



FINAL REPORT



POSITIONING STUDY (POSITIONING, ENGAGEMENT, ONLINE)

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BACKGROUND

TROUT UNLIMITED origins were local clubs, started by fishermen interested in restoring the rivers so that they could preserve their fishing interests. In the 1990's TU put into place a strong national organization and is approaching its 50th anniversary of carrying out coldwater conservation work throughout North America. From humble beginnings on the banks of the Au Sable river in 1959 when Michigan anglers decided to band together to change policy to affect state hatchery fish stocking policies, TU has grown to a reputable, science driven organization with 150,000 mobilized members organized into 400+ Chapters located throughout North America. Today TU uses its 50 years of experience and a combination of research, advocacy, coalition-building and restoration to knit back together tired and worn landscapes so that wild and native populations of trout and salmon can thrive.

Over time, the organization has become more aligned with *Conservation* than in the early days, and emphasis has shifted somewhat from *Fishing*. This perhaps places TU in more direct competition with other Conservation organizations than previously. Due to the changing nature of the organization coupled with changing methods of recruitment, (from Chapter, to Direct Mail to web based communications) TU today is at a crossroads between the old and new.

It is believed that the organization can benefit from learning more about what the Trout Unlimited "Brand" means to current members, and how best to move ahead in the future. An initial step was taken by TU which conducted a conference call with some chapter officers, giving some insights which helped in developing a structured questionnaire that was used in this quantitative study. This report presents the results of an online survey among present TU members.

OBJECTIVES

- Positioning – Learn what resonates more with members in terms of Trout Unlimited's Mission and Purpose, and why:
 - A TU that is positioned to deliver the benefits of clean healthy fishable rivers and watersheds.
 - A TU that is positioned to conserve and protect the best fishing spots, to increase the number of fish so that the fishing is better and to promote the sport of fishing.
 - Determine which of four positioning statements has the most appeal, communicates best, and is most likely to positively influence their donations to Trout Unlimited.
- What is it that first attracted members TU? Learn why they initially choose to support TU and continue to support the organization.
- Branding - To understand the Brand profile of TU from a member prospective. Learn how they identify with TU.
- Engagement – Learn how engaged these online members are with TU, and any insights as how to maintain and increase engagement.
- Determine the awareness of the various conservation initiatives of TU.
- Learn more about member's online habits and preferences as they relate to Trout Unlimited.

CONCLUSIONS

- The results of this study were generally consistent across the key member variables of amount donated, length of membership, age and region of the US in which they lived.
- Nearly all members are aware of ***“Embrace a Stream”*** and will identify with it in any communications. A vast majority of members are also aware of ***“Reform Western Water Laws and Improve Flows”***.
- ***“Protecting Remaining Trout and Salmon Fisheries”*** is a good choice for what the Mission of TU should be, (and currently is). ***“Restoring Remaining Trout and Salmon Fisheries”*** is also a high priority TU Mission.
- ***“Protecting Public Fishing Access”*** was the Mission area that had the largest negative gap between what “should be” and “what is” the Mission, and could possibly benefit TU from a bit more focus.
- Members are for the most part satisfied with the TU balance of focus on 50/50 fishing and conservation, and what some see as a 75/25 balance toward conservation. **While the present emphasis by TU is good, any future efforts should tilt a bit more toward a 50/50 balance.**

- Trout Unlimited should not lose sight of the fact that nearly two-in-three members joined and continue to support **“to be part of an organization doing conservation work in North America”**. **“Local conservation and restoration”** was also important. More participation in TU activities is evidenced by the longer term members and especially the larger donors.
- The TU positioning statement code 38 **“Take Care of the Fish and the Fishing Will Take Care of Itself”** is significantly higher than the other three concepts in appeal, communication and likelihood to influence donations to TU. TU should consider dropping the term **“hook-and-bullet”**. The **headline** had more impact than the text, picture or bottom tag line. Conversely, **“Conserving Coldwater Fish in a Warming Climate”** scored significantly worse and should not be used.
- The majority of TU members responding to this online sample, is comfortable with doing financial activities online, and prefers to receive TU communications online.
- This sample is representative of TU members who are online, and may not be representative of those who are not online. **A smaller study using telephone surveys could determine the % of members that this survey did not represent and if they are different for a few key measures.**

EXECUTIVE SUMMARY

AWARENESS AND PARTICIPATION IN TROUT UNLIMITED CONSERVATION INITIATIVES

- Awareness is highest for the Embrace a Stream (95%). The next highest is Reform Western Water Laws and Improve Flows (79%). A majority of members were aware of all the listed initiatives, with the exceptions of Setting Priorities with Conservation Success Index, Reforming Eastern Water Laws, and Engage for Salmon Recovery. The longer term members were generally more aware than were those who have been members 5 years or less
- About 55% participate in chapter meetings, 4.4 times a year on average, with the rest not participating. Those who have been TU members 6 years or more had a significantly higher participation rate for all activities and TU efforts than did members of fewer years. Additionally, those who donated \$101 or more annually to TU, participated more than donors of \$100 or less.
- There appears to be a positive relationship between longer serving members and higher \$ donors. However, the larger versus smaller donors show more divergence, that the longer term members versus the shorter term members. This was demonstrated in various measures, but a good example is the **annual number of times they participated in chapter activities:**

LARGER DONORS	SMALLER DONORS	LONGER MEMBER	SHORTER MEMBER
6.4	3.4	5.2	3.4

TROUT UNLIMITED MISSION AND PURPOSE

- ***Protecting Remaining Trout and Salmon Fisheries*** was rated as number one as what **is** the TU mission (42%) and what **should be** (41%) the mission, significantly more than any other. When the number one and two choices were combined, both ***Protecting Remaining Trout and Salmon Fisheries*** and ***Restoring Trout and Salmon Fisheries*** were ranked by about two-thirds of the members as what TU's mission **should be** and **is currently**. Coming in a strong third was ***To Protect and Improve Clean Water***.
- Falling far short of these top three missions were:
 - Promoting fly fishing to newcomers
 - Educating children on the importance of conservation
 - Protecting public fishing access
- These “Mission” results cut across all members and were consistent, regardless of length of membership or amount donated annually.
- There was not a great deal of divergence between what the mission is and what it should be. However the largest gap was in **protecting public fishing access**, in that more thought it **should be** a mission than what it **is** currently.

TROUT UNLIMITED CONSERVATION VS. FISHING BALANCE

- About half (47%) believe TU is 75% conservation and 25% fishing, and 40% believe it is more like 50/50. More members (48%) feel it should be focused more like 50/50. In total the focus seems to be well balanced, **but with slightly more members feeling that it should be more of a 50/50 focus.**
- The “Balance” opinions cut across all members and were relatively consistent, regardless of length of membership or amount donated annually.
- There were fewer than 10% who said it should be 100% about Conservation, or 75% to 100% about Fishing.

MOTIVATION FOR JOINING AND SUPPORTING TU

- The most prominent motivation for both joining (68%) and continuing to support TU is **“to be part of an organization doing conservation work in North America”** (62% ranked it number one).
- **“Local conservation and restoration”** was the second-most often reason for joining and supporting TU, with **“meeting fellow anglers”** a distant third.
- Relatively unimportant reasons for joining TU were **“learning local fishing spots”**, and dead last was **“to receive free gifts and benefits”**.
- The reasons for joining and supporting Trout Unlimited cut across all members and were very consistent, regardless of length of membership or amount donated annually.

POSITIONING CONCEPT STATEMENT PERFORMANCE

- **Concept 38** *“Take Care of the Fish, and the Fishing Will Take Care of Itself”* scored significantly **higher** than the other three concepts for overall appeal, clear communication, and increasing the likelihood to donate to TU.
- When asked for anything they disliked about concept 38, even though they rated it number one, there were a few negative comments about the use of the term *“hook-and-bullet”*. There were no positive mentions for it. It is likely that some members are part of these groups also, and consider it a derogatory term. Perhaps “hunting and fishing” would be an improvement.
- **Concepts 47** *“Protecting Watersheds, Piece by Piece”* and **72** *“Providing More Cold, Clean Water for Fish – and More Healthy Drinking Water for People”* are both good second choices, each scoring similarly.
- **Concept 63** *“Conserving Coldwater Fish in a Warming Climate”* scored significantly lower than the other three concepts.
- **The headline influenced the concept** and accounted for nearly half of the mentions as to what appealed most, more than the text body, the bottom text, or the picture.
- The ranking of the four concepts were very consistent, regardless of length of membership or amount donated annually. However, those members living in the **South favored concept 38** even more strongly than the rest of the country, while the **Northeast ranked concept 72** higher and on a par with concept 38.

MEMBER ONLINE HABITS AND PREFERENCES

NOTE: This study was conducted using an email sample and as such, the results may vary from the general population and reflect stronger preference for email and web communication than the general membership.

- The most often mentioned reason to visit the TU website is to **“read the latest TU news”**.
- Only about one-in-four of the surveyed members seldom or never visit the TU website. One-in-five visit the site once a month or more. There is a slight skew toward more frequent visits by larger donors and shorter term members.
- This email sample, perhaps a bit skewed toward email, preferred TU to communicate by email (74%), much more than any other method.
- Information on **“conservation news about my local watershed”** is the information most wanted to be delivered by TU email, ranked in the top two by two-thirds of the members. The next most wanted TU email is information about **“ways to get involved with TU issues at the local level”**, ranked in the top two by 32%, with the others ranked in the top two by 23% or fewer.
- About two-in-three of these members check their email more than once a day. Over three-in-four of those surveyed perform financial activities on the web. *It should be noted that those who seldom check their email were not likely to have seen the survey invitation and therefore did not participate.*

DEMOGRAPHICS AND CLASSIFICATION

- The survey participants were fairly well divided by years of TU membership, with 57% being members 6 years or more, and 43% 5 years or less.
- The members were also fairly well divided by amount of annual donations to TU, with 57% donating \$51 or more a year, and 43% donating \$50 or less.
- **There is a relationship between length of membership and amount donated annually to Trout Unlimited:** About half (51%) of those who donate over \$100 a year have been members 10 years or longer, compared to only 29% of those who donate \$100 or less a year to TU.
- Demographically, most of the participants were male (96%), ages 36 to 66 (77%) with an average of 53 years, an average income of \$99,000 per year with 22% earning over \$160,000 per year. Region wise, it was well balanced, with more participants residing in the West than the population as a whole, and fewer in the South.

US REGION:	NORTH EAST	CENTRAL	SOUTH	WEST
	%	%	%	%
TU SURVEY	23	25	22	30
US CENSUS 2000	19	22	36	23

- When comparing the first survey of longer term members, with the second wave of shorter term members, there were no dramatic directional differences that would indicate a different conclusion from what we saw looking only at the first wave results.

