

Supporter Survey Questions

Thank you so much for all your love and support of NH LAKES.

Please take a few minutes to complete NH LAKES 2020 Supporter Survey.

The answers to the following questions help us with planning and being able to communicate better with you about things that you care about in a more relevant way.

To complete this survey:

- Use a blue or black pen
- Cross or tick the boxes
- Then please return it to us in the reply-paid envelope provided by April 20th.

Thank you so much for your help.

Andrea LaMoreaux
Vice President

1. Thank you so much for your love and support of NH LAKES. Do you have one favorite lake in New Hampshire?

- 1 Yes! Tell me which one below.
- 2 No. I have more than one favorite lake.
- 3 I love all of New Hampshire's lakes. I think our beautiful lakes are an important part of New Hampshire's culture.

Please tell me which lakes you care about most and why they are so important to you:

2. Can you remember the first time you visited a New Hampshire lake (Choose your best answer.)?

- 1 Yes! I attended camp on a lake in New Hampshire when I was younger.
- 2 Yes! I went to college in New Hampshire, and that is when I fell in love with New Hampshire's lakes.
- 3 Yes! It was not that long ago.
- 4 No! I grew up spending summers at a lake in New Hampshire.

Please tell me more about your answer. We love to hear about your wonderful experiences at New Hampshire's lakes.

3. My favorite thing to do on the lakes of New Hampshire is to get in my canoe and paddle. What is your favorite lake activity? (Please choose up to three.)

- 1 I love to paddle like you!
- 2 I enjoy boating with family and friends.

- 3 Being in the lake, swimming, is my favorite lake activity.
- 4 Fishing is one of my favorite lake pastimes.
- 5 I prefer to hike or bike the trails surrounding our lakes.
- 6 I love how the lake attracts friends and family to spend time together.
- 7 I enjoy water-skiing, wakeboarding, and other active water sports on the lake.
- 8 I like winter activities on our lakes, such as ice-fishing, skating, or cross-country skiing.

Tell me more about your favorite lake pastime(s):

4. Thinking back to when you first became involved with NH LAKES, what **best** describes your motivation to support us? (Please choose one.)

- 1 I love New Hampshire's beautiful clean lakes and want to keep them that way.
- 2 I learned to care for our lakes from my parents—I'm keeping up the tradition for the benefit of future generations.
- 3 I own lakefront property, and I want to guarantee the investment I made in this property is safe.
- 4 I have volunteered or worked as a Lake Host and value the work NH LAKES does preventing the spread of invasive plants and animals.
- 5 I own a lake-oriented business, and I rely on our lakes staying healthy to keep my business growing.

Please let me know if you have a different reason or would like to tell me more about your choice:

The most irrational thing we can do is pretend our lakes will take care of themselves.

5. In my letter, I told you how pollution and invasive species are making our lakes unsafe. Why are you concerned about pollution in our lakes? (Please choose one.)

- 1 I am concerned about pollution in our lakes because when an advisory is issued due to pollution, we can no longer enjoy the lake and we must change our plans.
- 2 I am concerned about pollution in our lakes because I worry about the health of my family after swimming in toxic water.
- 3 I am concerned about pollution in our lakes because I hear about dogs getting sick and dying after swimming in polluted water, and I love my dog(s)!
- 4 I am concerned about pollution in our lakes because I want these lakes to stay clean so everyone can continue to enjoy them, without fear, for generations to come.
- 5 I am concerned about pollution in our lakes because of a reason not listed here. (I'll tell you more below.)
- 6 I'm not concerned about pollution in our lakes.

Tell me more about your fears regarding pollution in our lakes:

6. Why is it important to you and your family to prevent the spread of alien plants and animals from invading our beautiful lakes? (Please choose one.)

- 1 My community is spending lots of money trying to get rid of an infestation of milfoil, which can entangle swimmers and boat motors. Prevention is the way to go!
- 2 More and more aquatic invasive animals, like zebra mussels, are showing up in lakes near our state borders. They harm native species, lower water quality, and clog water intake pipes.
- 3 I've been to other lakes in other parts of the country where they are battling many invasive plants and animals, like Lake Champlain and Lake George. I have seen how those lakes have been changed forever and I don't want that happening here.
- 4 I know nonnative invasive plants and animals can harm the ecology of the lake and the habitat of its native fish and birds.
- 5 I want future generations to be able to enjoy clean and healthy lakes.

