

**PETERSON GRANT - FUNDING SURVEY**  
**2008-2009**

Please help the IAGSDC to help your club and others to make the most effective use of their Recruiting efforts by completing this survey. All Grant Funding Surveys will be summarized and the data provided for review at: [www.iagsdc.org](http://www.iagsdc.org).

No data will be identified with your club name or provided to other clubs with your name unless you give your consent to OPT IN \_\_\_\_\_ and provide the following information: (to 'opt in' check above space)

Club name \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_   
URL \_\_\_\_\_  
Contact \_\_\_\_\_  
E-mail \_\_\_\_\_

Check the event(s) conducted and indicate their success (1-low to 10 high)

_____ Pride fest / Parade	_____
_____ Gay Rodeo	_____
_____ Open House / Intro night's	_____
_____ Demo Dances	_____
_____ Street Fairs _____	_____
_____ _____	_____

1. Please be as specific as you can describe how successful or unsuccessful each of the above events has been for your club.
2. Does your club target specific groups/clubs? Which ones? What method of contact was used and how successful was the event?
3. Rate the effectiveness of promotional materials you use. Please attach copies of flyers, mailers, postcards, posters, etc.

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4. Have you found Demo dances to be effective? Where? Please provide specific details.
  
5. Do you use Open House / Intro Nights? Do they work? How do you advertise them?
  
6. What is your best recruitment event / tool? What is least effective?

**ABOUT YOUR CLUB:**

1. Is your club membership:  
\_\_\_\_\_ Growing \_\_\_\_\_ Maintaining \_\_\_\_\_ Declining
2. What is the #1 reason members show up at club events?
3. What is the #1 reason members leave your club?
4. What is the #1 reason members stay?

**ABOUT US (Petersen Fund):**

1. Is this your first Grant request for Petersen funds? If not, how many times?
2. Would you attempt the same events without this funding?
3. What advice do you have for the Peterson Grant committee; For the IAGSDC?

Please use additional paper if necessary.

*Thank you very much for completing this Survey and helping the IAGSDC to grow.*