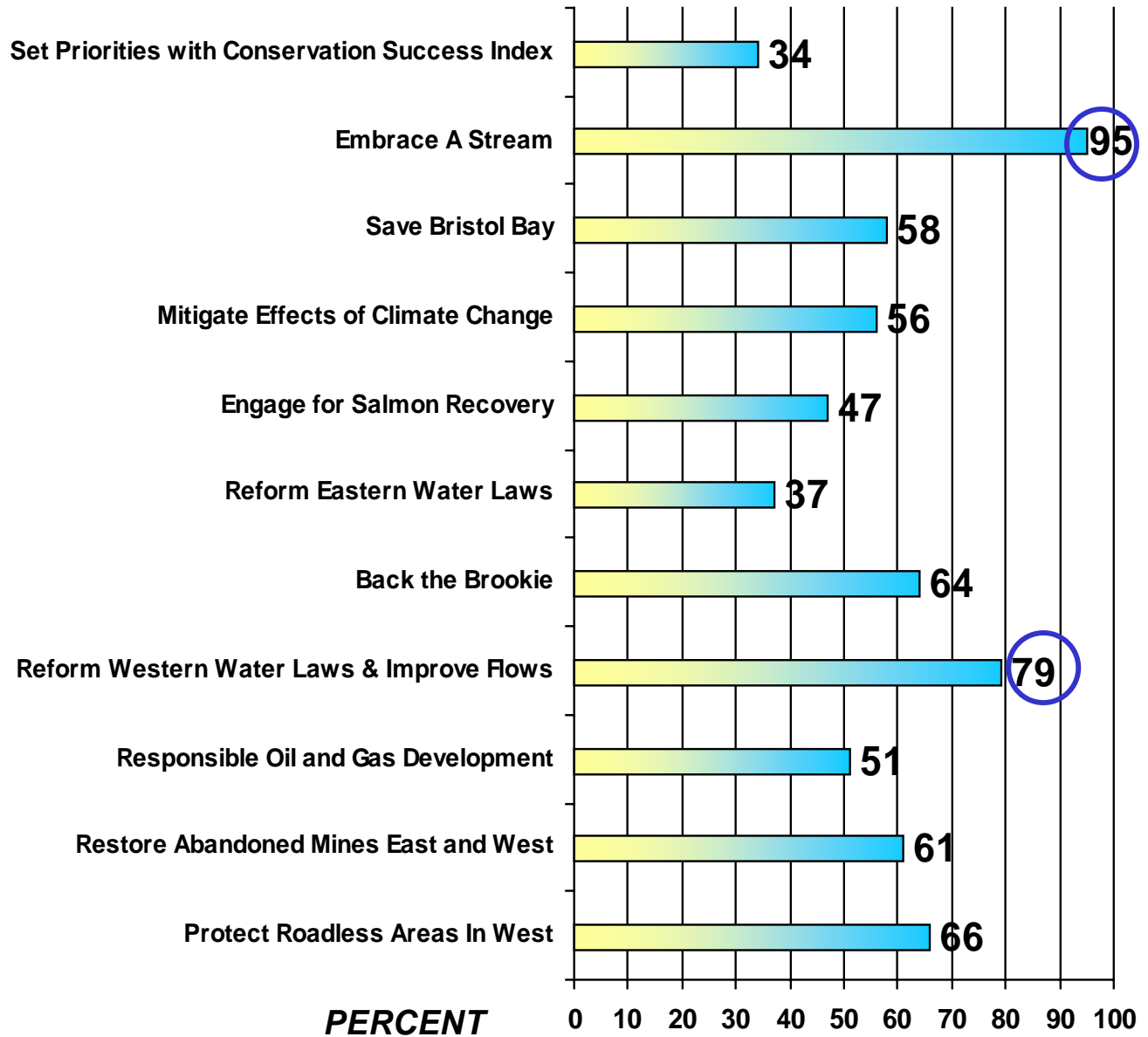
METHODOLOGY

- This member survey was conducted online because it is an effective way to conduct this type of research, and TU has email addresses available. Additionally, the conference call discussion provided the information to design a structured questionnaire, reducing the need for open-end questions, a weakness of online. Another important advantage of on-line is that we were able to show color concept and positioning statements. It also reduced the cost of the study, and decreased the time schedule.
- Trout Unlimited supplied 37,827 nationwide email addresses of TU members. The list was organized with the longer tenured members being first on the list. The study was done in two waves:
 - The first sample of 331 was randomly selected from just the first 7,000 names, which represented the longer participating members. That survey was conducted the first half of January 2008.
 - When the bias toward older members was discovered a second survey of 388 members was conducted the second half of January 2008. This sample was randomly selected from the remaining 30,827 names.
 - The two combined surveys resulted in a very robust total sample of 719 members. To make the survey representative of all members in the database of names, the first 7000 names were weighted by .185% for the study results, their proportion of the total of the 37,827 names. Conversely, the second 388 surveys were weighted by .815%.

- The sample size was sufficient to give us answers within a sample error range of only 2% to 4% at the 90% level of statistical confidence, depending on the percentage of the measure itself. This size permitted us to analyze the data by key segments including age, length of membership, and size of donations.
- The questionnaire consisted of 31 closed, structured questions, five of which were multi-part questions. There were also two open-end unstructured questions.
- The questionnaire and concepts are appended to the report.

AWARENESS OF TU EFFORTS

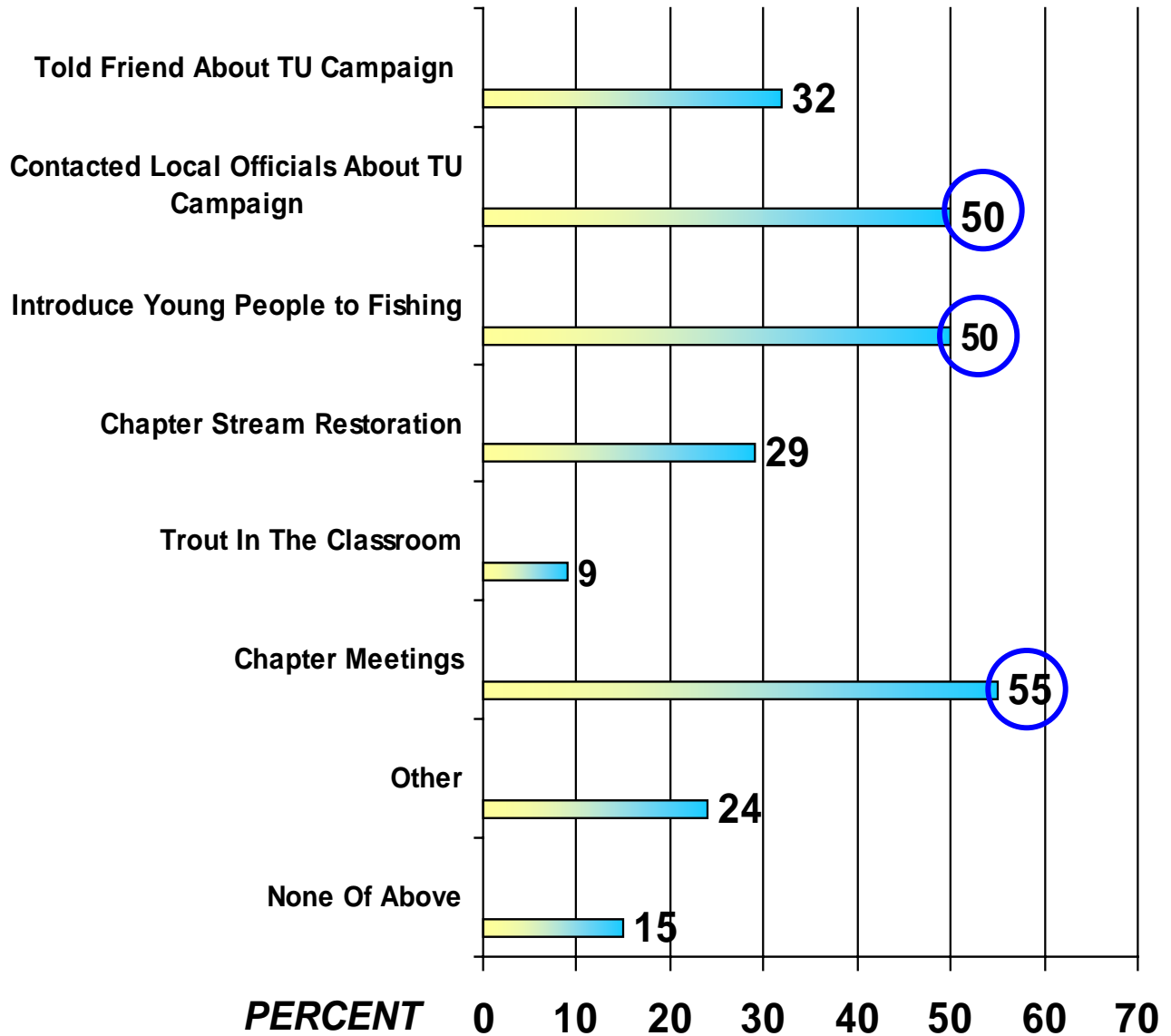
“Before today, were you aware of any of the following conservation initiatives that TU is leading?”



SAMPLE SIZE = TOTAL 719

PARTICIPATION IN TU EFFORTS

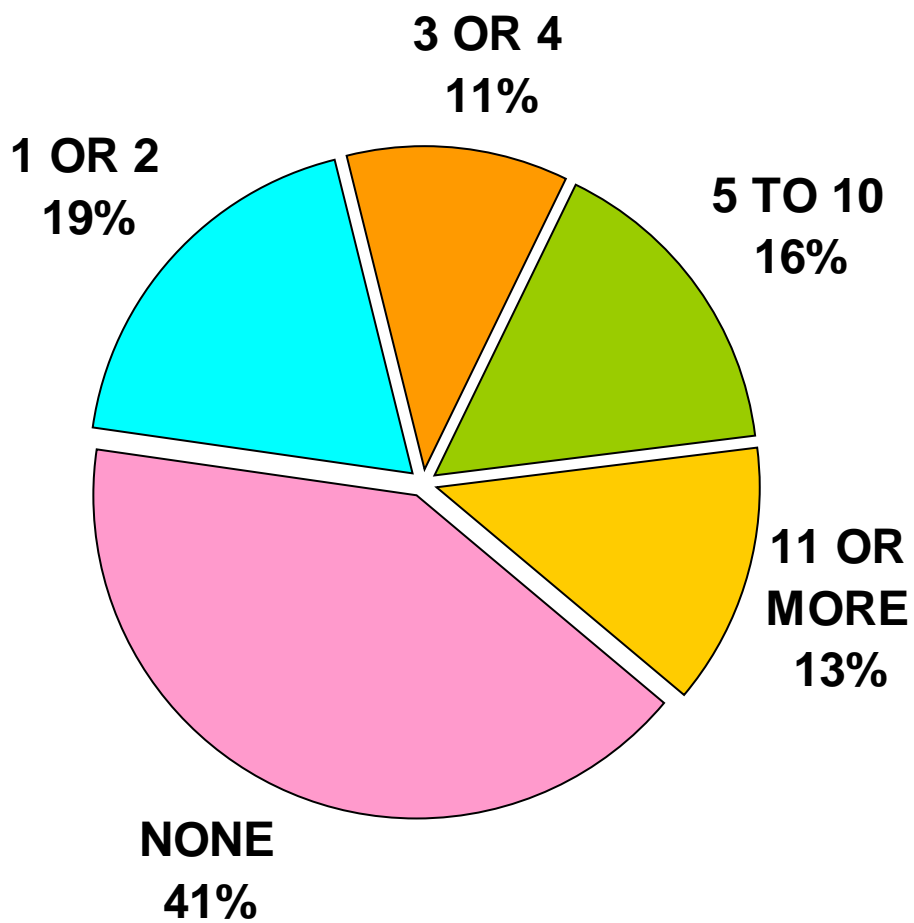
“Indicate if you have participated in any of the following TU efforts”



SAMPLE SIZE = 719

HOW MANY CHAPTER MEETINGS OR ACTIVITIES PARTICIPATED IN PAST TWELVE MONTHS?

AVERAGE WAS 4.4 MEETINGS

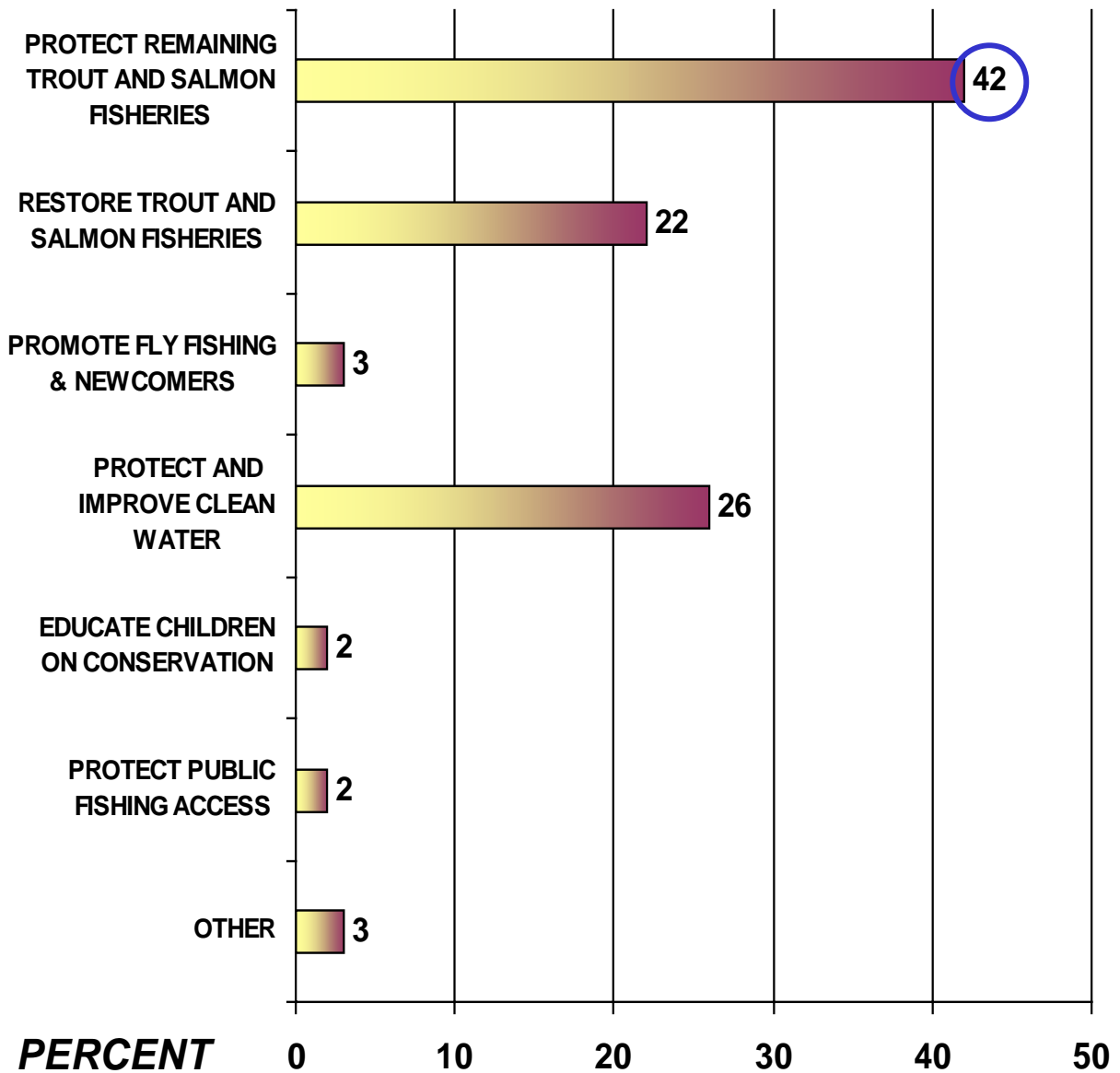


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MISSION AND PURPOSE OF TU *IS*:

