

# KEEP MOVING FORWARD

**AVA** AMERICAN VOLKSSPORT ASSOCIATION®  
2015-2016 STRATEGIC PLANNING COMMITTEE

**Please Take the AVA Survey!**

**DEADLINE: October 24 @5 pm**

You are an important stakeholder in the future of AVA. We appreciate each of you who lead a local club, volunteer to help, host events and participate in AVA activities. That is why we need to hear from you! AVA is undergoing a strategic planning process to create an exciting future that reflects YOUR input! Your responses are anonymous, so please be frank in your comments and suggestions. The results of this survey will be used by the strategic planning committee in determining the future of AVA and will be shared upon request with all who participated. To begin, go to: <http://tinyurl.com/nnlroro> or scan the QR code with your smartphone. Or, if you don't have access to the Internet, fill in the attached 3-page survey and mail it to:



**American Volkssport Association**  
**Attn: Susan Ives**  
**1001 Pat Booker Road, Suite 101**  
**Universal City, TX 78148**

The survey is DUE by OCTOBER 24, 2015. This will allow for time for coding your responses. Feel free to use comment spaces to provide additional input. **THANK YOU**

## AVA Individual Walker Survey

### Tell Us About You.

- This is my first event with an AVA-affiliated club.**  
YES  or NO  If YES, skip to question 16
- I have participated in AVA-sanctioned events for this many years:**  
 1 year or less  6 – 10 years  21 – 30 years  
 1 – 5 years  11 – 20 years  30 yrs. or more
- I regularly attend my AVA club meetings.**  
YES  or NO
- I am a member of this many AVA clubs.**  
 0  1  2  3  4  5 or more
- Are you a member of AVA?** AVA members receive The American Wanderer (TAW)  
YES  or NO  If YES, which type of member?  
 I am an Associate Member  
 I am an AVA Lifetime Associate Member
- I am or have been an officer or another position in an AVA club.** YES  or NO
- I am or have been a volunteer in an AVA club.**  
YES  or NO
- I know who my AVA Regional Director is.**  
YES  or NO

9. In how many AVA-sanctioned events have you participated?

<input type="checkbox"/> 0 – 10	<input type="checkbox"/> 51 – 75	<input type="checkbox"/> 251 – 500
<input type="checkbox"/> 11 – 25	<input type="checkbox"/> 76 – 100	<input type="checkbox"/> 501 – 1000
<input type="checkbox"/> 26 – 50	<input type="checkbox"/> 101 – 250	<input type="checkbox"/> >1000

10. I have attended an AVA biennial convention in these years (check any that apply):

<input type="checkbox"/> 2005 (Sacramento, CA)	<input type="checkbox"/> 2007 (Richardson, TX)	<input type="checkbox"/> 2009 (Des Moines, IA)
<input type="checkbox"/> 2011 (Orlando, FL)	<input type="checkbox"/> 2013 (Salem, OR)	

11. In a year's time, I generally participate in this many AVA-sanctioned events:

<input type="checkbox"/> 1 - 5	<input type="checkbox"/> 13 - 25	<input type="checkbox"/> 51 - 99
<input type="checkbox"/> 6 - 12	<input type="checkbox"/> 26 - 50	<input type="checkbox"/> 100 or more

12. I participate in these types of AVA-sanctioned events (check all that apply):

<input type="checkbox"/> Walking	<input type="checkbox"/> Bicycling
<input type="checkbox"/> Swimming	<input type="checkbox"/> Cross-Country Skiing
<input type="checkbox"/> Snowshoeing	

13. I am currently participating in these National Special Programs (check any that apply):

<input type="checkbox"/> 50 States	<input type="checkbox"/> 51 Capitals
<input type="checkbox"/> Walking A – Z	<input type="checkbox"/> Centurion

14. In an average year, I participate in this many other Special Programs not listed above:

<input type="checkbox"/> None	<input type="checkbox"/> 5 - 9
<input type="checkbox"/> 1 – 4	<input type="checkbox"/> 10 or more

15. Have you participated in AVA Youth Programs?

	YES	NO	Not Aware
AVA Master's			
AVA Walk-Together			

16. I use these methods to track my fitness habits. (check any that apply):

<input type="checkbox"/> Pedometer	<input type="checkbox"/> Online Program
<input type="checkbox"/> Smartphone App	
<input type="checkbox"/> Fitness wearable (e.g. Fitbit, Garmin, Smart Watch)	

