

Bequests left to Riverfront Recapture leave a lasting legacy for future generations' enjoyment of our parks and activities. Have you included Riverfront Recapture in your will?

- Yes, I have already mentioned Riverfront Recapture in my will
- I intend to include Riverfront Recapture when I next revise my will
- I would consider including Riverfront Recapture in my will and would like more information
- I do not have a will
- I have written a will and have mentioned charities, but do not intend to include Riverfront Recapture in my will
- I have written a will but have chosen not to mention charities

We really can't thank you enough! Do you feel your contributions are recognized appropriately and in a timely fashion?

- Yes
- No

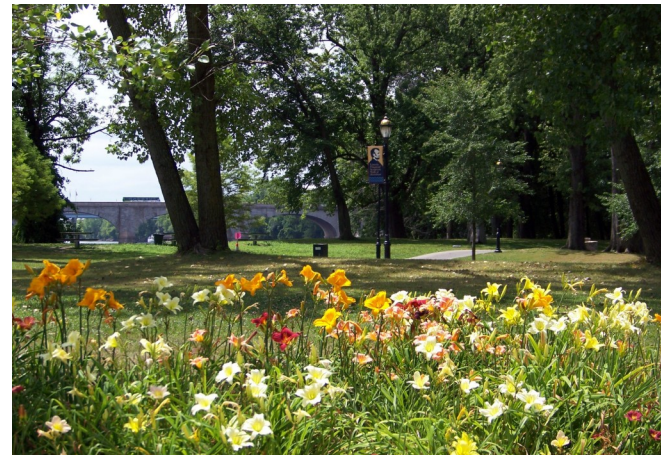
Comments: _____

Have you had any interaction with the Riverfront Recapture staff?

- Yes
- No

If yes, how would you characterize your interaction?

Do you have any suggestions for us?



How do you prefer to be addressed?

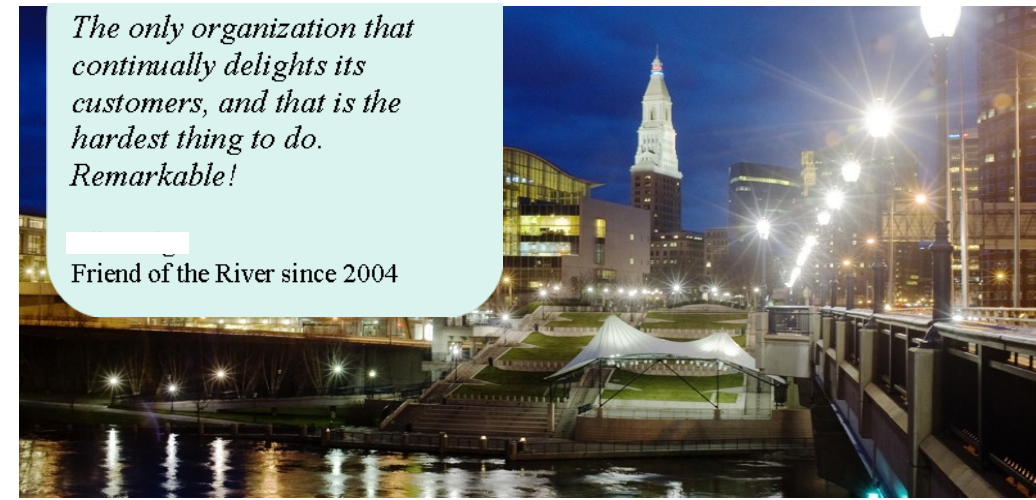
Do we have your correct contact information?

Please fill in any blanks and correct any errors below. Thank you.

«preferred_contact_name»
 «preferred_constituent_name»
 «address1»
 «address2»
 «city», «state» «zip_code»

Home phone: «area_code_1» «phone1»
 Work phone: «area_code_2» «phone2»
 Email: «email»

«id_number» Id



The only organization that continually delights its customers, and that is the hardest thing to do. Remarkable!

Friend of the River since 2004



Riverfront Recapture Friends of the River Survey 2012

Thank you for sparing a few minutes to take part in this short but important survey.

Supporters like you have built and sustained Riverfront Recapture. Your gifts enable us to bring our community together around the beauty of the Connecticut River.

In so many ways, Riverfront Recapture is yours. By taking part in this survey, you will help us improve our work and our communications with you.

Your responses will be treated confidentially and will not be seen by anyone outside of Riverfront Recapture. The more information you are willing to share with us, the better we can plan for the future.

ABOUT RIVERFRONT ACTIVITIES AND PARKS

Over the course of a season, Riverfront Recapture attracts nearly a million people to its parks. What events or programs do you attend or participate in?

- Riverfest and fireworks
- Dragon Boat Races and Asian Festival, Pipes in the Valley, and other festivals
- Rowing Program
- Free performances: *Guitar Under the Stars*, *Hartford Pops*, other concerts
- Youth programs
- Other _____

Besides our events, what do you do in the parks?

- Run
- Walk
- Bike
- Picnic
- Other _____
- Fish
- Row
- Boat

How often do you visit one of our parks?

- Daily
- Weekly
- 3 or more times a year
- Once a year
- Rarely or never



Why does Riverfront Recapture matter?

Which Riverfront offerings do you consider the most important?

- Riverfest and fireworks
- Dragon Boat Races and Asian Festival, Pipes in the Valley, and other cultural festivals
- Community Rowing Program
- Free performances: *Guitar Under the Stars*, *Pilobolus*, *Hartford Pops*, and other concerts
- Youth programs
- Opportunities for outdoor recreation and leisure
- Other _____

How can we make your experiences at Riverfront even better?

ABOUT HOW WE COMMUNICATE

Do you feel well-informed about what is happening at Riverfront Recapture?

- Yes
- No

What would you like to know more about?

Do you use email regularly?

- Yes
- No

Would you like to receive our email newsletter, *News from the Riverfront*, with timely news about all the happenings at Riverfront Recapture?

- Yes
- No
- I already do!

E-mail address:



Do you read our print newsletter, sent just to Friends of the River, *Views from the Riverfront*?

- Yes
- No

If yes, is there something you'd like to read more about?

If no, why not?

Do you use social media (Facebook, Twitter, LinkedIn, etc.)? If so, which ones?

- Facebook
- Twitter
- LinkedIn
- Pinterest
- Google+
- Youtube
- Other _____

May we connect with you? Please let us know how to find you:

ABOUT YOU AND YOUR SUPPORT

How long have you lived in this area?

- Less than five years
- Five to ten years
- Ten to twenty years
- More than 20 years

How long have you supported Riverfront Recapture?

- Less than five years
- Five to ten years
- Ten to twenty years
- More than 20 years

Why do you support Riverfront Recapture?



Please share with us what priority Riverfront Recapture holds in your charitable giving:

- High
- Medium
- Low

We are very grateful to you for all the support you have provided in the past. Are you planning to remain a supporter of Riverfront Recapture?

- Yes, for the near future
- Yes, for at least the year ahead
- Don't know
- No

Riverfront Recapture has a group of amazing supporters, called *Mainstay* members, who give a small monthly donation via their credit cards. These monthly donations help us budget and plan our programs and events. Would you consider making a small monthly donation to Riverfront Recapture?

- Yes, I would be interested in joining *Mainstay*
- Possibly. Please send me more information about the *Mainstay* program
- I am already part of the *Mainstay* program and make monthly donations to Riverfront Recapture
- Not at this time