“What do you think the main mission or purpose of Trout Unlimited is currently?” *RANK THE TOP 3*

PERCENT RANKING IT NUMBER ONE

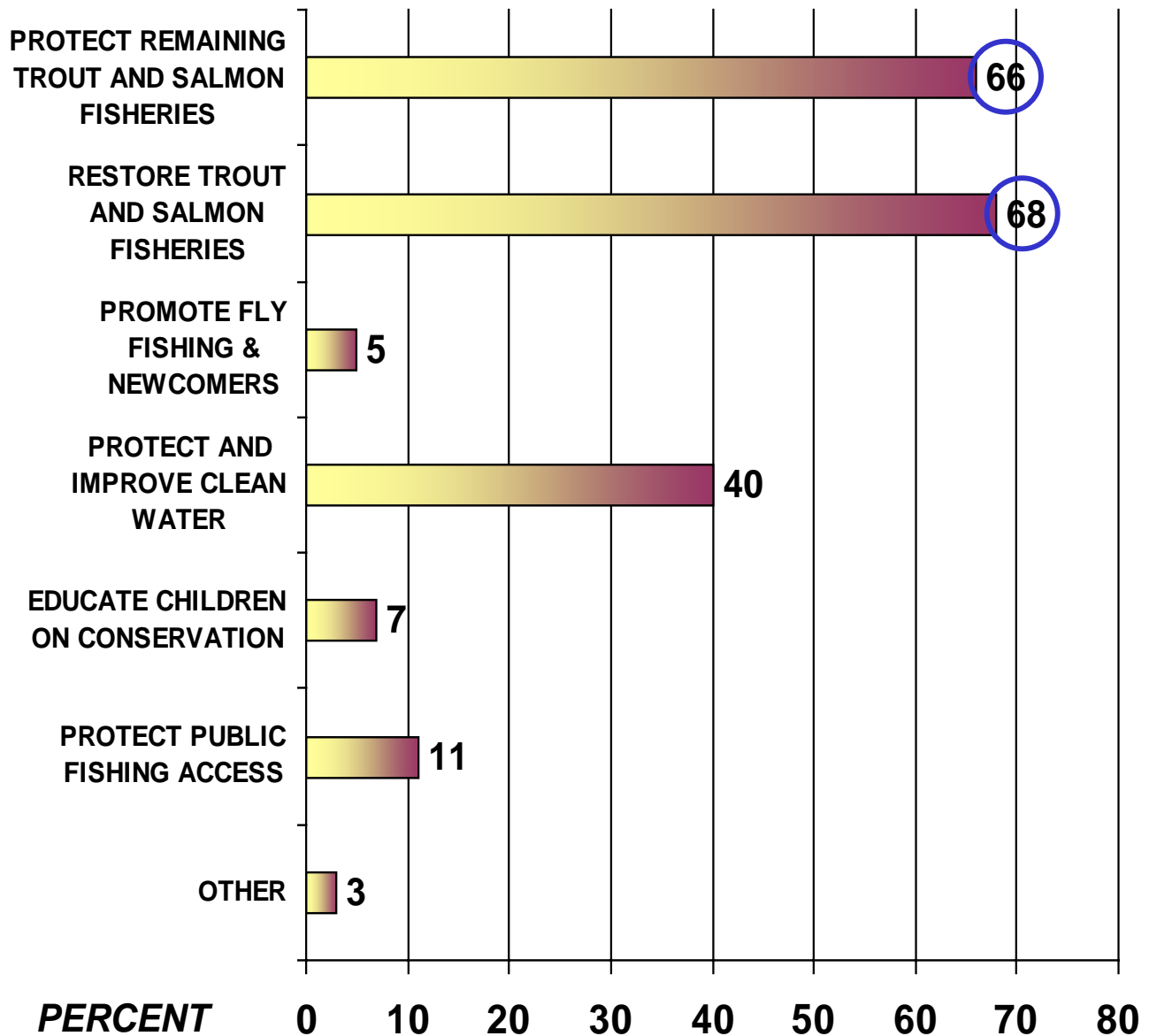


SAMPLE SIZE = 719

MISSION AND PURPOSE OF TU *IS*:

“What do you think the main mission or purpose of Trout Unlimited is currently?” *RANK THE TOP 3*

PERCENT RANKING IT NUMBER ONE OR TWO

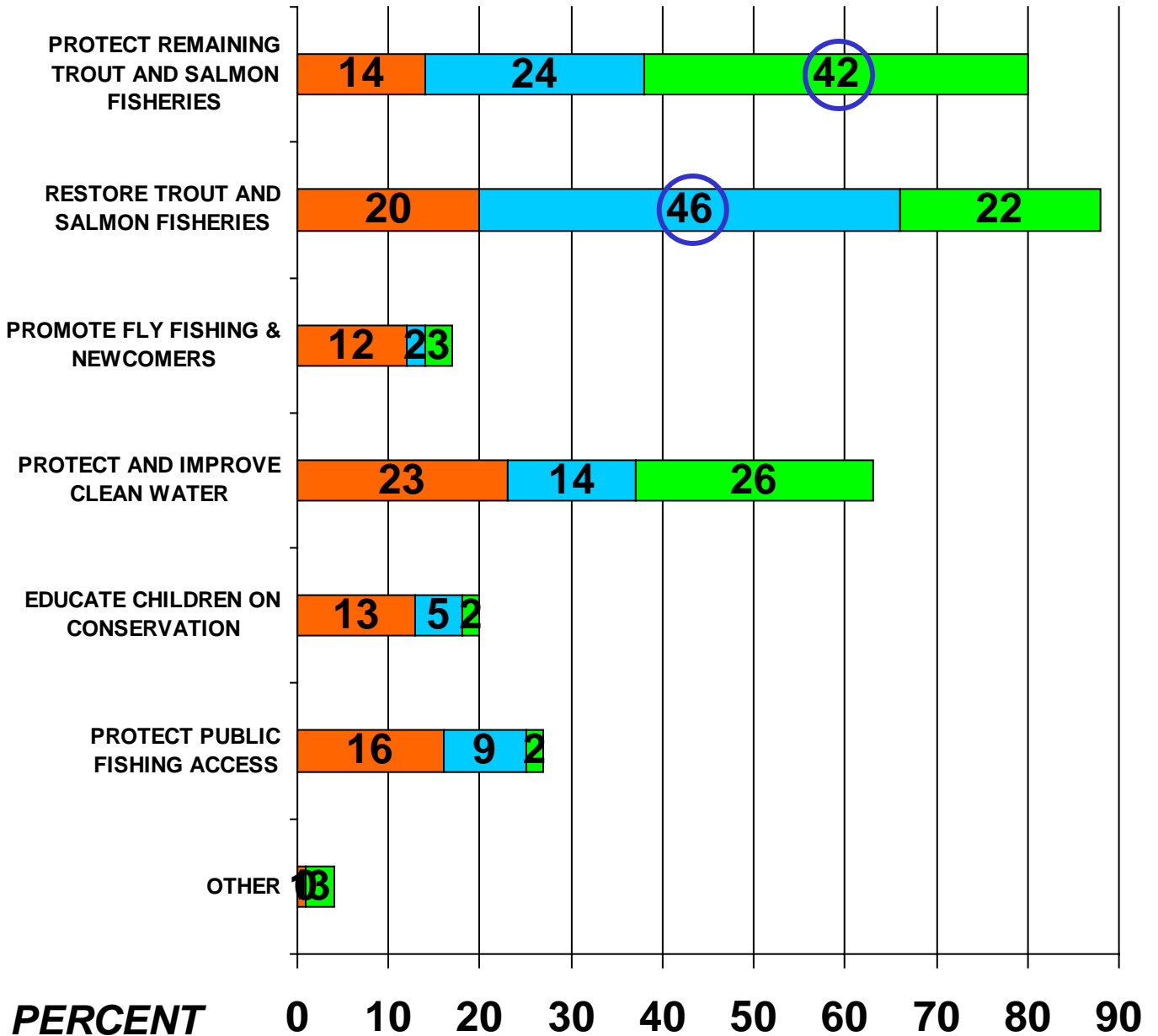


SAMPLE SIZE = 719

MISSION AND PURPOSE OF TU *IS*:

“What do you think the main mission or purpose of Trout Unlimited is currently?” *RANK THE TOP 3*

PERCENT RANKING IT NUMBER ONE, TWO OR THREE



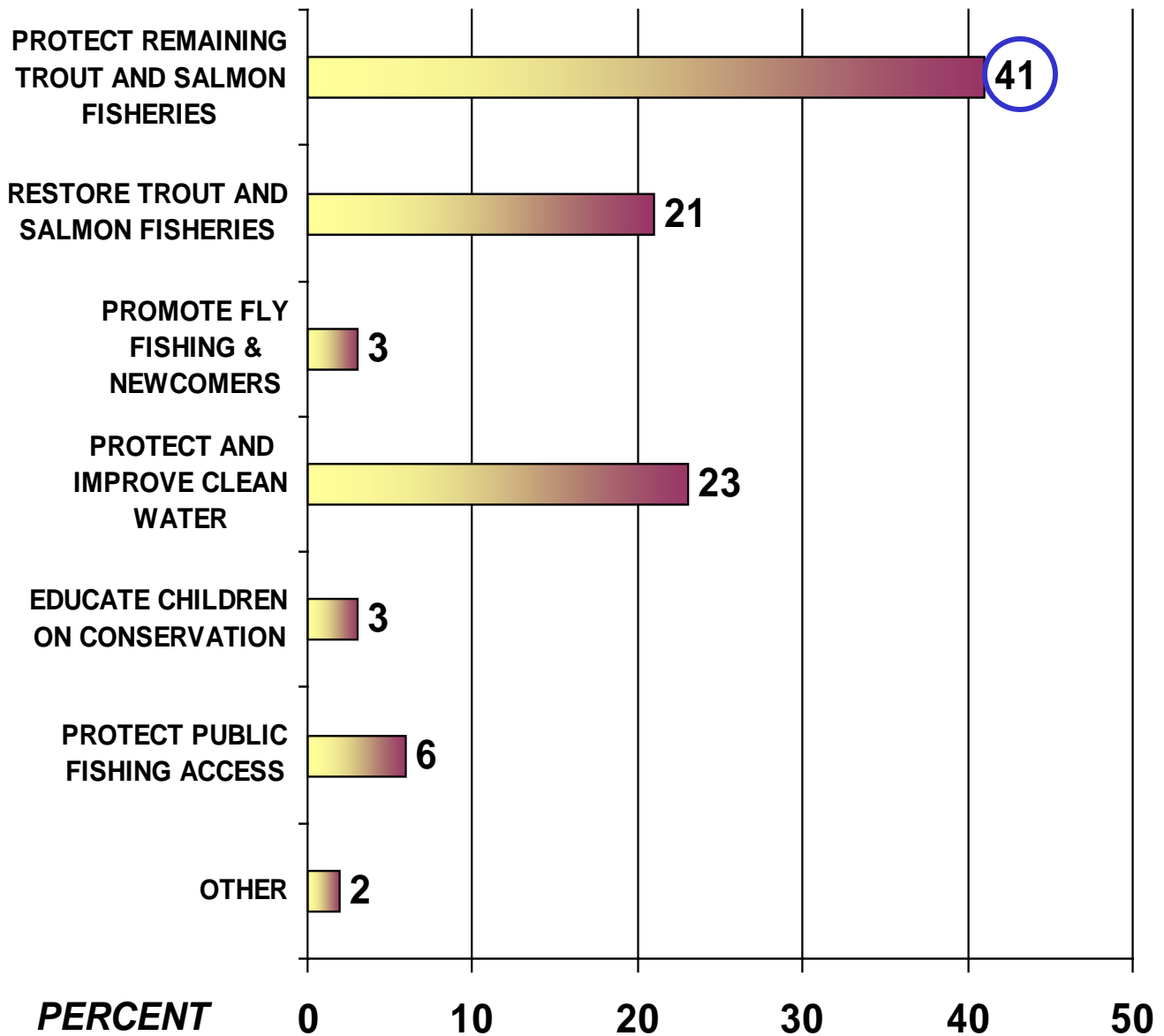
SAMPLE SIZE = 719

THREE TWO ONE

MISSION AND PURPOSE OF TU **SHOULD BE:**

“What do you think the main mission or purpose of Trout Unlimited should be?” *RANK THE TOP 3*

