



2004 Member Survey

Question 11

PLEASE ESTIMATE THE TOTAL AMOUNT OF MONEY THAT YOUR FRIENDS OF THE LIBRARY GROUP HAS GENERATED, INCLUDING DUES, DURING FISCAL YEAR 2003.

Minimum Donation:	\$1,000.00
Maximum Donation:	\$1,400,000.00
Average Donation:	\$37,413.18
Sum of All Donations:	\$11,448,434.00

6.98% of respondents left this question blank.

Of those that responded:

up to \$4,999	56	19.11%
\$5,000 - \$9,999	44	15.02%
\$10,000 - \$14,999	43	14.68%
\$15,000 - \$19,999	23	7.85%
\$20,000 - \$24,999	34	11.60%
\$25,000 - \$29,999	14	4.78%
\$30,000 - \$34,999	13	4.44%
\$35,000 - \$39,999	5	1.71%
\$40,000 - \$44,999	11	3.75%
\$45,000 - \$49,999	4	1.37%
\$50,000 - \$74,999	18	6.14%
\$75,000 - \$99,999	6	2.05%
\$100,000 - \$199,999	15	5.12%
\$200,000 - \$299,999	2	0.68%
\$300,000 - \$399,999	2	0.68%
\$400,000 - \$499,999	1	0.34%
More than \$1 Million	2	0.68%

Question 12

HOW MUCH OF THE ABOVE AMOUNT WAS DONATED AS PART OF A CAPITAL CAMPAIGN?

5.71% of respondents left this question blank.

Of those that responded:

None	247	83.16%
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Less Than 10%	14	4.71%
10-24%	6	2.02%
25-49%	12	4.04%
50-74%	13	4.38%
75-100%	5	1.68%

Question 13

HOW MUCH OF THE TOTAL MONEY RAISED (FROM QUESTION 11) WAS GIVEN TO THE LIBRARY IN 2003?

5.07% of respondents left this question blank.

Of those that responded:

None	4	1.34%
Less Than 10%	7	2.34%
10-24%	13	4.35%
25-49%	35	11.71%
50-74%	80	26.76%
75-100%	160	53.51%

Question 14

HAVE MEMBERS OF YOUR FRIENDS OF THE LIBRARY GROUP SUPPORTED THE LIBRARY THROUGH ADVOCACY EFFORTS?

Blank	1.27%
Yes	80.71%
No	19.29%

Question 15

PLEASE INDICATE THE FOCUS OF ADVOCACY EFFORTS. (PLEASE CHECK ALL THAT APPLY.)

21.59% of respondents left this question blank.

Of those that responded:

	YES	NO
Local or municipal government	65.59%	34.41%
state government	43.32%	56.68%
Federal government	6.88%	93.12%
General public	70.04%	29.96%
Regents	0.40%	99.60%
Department heads	0.40%	99.60%
Chancellor	0.81%	99.19%
Media	25.51%	74.49%
School board members	6.48%	93.52%

Question 16

PLEASE INDICATE THE GOAL OF YOUR ADVOCACY EFFORTS. (PLEASE CHECK ALL THAT APPLY.)

20.32% of respondents left this question blank.

Of those that responded:

	YES	NO
Prevent cuts to library budget	52.99%	47.01%
Increase library budget	49.80%	50.20%
Capital campaign	31.08%	68.92%
Prevent cuts to state library budget	29.48%	70.52%
Increate state library budget	19.12%	80.88%
General public awareness	76.10%	23.90%

Question 17

PLEASE INDICATE THE METHODS USED FOR ADVOCACY. (PLEASE CHECK ALL THAT APPLY.)

21.59% of respondents left this question blank.

	YES	NO
Friends of the Library newsletter	73.28%	26.72%
Library newsletter	23.08%	76.92%
Letters to the editor	36.84%	63.16%
Op-Ed articles	9.72%	90.28%
TV coverage	8.50%	91.50%
Radio coverage	8.91%	91.09%
Advertisements in newspaper	21.86%	78.14%
Speaking engagements	31.58%	68.42%
Postcard campaign	11.74%	88.26%

Question 18

WOULD YOU CHARACTERIZE YOUR ADVOCACY EFFORTS AS:

23.49% of respondents left this question blank.