17. What are your favorite sport and fitness brands?

18. What social media do you use?

(check all that apply):

Facebook       Instagram

LinkedIn       Twitter

Other: \_\_\_\_\_

19. I prefer to receive information about events by: (check all that apply):

<input type="checkbox"/> Email	<input type="checkbox"/> Phone
<input type="checkbox"/> Checkpoint	<input type="checkbox"/> Facebook
<input type="checkbox"/> Text	<input type="checkbox"/> Newspaper
<input type="checkbox"/> Flyer	<input type="checkbox"/> TAW
<input type="checkbox"/> Meetup, WalkList, Internet	

20. Do you read *The American Wanderer (TAW)*?

YES  or NO

How could we improve it?

## Tell Us About Your Last AVA Event

21. What was your motivation for participating in an AVA event? (check all that apply):

Fun       Fitness       Friendship

Other, please specify:

22. Did you feel welcome at that event?

YES       NO

23. What type of event was it?

Walking     Swimming     Snowshoeing

Bicycling     Cross-Country Skiing

24. What distance did you achieve in that event?

< 5k     5k to 10k     11k to 24k     > 25k

25. How many miles did you travel to reach the event:

< 11     11 – 20     50 miles     >50

26. I learned about this event by: (check all that apply):

Club Meeting       Facebook

Poster       Friend

Flyer       Meetup

Newsletter       Internet/Email

Promotion by a business organization

Other, please specify:

27. How likely are you to come again to an AVA walk or event? (Circle One)

0   1   2   3   4   5   6   7   8   9   10

Not at all likely      Very Likely

28. How likely are you to recommend AVA to a friend or a colleague? (Circle One)

0   1   2   3   4   5   6   7   8   9   10

Not at all likely      Very Likely

## Tell Us Your Thoughts About Future AVA Events

29. I would like to participate in these events:

- Walking     Hiking     Biking  
 Cross-country skiing     Snowshoeing  
 Other, please specify:

30. Intensity of activity you prefer (check all that apply):

- Casual     Brisk     Challenging

31. The national office is sustained by your membership dues and fees. How would you rate the various AVA fee structures?

FEE	Too High	Too Low	About Right
\$3 IVV Credit Event Registration			
\$25 annual Individual Volkssport Associate Membership			
\$30 annual Family Volkssport Associate Membership			
\$6 IVV Record Books			
\$200 - \$450 for AVA Lifetime Membership (age based)			
5 New Walker Kit			
\$25 The Starting Point			

32. Would you be interested in using the computer or a mobile app to . . .

- Register for events?  
 Log and track achievements?  
 Download event maps?  
 Participate in interactive event related activities (e.g. geocaching)?

33. On a scale from 0 (lowest) to 10 (highest), how important do you think it is to use technology to attract the next generation?

0 1 2 3 4 5 6 7 8 9 10

34. What changes would most improve AVA walks and/or events?

35. What should AVA stop doing?

## Demographic Information:

1. Your Gender:

- Male     Female

2. Your Age:

<input type="checkbox"/> 18 - 24	<input type="checkbox"/> 55 - 64
<input type="checkbox"/> 25 - 34	<input type="checkbox"/> 65 - 74
<input type="checkbox"/> 35 - 44	<input type="checkbox"/> 75 or older
<input type="checkbox"/> 45 - 54	<input type="checkbox"/>

3. Number of children under 18 in your household

- 0     1     2  
 3     4     More than 4

4. Military status:

- None     Military Contractor or Civilian  
 Active Duty or Reserves     Military Veteran  
 From a Military Family

5. Which of the following categories best describes your employment status?

- Employed, full-time     Employed, part-time  
 Employed, part-time     Disabled  
 Not employed, looking for work     Not employed, NOT looking for work  
 Retired

6. What is your ethnicity? \*check all that apply):

- American Indian or Alaskan Native     Asian or Pacific Islander  
 Black/ African American     Hispanic or Latino  
 White/Caucasian     Prefer not to answer

Other, please specify: \_\_\_\_\_

7. Primary Residence State: \_\_\_\_\_

8. Secondary Residence State, if applicable \_\_\_\_\_

9. Primary Residence City/County: \_\_\_\_\_

10. Primary Residence 5-digit zip code: \_\_\_\_\_

11. Do you have any other comments, questions or concerns that you'd like to share with us?

*Thank you for helping the AVA plan the future of Volkssporting! Feel free to use the back side to provide additional thoughts.*