PERCENT RANKING IT NUMBER ONE

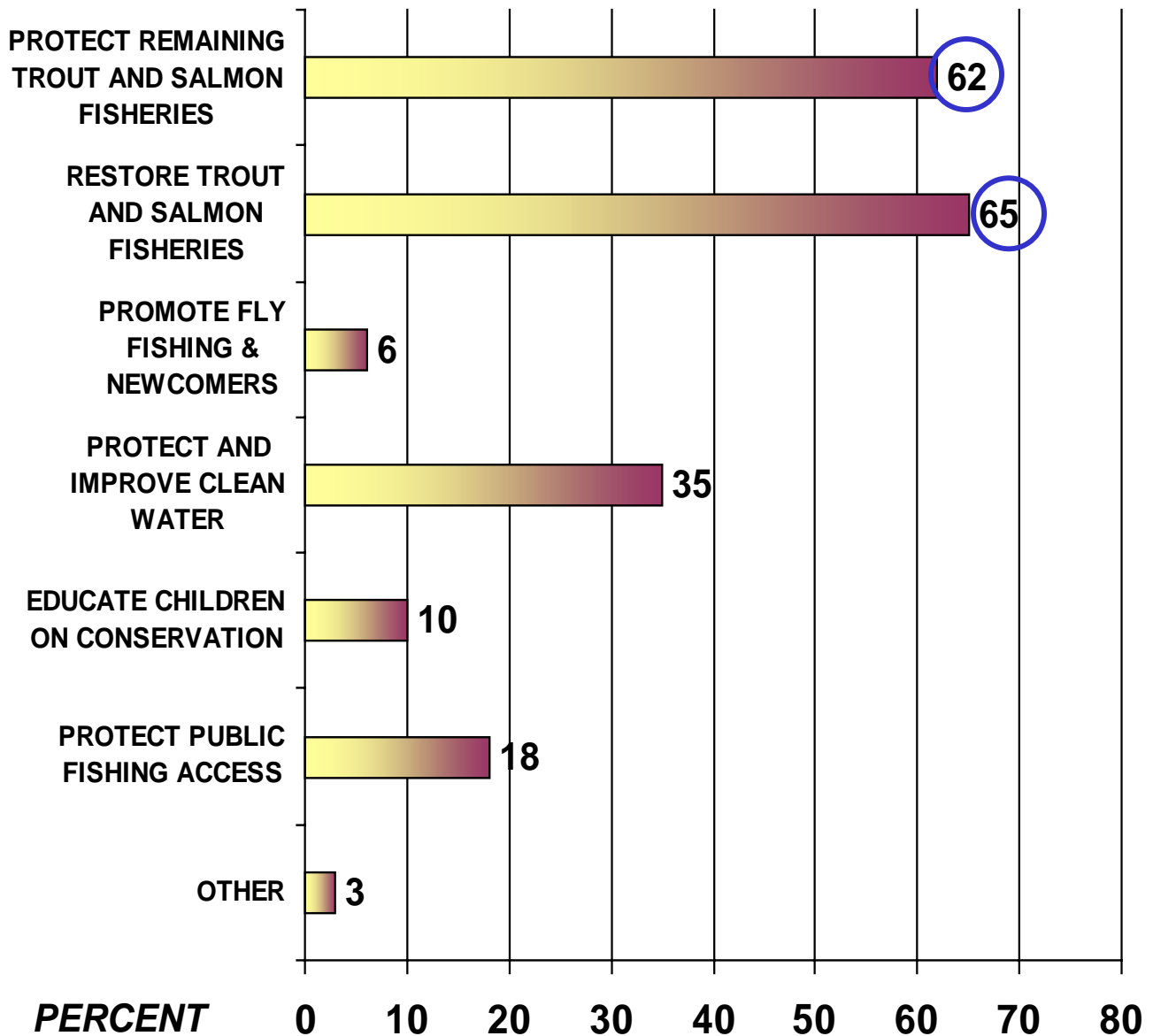


SAMPLE SIZE = 719

MISSION AND PURPOSE OF TU **SHOULD BE:**

“What do you think the main mission or purpose of Trout Unlimited should be?” *RANK THE TOP 3*

PERCENT RANKING IT NUMBER ONE OR TWO

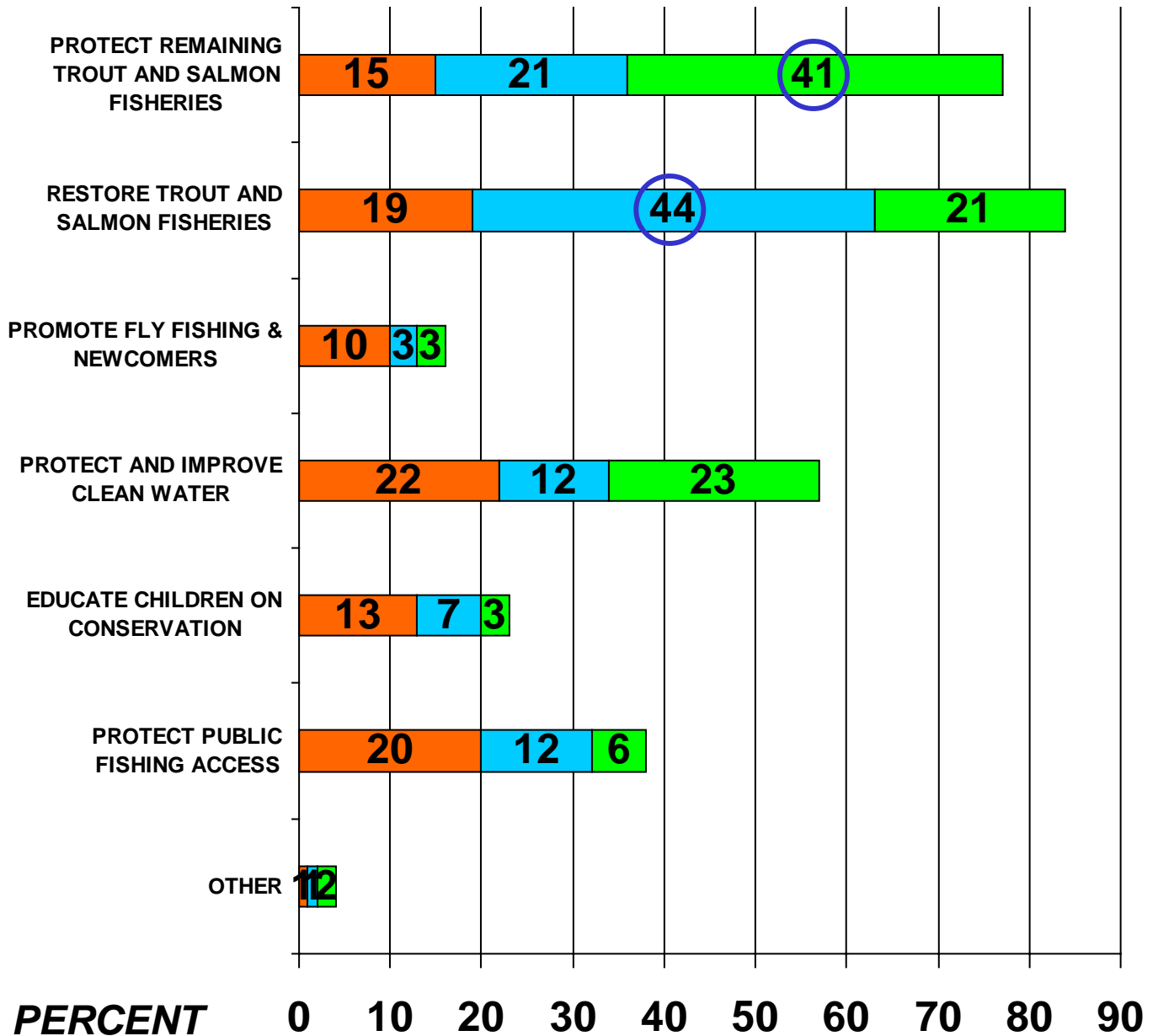


SAMPLE SIZE = 719

MISSION AND PURPOSE OF TU **SHOULD BE:**

“What do you think the main mission or purpose of Trout Unlimited should be?” *RANK THE TOP 3*

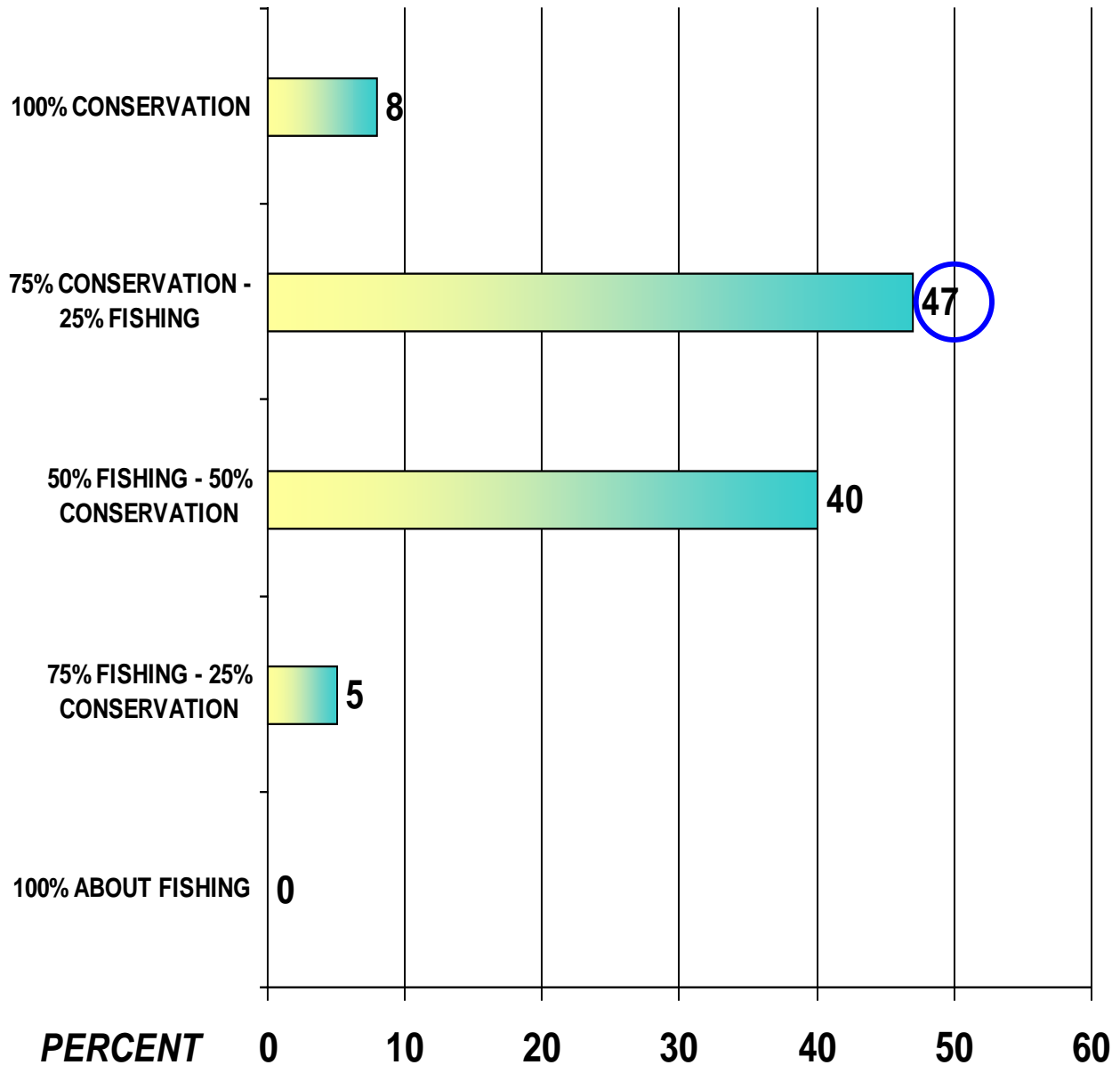
PERCENT RANKING IT NUMBER ONE, TWO OR THREE