Of those that responded:

Extremely successful	12.86%
Somewhat successful	56.43%
Somewhat unsuccessful	2.90%
Totally unsuccessful	0.83%
On-going with the hopes of success	26.97%

Question 19

IN YOUR OPINION, WHAT ARE THE PRIMARY OBSTACLES TO YOUR FRIENDS GROUP ACHIEVING SUCCESS IN SUPPORTING YOUR LIBRARY? (PLEASE CHECK ALL THAT APPLY.)

22.22% of respondents left this question blank.

Of those that responded:

	YES	NO
Lack of community support	21.22%	78.78%
Lack of support by library director	6.53%	93.47%
Lack of support by Board of Trustees	6.12%	93.88%
Failure to retain existing members	14.69%	85.31%
Failure to attract new members	55.10%	44.90%
Inability to attract new board members	31.43%	68.57%
Inability to attract volunteers	28.16%	71.84%
Inability to raise funds	2.86%	97.14%
Inability of Friends to define role	7.76%	92.24%
Ineffective FOL board	5.31%	94.69%

Question 24

HAS YOUR FRIENDS GROUP TAKEN ADVANTAGE OF THE SPECIAL OFFERS FOR FOLUSA MEMBERS?

8.57% of respondent left this question blank.

Of those that responded, 48.26% have taken advantage of one or more special offers while 51.74% have not.

Of those that responded yes, the following have percentage have taken advantage of these offers:

Book Lover's Calendar	91.37%
The Five Owls	5.04%
FunSpecs	0.72%
Book Magazine	4.32%
ALA Graphics	18.71%

Question 25

WHAT TYPES OF SPECIAL OFFERS INTEREST YOU?

29.52% of respondents left this question blank.

Of those that responded:

	YES	NO
Discounts on incentives to be used for library programs	52.25%	47.75%

Discounts on items to be used for prizes	43.69%	56.31%
Discounts on items to be used for Friends membership incentives	55.41%	44.59%
Discounts on items to be sold in Friends bookstore	27.93%	72.07%
Discounts on items to be sold to generate revenue	55.86%	44.14%

Question 27

HAVE YOU USED THE FOLUSA LIST-SERV?

5.08% of the 315 respondents left this question blank.

Of those that responded:

Yes, find useful	7.36%
Yes, find moderately useful	8.36%
Yes, tried but wasn't useful	3.68%
No, never tried	47.83%
No, didn't know about list-serv	28.43%
No, don't have email	4.35%

Of those that have tried the list-serv:

Yes, find useful	37.93%
Yes, find moderately useful	43.10%
Yes, tried but wasn't useful	18.97%

Question 28

HAVE YOU USED THE FOLUSA WEBSITE (RESOURCES OUTSIDE THE "MEMBERS ONLY" AREA)?

6.35% of the 315 respondents left this question blank.

Of those that responded:

Yes, find useful	12.88%
Yes, find moderately useful	22.37%
Yes, tried but wasn't useful	4.07%
No, never tried	47.46%
No, didn't know about list-serv	10.51%
No, don't have Internet Access	2.71%

Of those that have used the website (outside the Members Only area):

Yes, find useful	32.76%
Yes, find moderately useful	56.90%
Yes, tried but wasn't useful	10.34%

Question 29

HAVE YOU USED THE FRIENDS ZONE (THE “MEMBERS ONLY” AREA OF THE FOLUSA WEBSITE)?

5.71% of respondents left this question blank.