If you have another reason, or wish to tell me more about your choice, Please do so in the space below.

7. About 90% of the water quality problems New Hampshire's lakes experience are directly tied to polluted runoff water. We are asking key supporters to invest in our new LakeSmart program and help reduce the

amount of polluted runoff entering our lakes. Within the next six months or so, do you think you could be in a position to make a special donation of \$XXX or more to support the LakeSmart program?

- 1 Yes! This is really important to me. Sign me up.
- 2 Yes, I'd like to consider a proposal in more detail.
- 3 Maybe. I have some questions and would need more information.
- 4 Not within six months, but maybe next year.
- 5 Not now, thank you.

8. Every summer, NH LAKES recruits and trains over 800 Lake Hosts to prevent the spread of unwanted plants and animals from hitchhiking their way into our lakes. With a recurring monthly donation of {\$XX} you can become a part of a special group of supporters for this statewide, grassroots effort, known as the Lake Keepers. Would you join our special group of supporters by considering this type of gift?

- 1 I'm already a Lake Keeper monthly donor!
- 2 Yes, I am interested in making monthly gifts—please contact me.
- 3 Maybe, but I'd like some more information before deciding.
- 4 Not right now, thank you.

9. Why is it important to you and your family to keep New Hampshire's Lake traditions, culture, and way of life going strong for future generations? (Please choose one.)

- 1 My children and grandchildren have a deep love for the lakes of New Hampshire. They all love being together at the lake.

- 2 I see so many threats that could potentially change these lakes forever. The work must go on, and everything must be done to keep these waters clean and healthy for future generations.
- 3 I know the economy of this state, where all my family live, is tied to the health of the lakes.
- 4 I don't really care what happens after I'm gone.

10. Bequest left to NH LAKES by people in their wills are of enormous benefit to our work to help keep our lakes clean and healthy. These wonderful donors are members of the NH LAKES Legacy Society. Have you included a gift to NH LAKES in your Will?

- 1 Yes, I have included NH LAKES in my Will.
- 2 I intend to include NH LAKES when I make or revise my Will.
- 3 I would consider this type of gift and would like more information.
- 4 I have a Will and have mentioned other charities, but I have not included NH LAKES.
- 5 I do not have a Will yet.
- 6 I have written my Will but not included a charity.
- 7 It's not something I'm interested in right now, thank you.

Thank you so much for your answers so far! There are just a few more questions. I value your time, and your answers to the next few questions are greatly appreciated.

"It is not enough to be busy. So are the ants. The question is: What are we busy about?" Henry David Thoreau

Tell Us About You!

11. We would love to keep your contact information accurate and up to date. It will help us communicate with you better, and we will keep your personal information confidential.

Please fill in any blanks and correct any errors below.

First Name

Last Name

Household/Publication Name

Current Mailing Address _____

Seasonal Address _____

Yes! I can receive mail at my seasonal address.

12. Like many organizations, we use your date of birth to help confirm your identity, and it helps us understand different demographics of supporters. Thanks for entrusting us with this personal detail.

Date of Birth: _____

Spouse Date of Birth: _____

13. Email is an inexpensive and environmentally friendly way to reach our supporters. Please share your preferred email address(es) and if you wish to receive Shorelines, our monthly e-newsletter?

Preferred Email: _____

Secondary Email/Spouse's Email: _____

Yes! I wish to receive e-news from NH LAKES.

14. Many supporters are happy to be contacted by phone. Will you share your correct phone number with us in case we need to chat with you?

Preferred Phone: _____

Secondary Phone: _____

15. We always welcome your feedback and would love to read your comments regarding our work, your connection with us, or anything we can improve.

Don't forget, by including a special gift of {\$XX} you can help keep our lakes healthy and safe for your family, your pets, and all who seek their enjoyment.

YES, I WANT TO SUPPORT NH LAKES \$15 \$25 \$50 \$ _____

Yes, I want to become a Lake Keeper today with a monthly gift \$ _____

Here's my check made payable to NH LAKES.

Please find my credit card details below:

Credit card type: Visa Mastercard Amex Discover

Credit Card Number: _____

Expiration Date: _____ CVV: _____

Name on Card: _____

Signature: _____

**Thank you for
your support**

Please return the completed survey to:

NH LAKES
17 Chenell Drive, Suite One
Concord, NH 03301