SAMPLE SIZE = 719

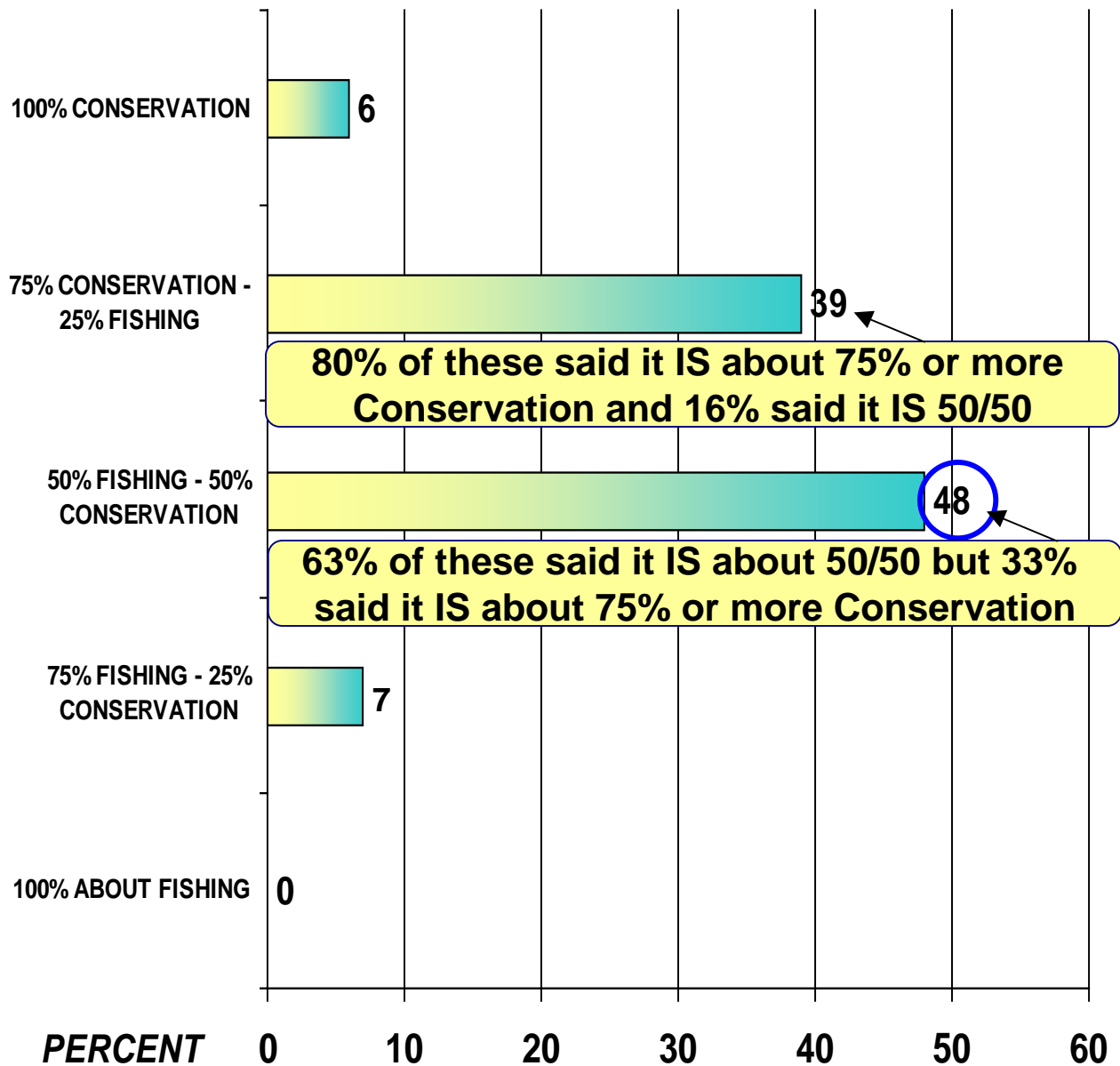
THREE TWO ONE

WHAT TROUT UNLIMITED ***IS*** ABOUT -
THE BALANCE BETWEEN FISHING AND CONSERVATION
“How would you describe what Trout Unlimited is about?”



SAMPLE SIZE = TOTAL 719

WHAT TROUT UNLIMITED **SHOULD BE** ABOUT -
 THE BALANCE BETWEEN FISHING AND CONSERVATION
"How would you describe what Trout Unlimited should be about?"

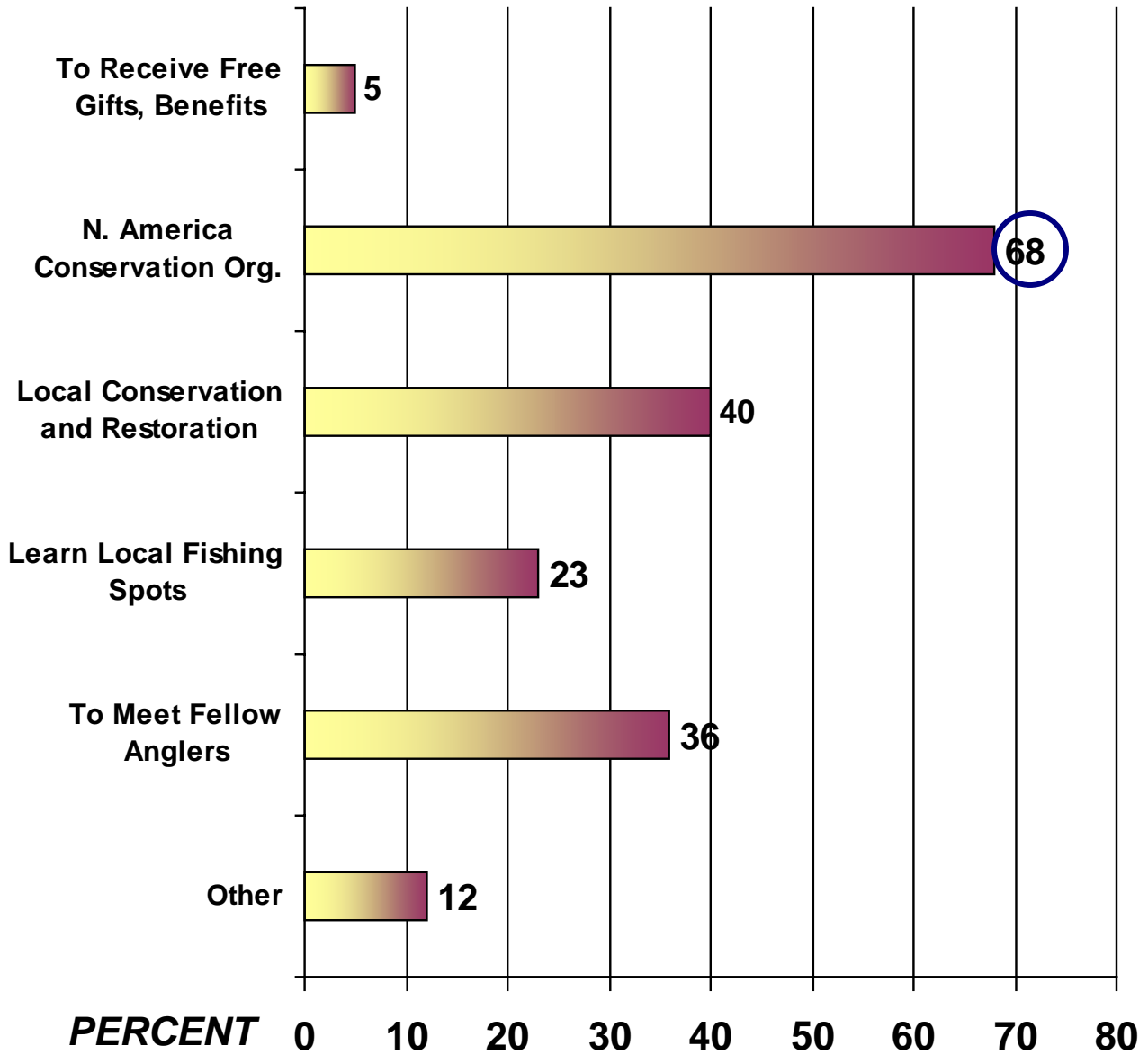


SAMPLE SIZE = TOTAL 719

**THE TU MIX OF CONSERVATION VS. FISHING:
WHAT IT IS VS. WHAT IT SHOULD BE
AS PERCEIVED BY THESE 719 MEMBERS**

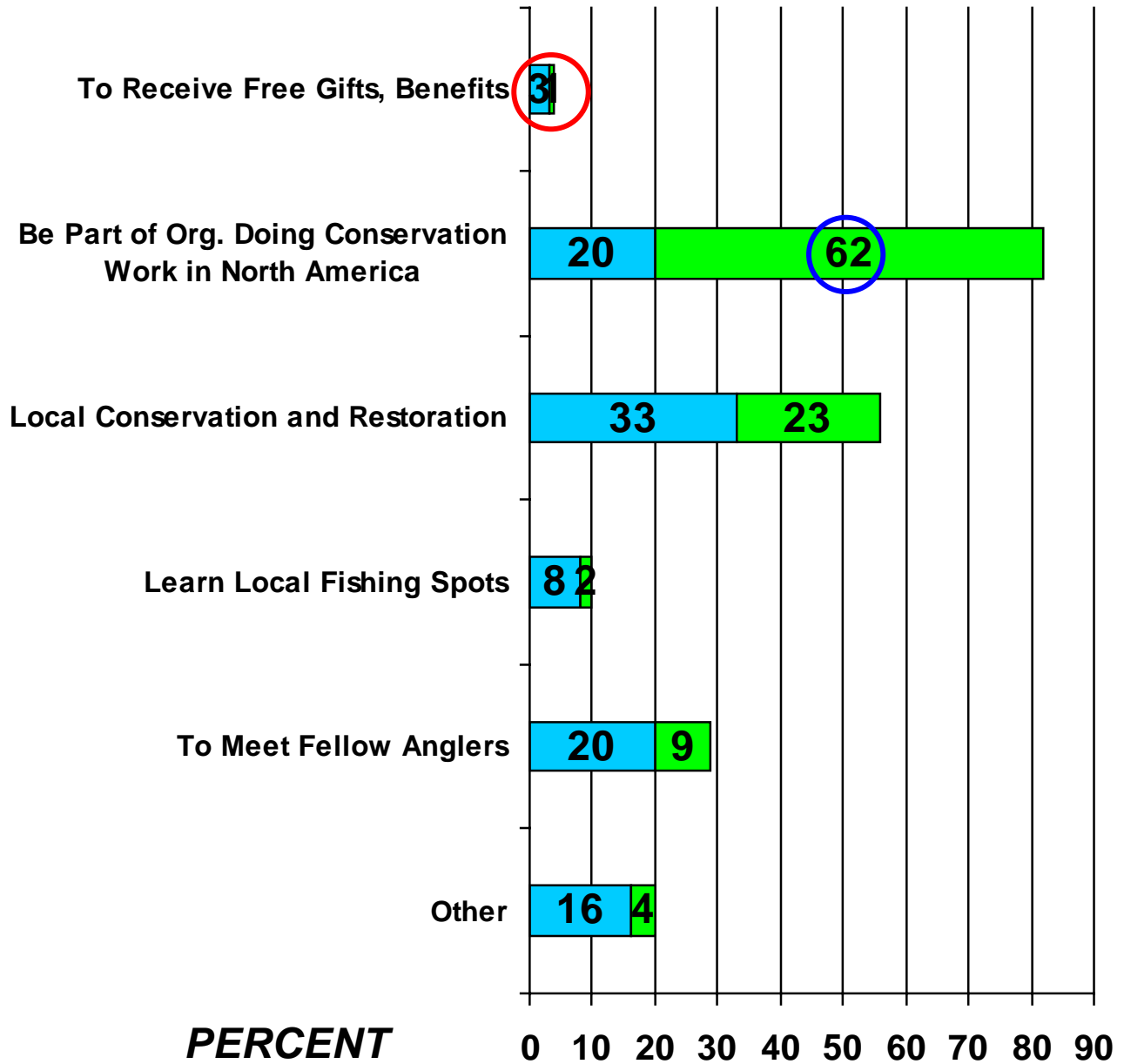
- 87% THOUGHT THE MIX SHOULD BE AND IS EITHER 50/50 OR 75% CONSERVATION/25% FISHING
- AMONG THE 40% WHO THOUGHT TU IS 50/50:
 - 76% THOUGHT THAT 50/50 IS WHAT SHOULD BE
 - 18% THOUGHT THAT IT SHOULD BE 75% CONSERVATION AND 25% FISHING
- AMONG THE 47% WHO THOUGHT TU IS 75% CONSERVATION AND 25% FISHING:
 - 66% THOUGHT THAT 75/25 IS WHAT SHOULD BE
 - 30% THOUGHT IT SHOULD BE 50/50

INITIAL TU MOTIVATION - “WHY DID YOU FIRST JOIN TU?”