Of those that responded:

Yes, find useful	9.09%
Yes, find moderately useful	14.81%
Yes, tried but wasn't useful	4.04%
No, never tried	54.55%
No, didn't know about list-serv	15.15%
No, don't have Internet Access	2.36%

Of those that have used the Friends Zone (Members Only area):

Yes, find useful	32.53%
Yes, find moderately useful	53.01%
Yes, tried but wasn't useful	14.46%

Question 30

FOLUSA BELIEVES IT IS IMPORTANT FOR MEMBERS TO RECEIVE THEIR BI-MONTHLY NEWSLETTERS AND OTHER COMMUNICATIONS IN A TIMELY, CONSISTENT MANNER. PLEASE CHECK WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE RECEIVING MATERIALS FROM THE FOLUSA OFFICE:

4.13% of respondents left this question blank.

Of those that responded:

Always receive	76.49%
Usually receive	20.53%
Occasionally receive	2.32%
Rarely receive	0.00%
Never receive	0.66%

Question 32

FOLUSA MAKES INFORMATION AVAILABLE TO MEMBERS IN A VARIETY OF FORMATS. PLEASE EVALUATE THE EFFECTIVENESS OF THE FOLLOWING COMMUNICATION CHANNELS BY USING A 1 TO 5 SCALE WITH 1 BEING NOT AT ALL EFFECTIVE, 3 BEING NEITHER EFFECTIVE OR INEFFECTIVE, AND 5 BEING HIGHLY EFFECTIVE. PLEASE CIRCLE THE APPROPRIATE RANK:

Bi-monthly newsletter

10.16% of respondents left this question blank.

1.59% of respondents have not used this method of communication.

Of those that have used this method of communication:

	Newsletter
1	0.00%
2	2.17%
3	13.00%
4	37.55%
5	47.29%

Fact Sheets

23.49% of respondents left this question blank.

26.67% of respondents have not used this method of communication.

Of those that have used this method of communication:

	Fact Sheets
1	0.00%
2	3.18%
3	27.39%
4	36.31%
5	33.12%

FOLUSA website

22.54% of respondents left this question blank.

32.38% of respondents have not used this method of communication.

Of those that have used this method of communication:

	FOLUSA Website
1	0.70%
2	3.52%
3	30.99%
4	47.18%
5	17.61%

Members Only Friends Zone

24.44% of respondents left this question blank.

47.62% of respondents have not used this method of communication.

Of those that have used this method of communication:

	Members Only Friends Zone
1	0.00%
2	5.68%
3	32.95%
4	39.77%

5

21.59%

Toolkits in Friends Zone

25.40% of respondents left this question blank.

54.60% of respondents have not used this method of communication.

Of those that have used this method of communication:

	Toolkits in Friends Zone
1	1.59%
2	6.35%
3	36.51%
4	31.75%
5	23.81%

Email

25.71% of respondents left this question blank.

51.43% of respondents have not used this method of communication.

Of those that have used this method of communication:

	Email
1	0.00%
2	1.39%
3	31.94%
4	34.72%
5	31.94%

List-serv

25.71% of respondents left this question blank.

51.43% of respondents have not used this method of communication.

Of those that have used this method of communication:

	List-Serv
1	3.23%
2	6.45%
3	25.81%
4	25.81%
5	38.71%

Telephone

28.89% of respondents left this question blank.

52.06% of respondents have not used this method of communication.

Of those that have used this method of communication:

	Telephone
1	1.67%
2	5.00%
3	21.67%
4	36.67%
5	35.00%

Fax

28.57% of respondents left this question blank.

58.10% of respondents have not used this method of communication.

Of those that have used this method of communication:

	Fax
1	2.38%
2	4.76%
3	23.81%
4	38.10%
5	30.95%

ALA Conferences

25.40% of respondents left this question blank.

46.67% of respondents have not used this method of communication.

Of those that have used this method of communication:

	ALA Conferences
1	2.27%
2	2.27%
3	19.32%
4	50.00%
5	26.14%

Renewal notices

22.22% of respondents left this question blank.

2.86% of respondents have not used this method of communication.

Of those that have used this method of communication:

	Renewal Notices
1	0.42%
2	0.85%
3	13.14%
4	39.41%
5	46.19%