

Tour de Vail 8 Event Feedback:

Surveys Sent out: 108

Responses received: 22

1. How did you hear about Tour de Vail? (please check all that apply)

Word of mouth (friends, family, or co-workers)	10	45%
Vail Place promotional materials	5	23%
Internet	2	9%
Flyers	1	5%
Banners posted on the clubhouse or someone's vehicle	0	0%
Saw a booth at the Minnesota Bike Festival	0	0%
Noticed promotional materials at a local bike shop	0	0%
Received information with a cup of coffee at Sebastian Joe's	0	0%
Vail Place's Facebook page	0	0%
Event was advertised on a community activity calendar (print, radio or website)	1	5%
Other, please specify	8	36%
1 I work at Vail Place		
2 staff		
3 I work there. =)		
4 Part of the Tour de Vail committee		
5 I am a member. I have done the tour for years.		
6 Meeting		
7 employee		
8 Employee		

2. Did you find any of these marketing strategies particularly memorable? Which ones?

- 1 seeing pictures on the web with stories about members
- 2 Email updates were helpful - for me that is the most consistent means of communication.
- 3 Found both to be effective

- 4 all those checked
- 5 Minnesota Bike Festival and Sebastian Joe's
- 6 Banners at the club house.
- 7 Invited by Vail Place employee
Personal request by email for contribution/participation. I
- 8 want to support those who support Vail Place as well as Vail Place.

3. How satisfied were you with the following aspects of Tour de Vail 8?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat Dissatisfied	Very Dissatisfied	N/A
Pre-event advertising	8 36%	9 41%	3 14%	1 5%	0 0%	1 5%
Pre-event communications from Vail Place (e-mails, etc.)	10 45%	9 41%	2 9%	0 0%	0 0%	1 5%
Online pre-registration process	9 41%	9 41%	1 5%	0 0%	0 0%	3 14%
Event location	20 91%	1 5%	1 5%	0 0%	0 0%	0 0%
Parking	6 27%	10 45%	3 14%	2 9%	0 0%	1 5%
Registration/Check-In process	10 45%	6 27%	1 5%	2 9%	1 5%	2 9%
Event kickoff	11 50%	5 23%	3 14%	1 5%	0 0%	2 9%
Tour route: water & safety stations	12 55%	4 18%	0 0%	4 18%	1 5%	1 5%
Tour route: non-Tour traffic	10 45%	6 27%	4 18%	0 0%	0 0%	2 9%
After-tour program at the clubhouse (thank you's, member story, etc.)	11 50%	6 27%	2 9%	0 0%	0 0%	3 14%
Picnic lunch	12 57%	6 29%	0 0%	1 5%	0 0%	2 10%
Games, activities & entertainment	11 52%	7 33%	0 0%	0 0%	0 0%	3 14%

4. We are considering changing the date of Tour de Vail. Please indicate your preference for the month when we may hold this event:

May	2	9%
June	7	32%
July	0	0%
I will participate no matter when the event is held	11	50%
Other, please specify	2	9%
1 Not to close to other fundraising events		
2 I'll try to be there but May & June are very busy!		
Total	22	100%

5. What was the most memorable moment or aspect of Tour de Vail 8?

- 1 The great turnout!
- 2 the committment from the staff and members
- 3 Jeff Olsen
- 4 Biking with my son.
- 5 Getting to see how much success Vail Place has had since my 1st experience in 1982.
- 6 None really, it was just a FUN DAY!
- 7 Doing this as a team and spending time with family and friends.
- 8 Just having so many people that cared enough to show up.
- 9 The music
- 10 Tour of the house/description of services
- 11 My niece loved the games and face painting. Everyone really enjoyed the whole event!
- 12 Being there with my kids. I was happy that they were willing to participate.

6. Do you have any additional comments about TDV 8 or suggestions for future events?

- 1 perhaps have the kick off in the driveway instead of the lawn, it was hard to huddle around. Great job!
- 2 Fundraising site could use some tweaking
- 3 Nope
- 4 more signs up on the walk so other walkers know what we are walking for

- 5 On site registration could have been easier.
- 6 Have members share their stories in the after-event time.
- 7 Have more raffle items. My sister has not won once in several years.
- 8 Hopefully, the registration will be better next year
- 9 We received duplicate mailings--one for each person in our house. You can save admin costs (and trees!) by not duplicating.
- 10 Choose a date soon. Invite this year's participants to mark their calendars and to invite friends to participate well before the event. Then follow up with request for financial support. Knowing how cost effective support and intervention at Vail Place vs. hospitalization, is a great selling point. In these economic hard times people want to know their dollars are being well spent.

Since Tour de Vail is a fundraising event, it is important for us to understand the motivation and experience of event participants. We would appreciate your opinions about fundraising for this event.

