

## Island Nature Trust - Members Survey June 2020

Welcome to the Island Nature Trust Annual Membership Satisfaction Study.

The Study is a continuing Trust effort to listen to the voices of our members so that we remain the Island's oldest and most effective organization protecting and managing PEI's land, air and water resources for you and future generations. The Study ensures that we remain a responsible and responsive organization that makes decisions based on our members' input on what you believe is most important.

We are so grateful for your continued support and want to thank you in advance for taking the approximately 15 minutes to share with us your ideas, beliefs and insights.

Your responses to the study will be confidential and anonymous.

### The Growing Role of the Island Nature Trust

1. In the table below, rank each of the following annual activities of the Island Nature Trust based on how important you feel they are in addressing current and future ecological & environmental conservation challenges in PEI.

**A.** 1. Not important 2. Somewhat important 3. Important 4. Very important 5. Extremely important

**B.** Of these activities, rank each that you feel we are achieving the most successfully.  
1. Not effectively 2. Somewhat effectively 3. Effectively 4. Very effectively 5. Extremely effectively

	A	B
Acquisition & protection of new lands in perpetuity		
Education of youth		
Education of adults through talks i.e. senior's college		
Provision of opportunities for improving citizen science with participation & discussion via an online community forum		
Research to fill data gaps in conservation practices		
Stewardship of the 5,100 acres we now own		
Stewardship of species-at-risk like piping plover, bobolink and swallows		
Services to private landowners interested in protecting their land		

2. In the table below, rank each of these methods of communication and engagement according to what you perceive is effective in building trust with current and potential supporters.

**A.** 1. *Not effective* 2. *Somewhat effective* 3. *Effective* 4. *Very effective* 5. *Extremely effective*

**B.** Of these communication methods, rank each that you feel we are achieving the most successfully.

1. *Not effectively* 2. *Somewhat effectively* 3. *Effectively* 4. *Very effectively* 5. *Extremely effectively*

	<b>A</b>	<b>B</b>
The hard-copy quarterly newsletter & other forms of traditional media		
Engagement and education of the public through online social media platforms		
Engagement and education of supporters via regular email contact		
Fundraising events (such as an annual dinner)		
Special interactive events (walks, talks, workshops etc)		
Office based contact (over the phone and in person)		

Other (feel free to share your ideas)

3. A. What made you decide to join Island Nature Trust?

B. And from your perspective, what is its purpose?

4. A. Beginning with what you see as INT's strengths, let us know what you think we are doing well.

- B. Follow up with an opinion of what you believe we could do better to be more relevant to you, your family and the community's needs.

5. Would you mind giving us a report card? How do you feel we as an organization are doing?

Poor	
Below-average	
Average	
Good	
Excellent	

## LAND PROTECTION & STEWARDSHIP

One of our mandates is to protect tracts of sensitive land on the Island to ensure you and future generations have natural spaces to enjoy and the environment is protected. Not only is our land protection role crucial to retaining the biodiversity necessary for all ecosystems to function, it is also integral to the long-term protection of natural landscapes on the Island.

6. To ensure that both members and not-yet-members better understand the value of Island Nature Trust's land protection work, suggest three ways that we can better deliver our message.


7. Speaking for yourself, how would you describe your level of knowledge of the types and locations of land holdings of Island Nature Trust? (tick one)

Not knowledgeable	
Somewhat knowledgeable	
Knowledgeable	
Very knowledgeable	
Extremely knowledgeable	

The Island Nature Trust acquires, manages and protects forever a network of connected natural areas throughout PEI for the benefit of wildlife and people. In addition, we serve our communities and neighbors by providing deeper understanding on land stewardship and wildlife in PEI for landowners, governments and partner environmental groups.

8. Please highlight the key environmental challenges you see PEI facing in the near and distant future, for which you feel Island Nature Trust must be prepared.

A. Can you please explain why you feel this way?

B. What more would you like to see Island Nature Trust do on these issues?

## EDUCATION

Another essential role of the Island Nature Trust is education. In the last few years, Island Nature Trust's outreach focus has moved to immersive nature education and skills training support for our fabulous volunteers. Our strategy is that, young and old, we all retain knowledge more effectively when we are immersed in nature and encouraged to use all of our senses in the learning experience.

9. Which of the following educational activities/programs of Island Nature Trust have you participated in? (select all that apply)

School education programs	
Walks & Talks	
Workshops	
Seniors college or community school presentations	
Other presentations	

10. What did you find most valuable about the experience? If you have not attended an INT activity or program, please mention your reason.

## MEMBERSHIP & A LITTLE MORE ABOUT YOU

11. How useful would a proposed online discussion forum made exclusive to our members and volunteers be to you?

Not useful	
Somewhat useful	
Useful	
Very useful	
Extremely useful	

*The forum will be hosted on the INT website and will give our current members and volunteers the opportunity to share experiences and knowledge with our community of supporters, staff and board of directors. In addition, the forum will act as a portal to engage with and learn from land conservation and species experts from a variety of disciplines.*

12. What additional member benefits if any would you wish to see INT offer to its supporters?

13. Imagine you were recruiting a friend, family member or neighbor to become a member of INT, what benefits would you highlight to create a connection of interest?



14. What year did you join Island Nature Trust?

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15. How long have you lived on the Island?

Less than five years	
5-10 years	
10-20 years	
10-30 years	
Longer than 30 years	
Seasonally	
Never	

16. Your Education:

Graduate high school	
Graduated university as an undergraduate	
Graduated university with a graduate degree	
Other	

17. How many birthdays have you enjoyed:

Under 18	
18-25	
26-35	
36-45	
45-55	
56-65	
66-75	
76+	

18. Have we missed anything or is there anything else you wish to add?

Thank you for taking the time to complete the survey.

Please mail or drop off your response to our office at:

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