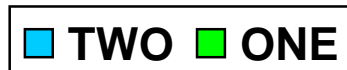


SAMPLE SIZE = 719

CONTINUING TU MOTIVATION -
“WHY DO YOU CONTINUE TO SUPPORT TU?”
RANK THE TOP 2 REASONS
PERCENT RANKING IT NUMBER ONE OR TWO

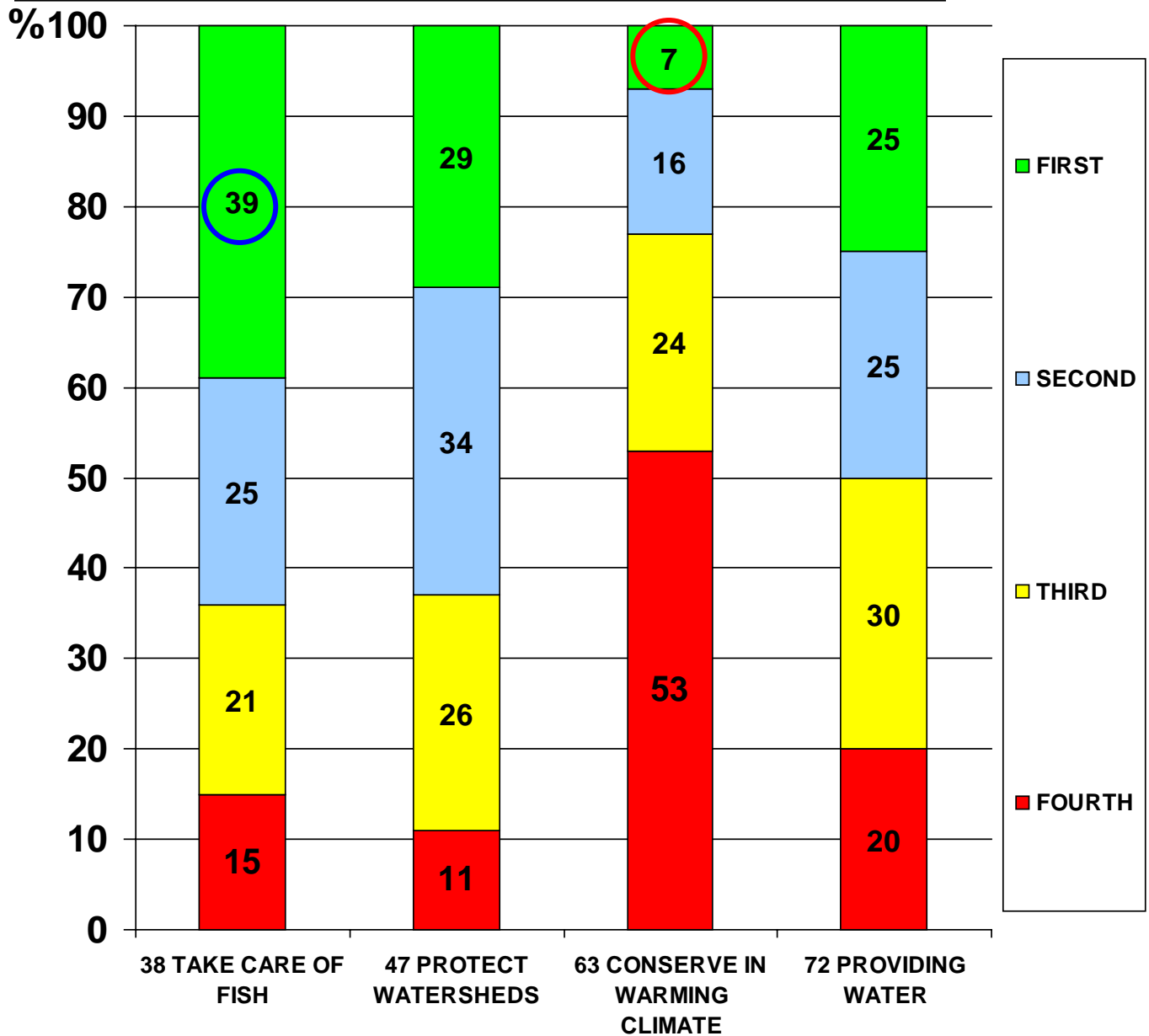


SAMPLE SIZE = 719



RANKED PREFERENCE FOR EACH CONCEPT BY APPEAL

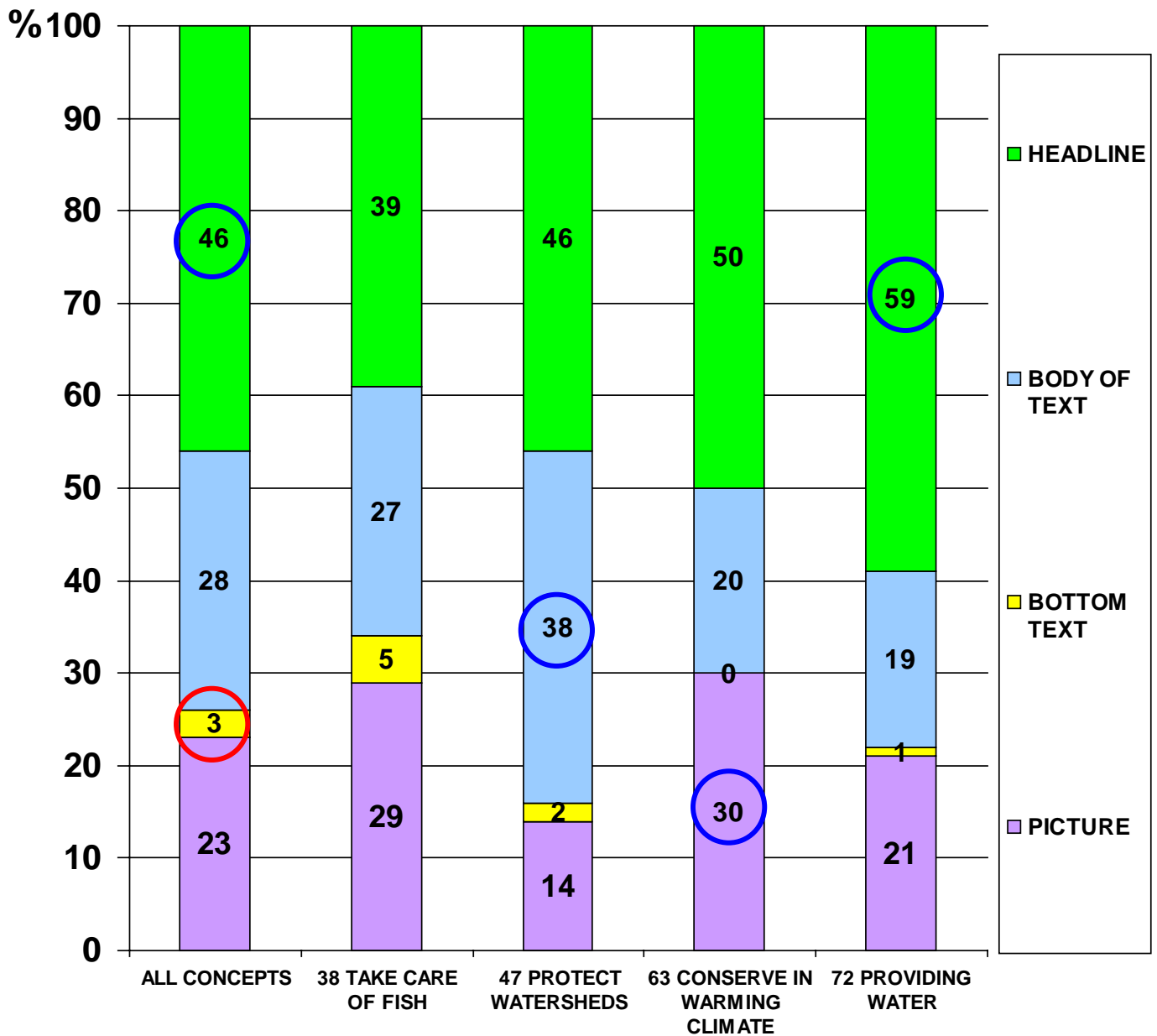
Avg. Rank=2.1	2.2	3.2	2.5
Ist + 2nd = 64	63	23	50



CIRCLES INDICATE STATISTICALLY SIGNIFICANT DIFFERENCES AT 90% OR HIGHER CONFIDENCE LEVEL

SAMPLE SIZE = 719

WHAT MOST APPEALED TO YOU ABOUT THE CONCEPT YOU RANKED HIGHEST

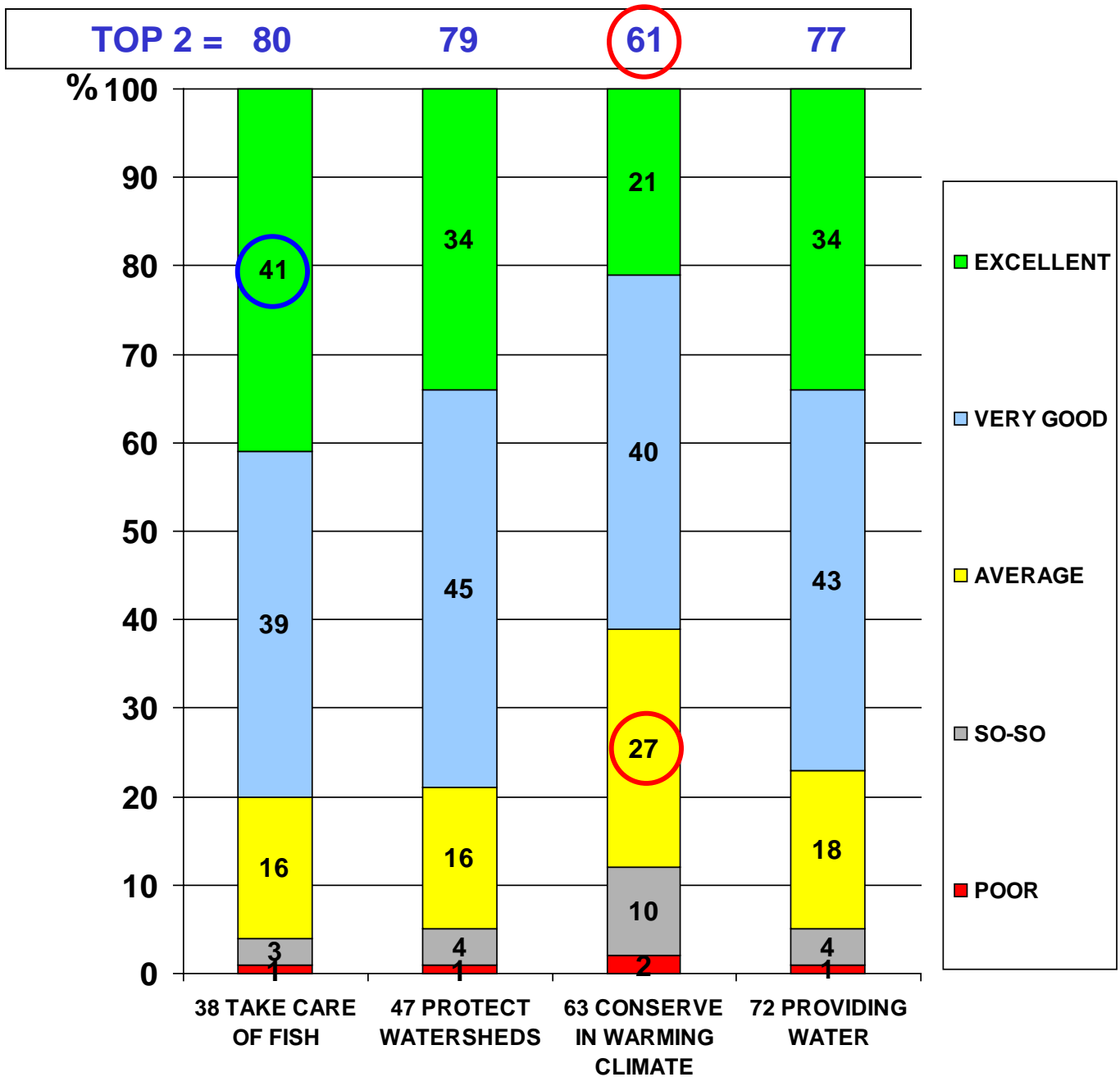


CIRCLES INDICATE STATISTICALLY SIGNIFICANT DIFFERENCES AT 90% OR HIGHER CONFIDENCE LEVEL

SAMPLE SIZE = Total 719; Concept 38=287; Concept 47=196; Concept 63= 50; Concept 72= 186

HOW WELL CONCEPT COMMUNICATED ITS POINT

“Indicate your opinion on the scale - The concept does a (Scale Point) job of communicating”

