

SURVEY SAVS...



SURVEY SAYS...

So...how effective are those introduction to fishing events you've been doing? Are people walking away with a new favorite hobby? Did they rush to the local tackle shop and get themselves geared up for a summer full of fishing? Did they tell their friends how much fun they had? If you don't ask, you'll never know. A follow-up participant survey is an effortless way to get feedback and understand if your programs are achieving their goals. After all, you want to develop anglers, not just babysit kids for a few hours with a one-and-done activity. You want to know if they learned the skills to

go fishing on their own, could pick out and purchase their own gear, and if they actually went fishing once, twice or however many times over the next few months - hopefully several! The key to surveying starts with collecting the right contact information up front. When participants register for your event, don't be shy about asking for an email address. In fact, require it. Being transparent about how you will use it, including sending them follow-up surveys, will be acceptable by most of your attendees. And if your attendees are kids, communicate with their parents.

R3 TIP

Not sure what questions to put into a survey? Download the suggested questions list from the American Sportfishing Association's 60 in 60 webpage at ASAFishing.org/60in60. Craft your survey and use an online tool such as Survey Monkey and watch the responses roll in.



IDEAS BEST SUITED FOR:

- Government Agencies
- Guides/Pros
- Non-Governmental Organizations

For more information on the 60 in 60 initiative, visit www.rbff.org/60in60