails.org) or by mail by **January 31, 2022**. P&TC will then compile a report and share the findings with friends groups that submitted the questionnaire. The findings will help P&TC to understand the impact that friends groups have on our state’s parks and trails. P&TC plans to collect this information each year to track that impact over time.

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