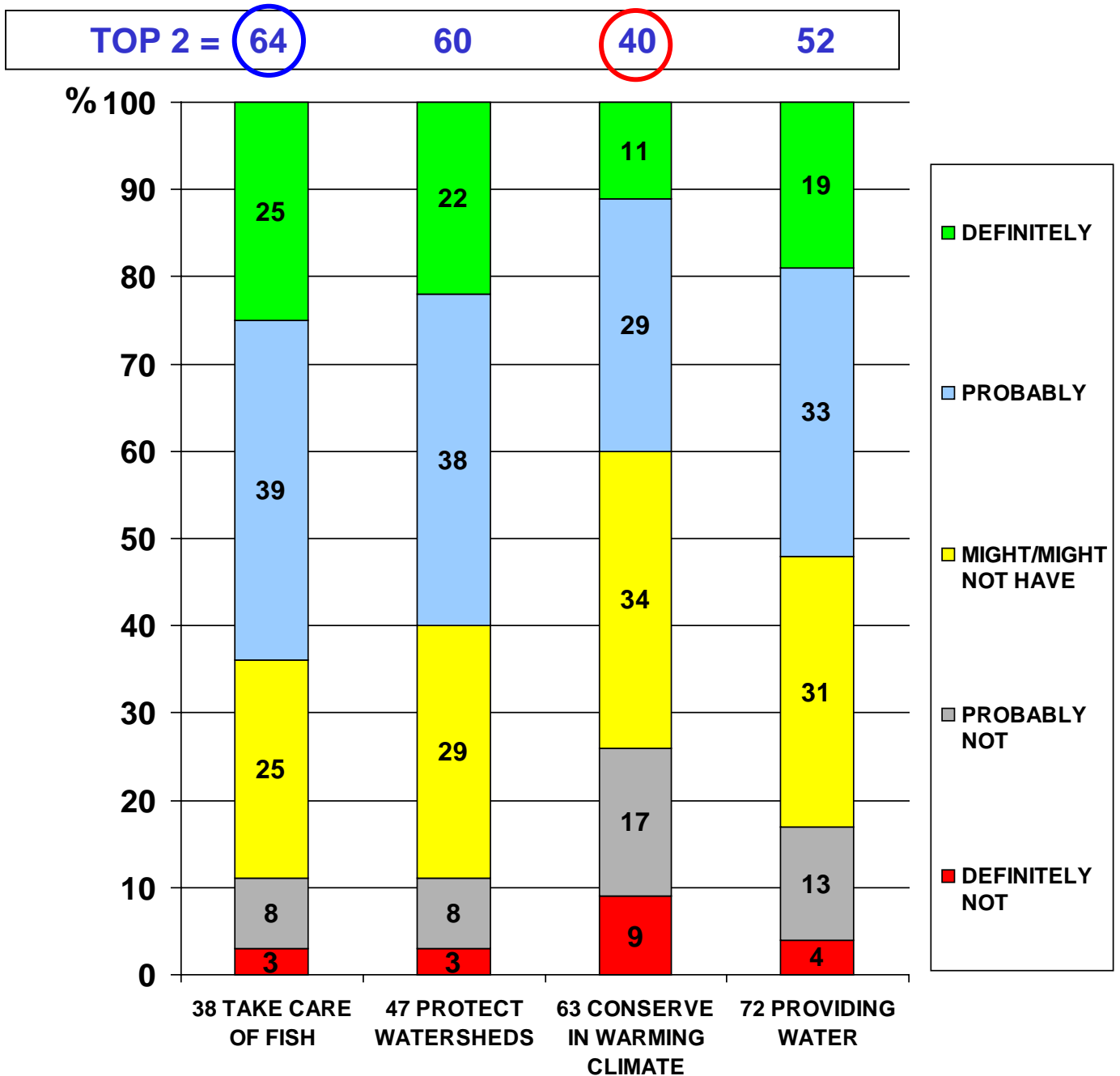


CIRCLES INDICATE STATISTICALLY SIGNIFICANT DIFFERENCES AT 90% OR HIGHER CONFIDENCE LEVEL

SAMPLE SIZE = 719

HOW CONCEPT INFLUENCED LIKLIHOOD TO FINANCIALLY SUPPORT TU

“Indicate your opinion on the scale - The concept (Scale Point) influenced my liklihood to support TU”



CIRCLES INDICATE STATISTICALLY SIGNIFICANT DIFFERENCES AT 90% OR HIGHER CONFIDENCE LEVEL

SAMPLE SIZE = 719

TROUT UNLIMITED: Protecting Watersheds, Piece by Piece

“My local stream is in great shape. But we don’t catch many fish. I wonder if it has something to do with the conditions upstream.”



It’s the nature of rivers--problems upstream are eventually going to flow downstream. Everything is interconnected. Trout and salmon deal with this reality by migrating; if conditions get too bad in one stretch of river, the fish move elsewhere.

TU’s goal is to make sure healthy habitat is available when fish need to move. We do this through a three-pronged approach: protect pristine areas, reconnect river systems by removing dams and diversions, and restore degraded areas. On Wyoming’s Smiths Fork of the Bear River, for instance, TU scientists are installing fish passage around irrigation diversions, chapter volunteers are restoring streambanks and TU organizers are rallying anglers to protect the Bear’s pristine headwaters. Everyone’s tackling a different piece of the puzzle, but their work

adds up to more intact habitat for Bear River Bonneville cutthroat trout.

Combine TU’s staff of lawyers and legislative experts with the organization’s more than 150,000 volunteers, and it’s easy to see how TU is uniquely poised to “protect, reconnect and restore” rivers nationwide.

**SUPPORT TROUT UNLIMITED AND PROTECT LOCAL STREAMS—
AND ENTIRE WATERSHEDS**



TROUT UNLIMITED: Conserving Coldwater Fish in a Warming Climate

“I’ve noticed that many local fishing spots are dry for a greater part of the year and the floods are more prevalent. I’ve been told that this is due to climate change. But what can be done? I feel so helpless when it comes to climate change.”



Coldwater fish have a natural safeguard against climate change: genetic diversity. It has kept them alive and allowed them to adapt to environmental changes for millennia, and it continues to do so today. Take the example of Alaska’s Bristol Bay. Ocean conditions are changing, but sockeye populations have proven resilient. Scientists attribute this resiliency to the fact that the bay’s many tributaries harbor populations of sockeye with slightly different genetic make-ups. Some populations may succumb, but others thrive, and the species overall endures.

TU works to protect this genetic diversity by protecting the conditions—miles and miles of intact habitat—that give rise to it. Fish populations are least diverse, and most vulnerable to floods and fires, when they’re isolated in small stream reaches, unable to migrate throughout the larger

river system. TU’s watershed-scale protection and restoration work aims to prevent this sort of isolation. A recent study published in the Proceedings of the National Academy of Sciences demonstrates the potential of these efforts. The study’s authors found that a full suite of restoration activity undertaken now, in Washington’s Snohomish Basin, could actually increase spawning Chinook salmon populations by 2050, despite the projected impacts of climate change. In contrast, scientists predict population losses of roughly 20 percent if we do nothing.

**SUPPORT TROUT UNLIMITED--AND HELP NATIVE FISH ADAPT
AND THRIVE DESPITE CLIMATE CHANGE**



TROUT UNLIMITED: Providing More Cold, Clean Water for Fish—and More Healthy Drinking Water for People.

“Trout and salmon conservation is well and good, but I don’t see how it is relevant to me and my daily life. There are so many things to worry about. I want my contributions and my volunteer work to benefit people, not just fish.”



As most anglers know, trout and salmon are highly sensitive to changes in their environment. They function like canaries in a coal mine—when brookies or bull trout start having trouble, it’s often an early sign of excessive sediment or pollution in the water. On the other hand, when trout populations are thriving, it’s usually safe to assume the water quality is in good shape too.

TU’s work is restoring fisheries—and improving water quality—nationwide. For instance, in the West, a toxic stew of metals, chemicals and sediments from abandoned hardrock mines degrades up

to 40 percent of headwater streams, diminishing habitat for fish and, in many cases, polluting drinking water. Abandoned coal mines cause similar problems in the East. TU is tackling this problem through on-the-ground restoration at places like Utah’s American Fork Canyon, where the organization recently collaborated with Snowbird Ski and Summer Resort to move 50,000 cubic yards of waste material to a repository. The project also charted a path for other cleanups and spurred Good Samaritan legislation, now before Congress, to provide legal protection from liability to conservation groups, communities and individuals that step in to clean up abandoned mine sites.

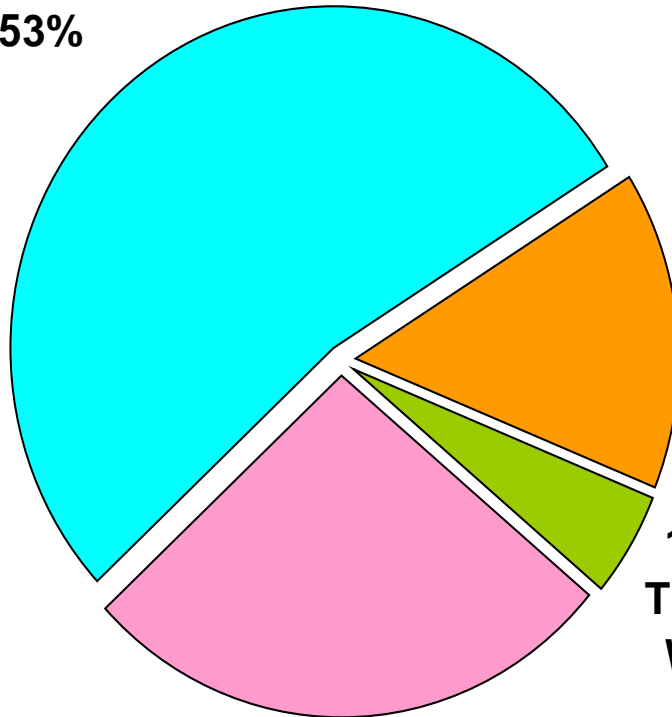
**SUPPORT TU AND IMPROVE WATER QUALITY FOR FISH—
AND PEOPLE**



HOW OFTEN DO YOU VISIT THE WWW.TU.ORG WEBSITE?

NOTE: THIS WAS A WEB-BASED SAMPLE, AND MAY REFLECT SOMEWHAT HIGHER WEB VISITS THAN A SAMPLE DRAWN FROM GENERAL TU MEMBERS