7. Please let us know whether you agree or disagree with the following statements:

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Agree	Somewhat Agree	Neutral	Somewhat Disagree	Disagree
Raising additional funds beyond my registration fee is important	11 50%	7 32%	2 9%	1 5%	1 5%
I feel comfortable requesting donations to support Vail Place	10 45%	7 32%	3 14%	2 9%	0 0%
I would like more suggestions and ideas for ways to raise funds to support this cause	4 18%	7 32%	10 45%	1 5%	0 0%
I would be willing to pay a higher registration fee instead of raising additional funds to support events like Tour de Vail	5 23%	5 23%	2 9%	7 32%	3 14%
I don't mind asking people to support causes I believe in	12 55%	7 32%	1 5%	2 9%	0 0%

8. Did you attempt to seek out pledges or raise funds for Tour de Vail beyond your initial registration fee?

Yes	14	64%
No	8	36%
Total	22	100%

Please provide your opinions about why you did not attempt to raise additional funds to support this event.

9. Which of the following reasons best explains why you didn't seek pledges for TDV 8?

Didn't know we were supposed to raise funds	0	0%
Didn't have enough time	4	50%
Wasn't interested in raising additional funds	3	38%
Other, please specify	1	12%
1 I rather contribute/donate money than ask people		
Total	8	100%

10. Do you plan to raise funds for Tour de Vail in the future?

Yes	4	50%
No	4	50%
Total	8	100%

- 1 I rather donate or make a memorial donation than ask others to donate especially during this rough economic time.
- 2 depends on time available
- 3 We weren't sure we were going to come, so we did not prepare as we had in the past.
- 4 Maybe

11. Please provide any additional comments, questions or concerns about fundraising for Tour de Vail.

- 1 Not sure if you have done this already, but you could have a "booth" with a money jar at Calhoun where walkers/bikers/etc. that are just out for the day could contribute money
- 2 Who seeks out sponsers?

Please provide your opinions about your experience raising funds for this event.

12. Did you set up a personal FirstGiving page to assist with your fundraising efforts?

Yes	12	86%
No	2	14%
Total	14	100%

13. How satisfied were you with the following aspects of the FirstGiving/Tour de Vail site?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Very Satisfied	Somewhat Satisfied	Neither Satisfied nor Dissatisfied	Somewhat Dissatisfied	Very Dissatisfied	N/A
Event information provided on the website	4 29%	7 50%	1 7%	1 7%	0 0%	1 7%
Ease of use of the website	4 29%	5 36%	2 14%	2 14%	0 0%	1 7%
Usefulness for reaching out to request donations	4 29%	5 36%	2 14%	2 14%	0 0%	1 7%
Effectiveness in raising funds	5 36%	4 29%	2 14%	2 14%	0 0%	1 7%

14. Besides the FirstGiving site, what other techniques did you use to raise funds for Tour de Vail? (check all that apply)

Sent e-mail requests to people I know	11	85%
Made face-to-face requests to people I know	9	69%
Made phone call requests to people I know	7	54%
Went "door to door" or otherwise made requests of people I did not know	0	0%
Requested money for Tour de Vail in lieu of gifts for special occasions (ie birthday, holidays, etc.)	1	8%
Held a personal fundraiser event (ie, garage sale, party with a purpose, etc.)	1	8%
Other, please specify	2	15%
1 posted a message to my friends on Facebook		
2 Emails followed by conversations with those I saw		

15. Do you plan to raise funds for Tour de Vail in the future?

Yes	14	100%
No	0	0%
Total	14	100%

- 1 With the economy, it's hard to ask others.
- 2 I like the idea of requesting money for Tour de Vail in lieu of gifts.

16. Why did you choose to participate in Tour de Vail?

I have a personal connection with Vail Place	15	68%
I was asked by a family member, friend or co-worker	4	18%
I believe in supporting local causes	0	0%
Other, please specify	3	14%
1 I volunteer and family member on the board		
2 employee		
3 All of the above		
Total	22	100%

17. Have you participated in Tour de Vail before this year?

Yes	16	73%
No	6	27%
Total	22	100%

18. Do you plan to participate in Tour de Vail in the future?

Yes	22	100%
No	0	0%
Total	22	100%

19. Please enter your ZIP code:

1 55409	5 55409	9 55110	13 55449	17 55436	21 55113
2 55418	6 55412	10 55448	14 55410	18 55317	22 55443
3 55124	7 55116	11 55416	15 55343	19 55409	
4 55104	8 55345	12 55343	16 55419	20 55110	

20. Please indicate your age range:

Under 18	0	0%
18-24	1	5%
25-34	3	14%
35-44	7	32%
45-54	7	32%
55-62	3	14%
63+	1	5%
Total	22	100%

21. Do you have any final comments, concerns, ideas or suggestions for us? Please let us know what you think of our event!

- 1 Keep up the good work!
- 2 Good, well run event.
- 3 KEEP ON KEEPING ON!
- 4 Great event! Loved the group and individual family photos
- 5 Great event! Great cause! Easy to sell when people understand the Vail Place mission.