**1 TO 11
TIMES A
YEAR
53%**



**1 TO 3
TIMES A
MONTH
15%**

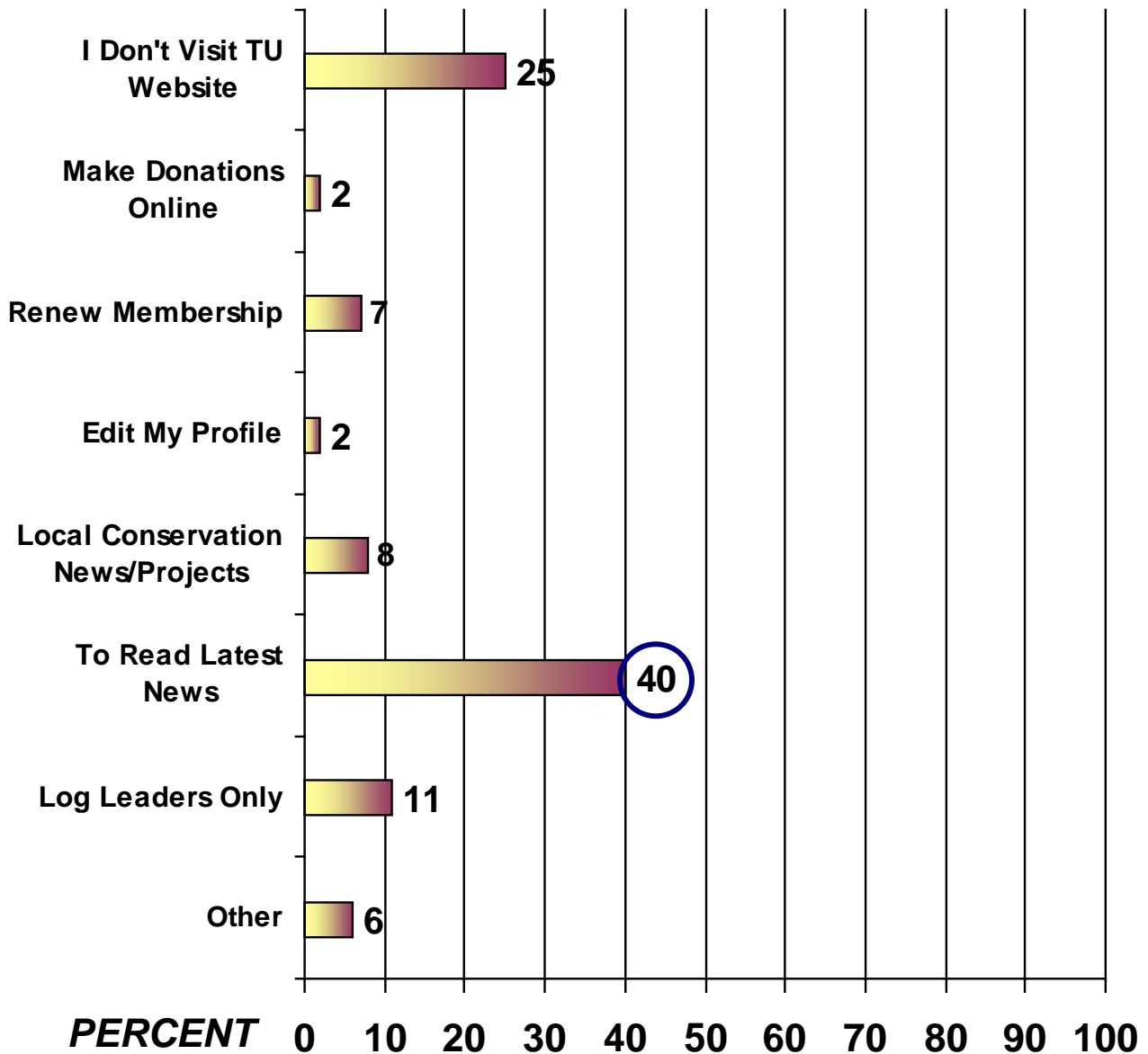
**1 TO 7
TIMES A
WEEK
5%**

**SELDOM
OR NEVER
27%**

SAMPLE SIZE = 719

REASONS FOR VISITING TU WEBSITE

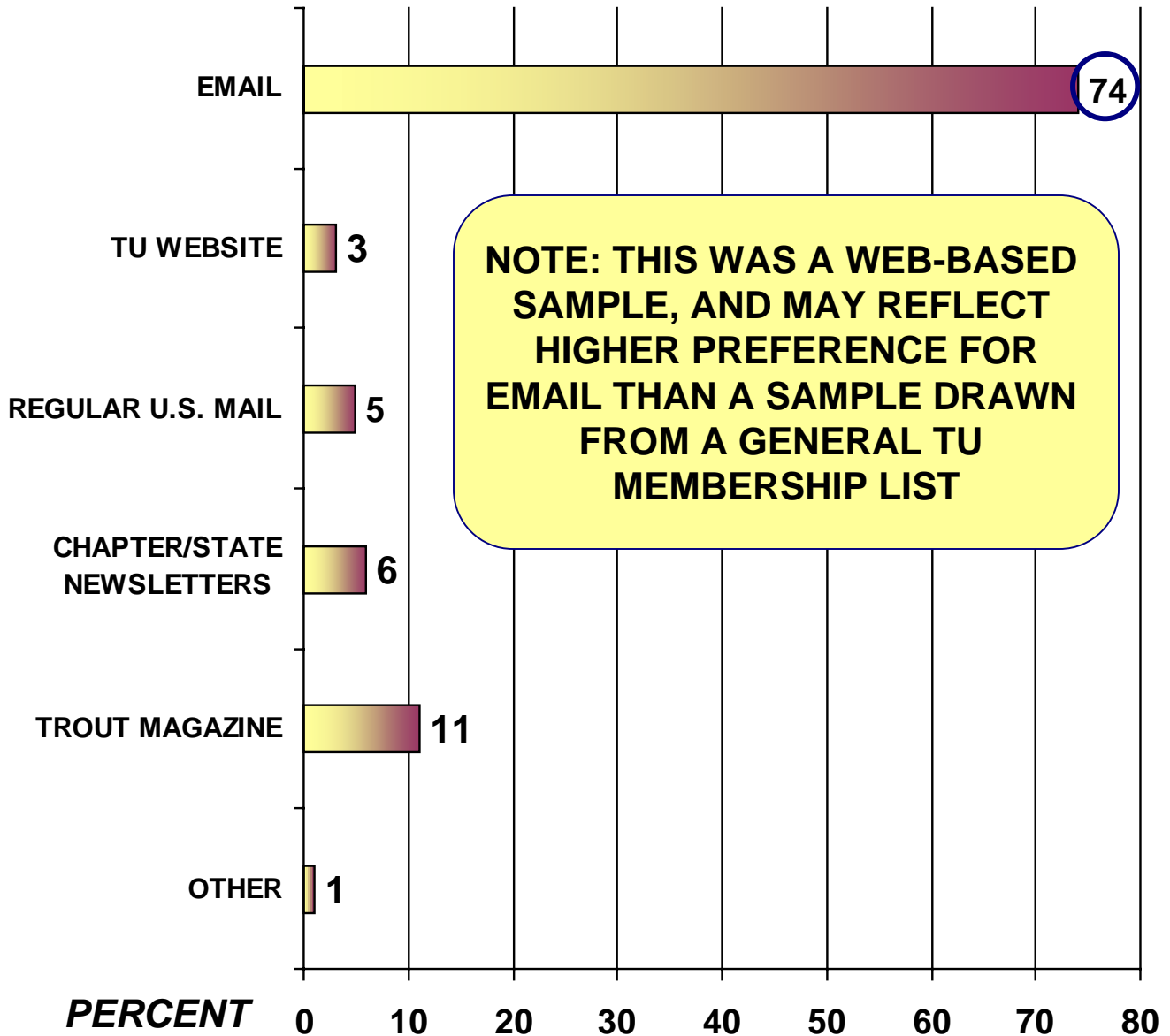
“Why do you usually visit www.TU.org website?”



SAMPLE SIZE = 719

TU COMMUNICATION PREFERENCE

"How do you prefer TU to communicate with you on important issues?"

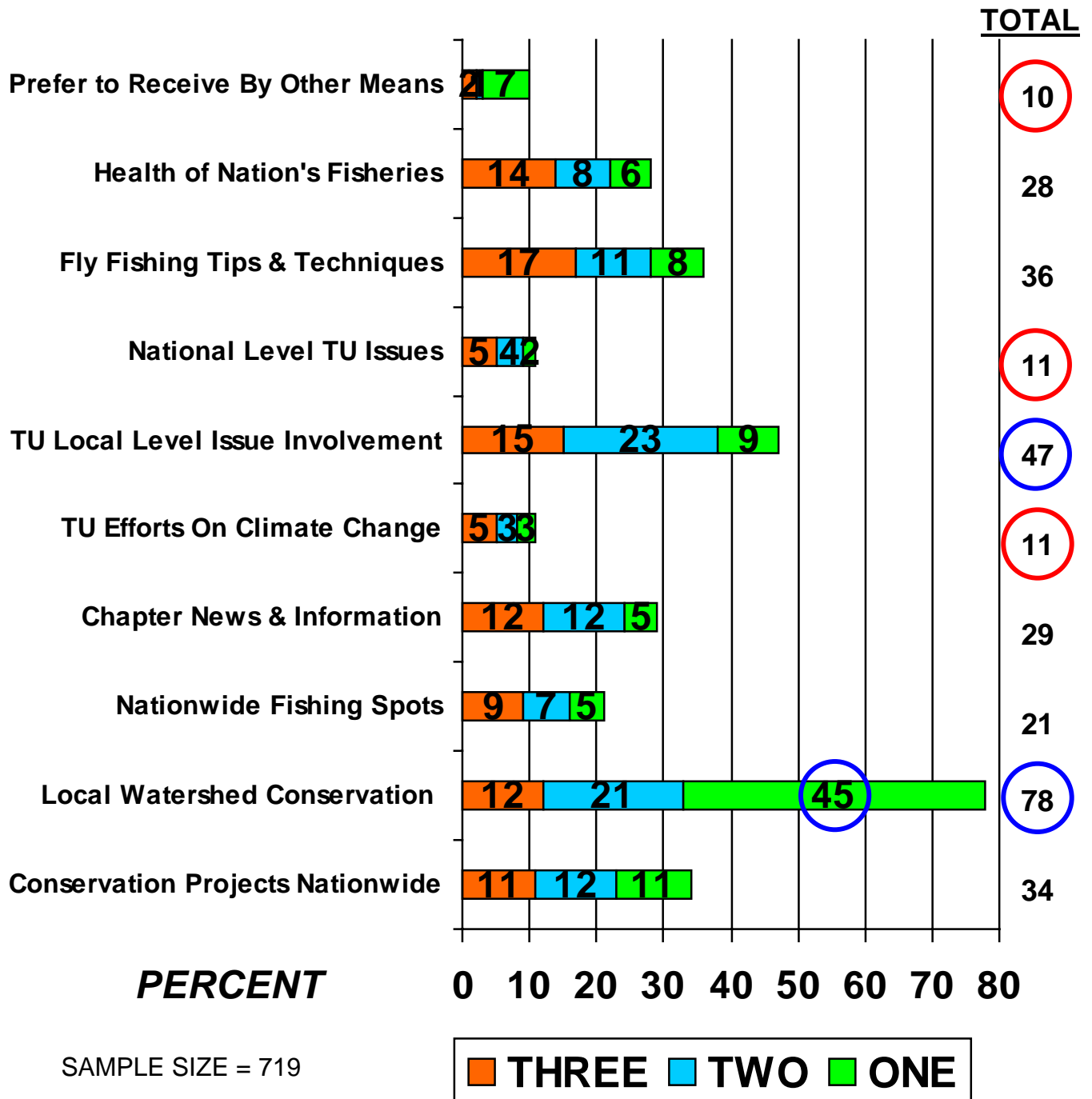


SAMPLE SIZE = 719

EMAIL INFORMATION PREFERENCE

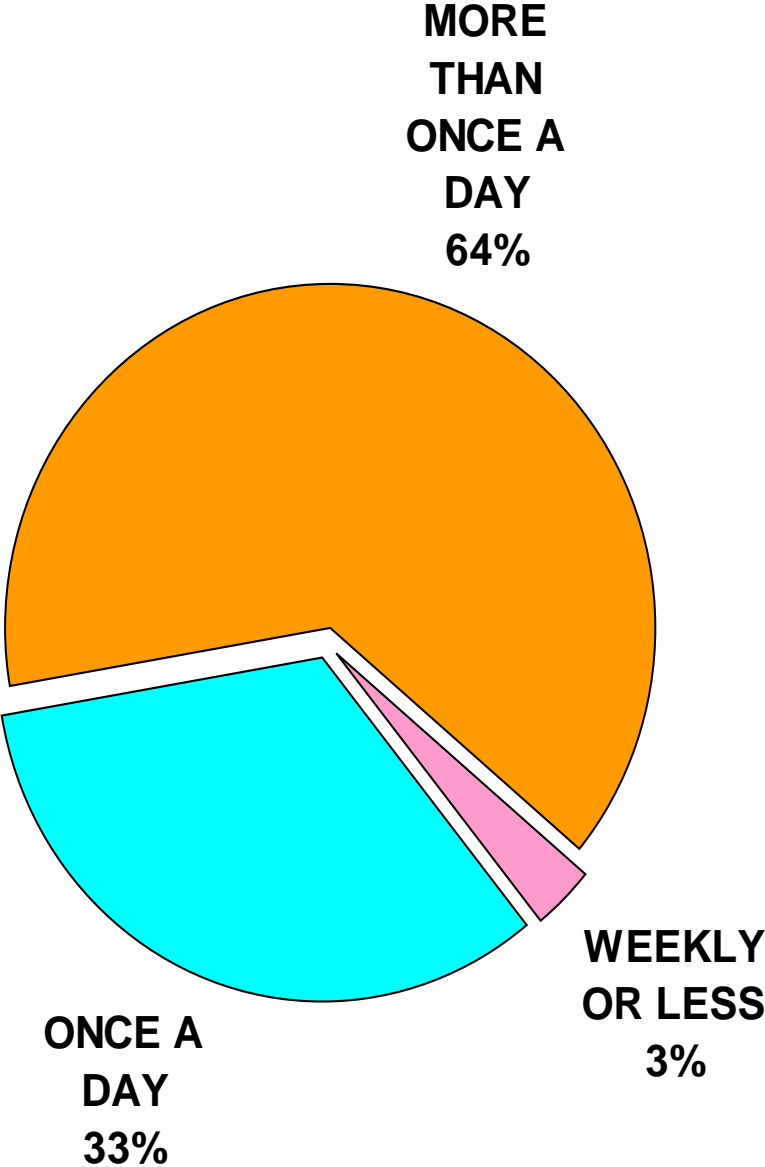
“What TU information would be most appealing to you to receive by email?” *RANK THE TOP 3*

PERCENT RANKING IT NUMBER ONE, TWO OR THREE



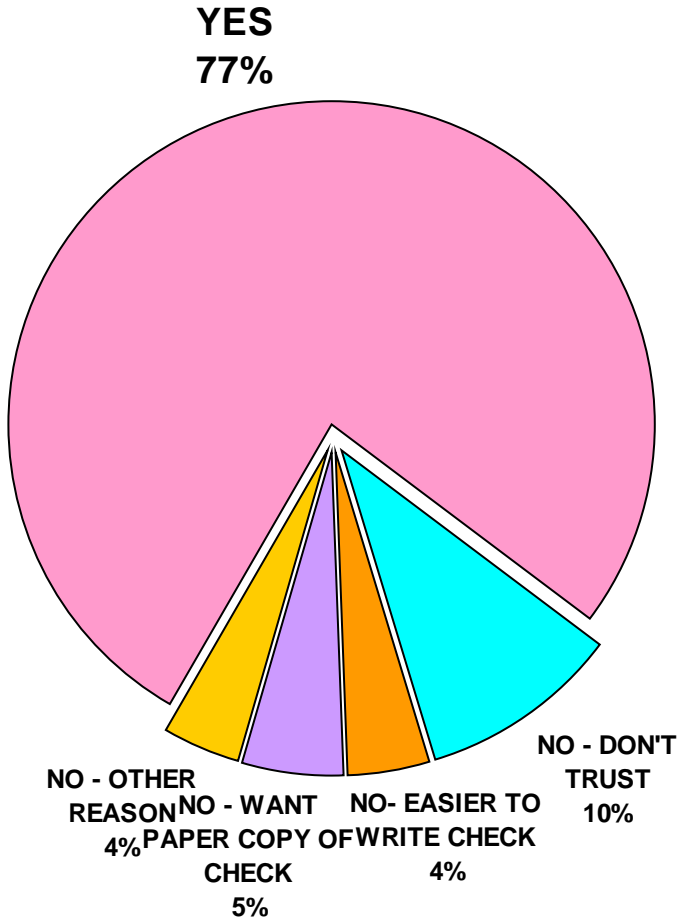
HOW OFTEN DO YOU CHECK YOUR EMAILS?

NOTE: THIS WAS A WEB-BASED SAMPLE, AND MAY REFLECT SOMEWHAT HIGHER EMAIL CHECKS THAN A SAMPLE DRAWN FROM GENERAL TU MEMBERS



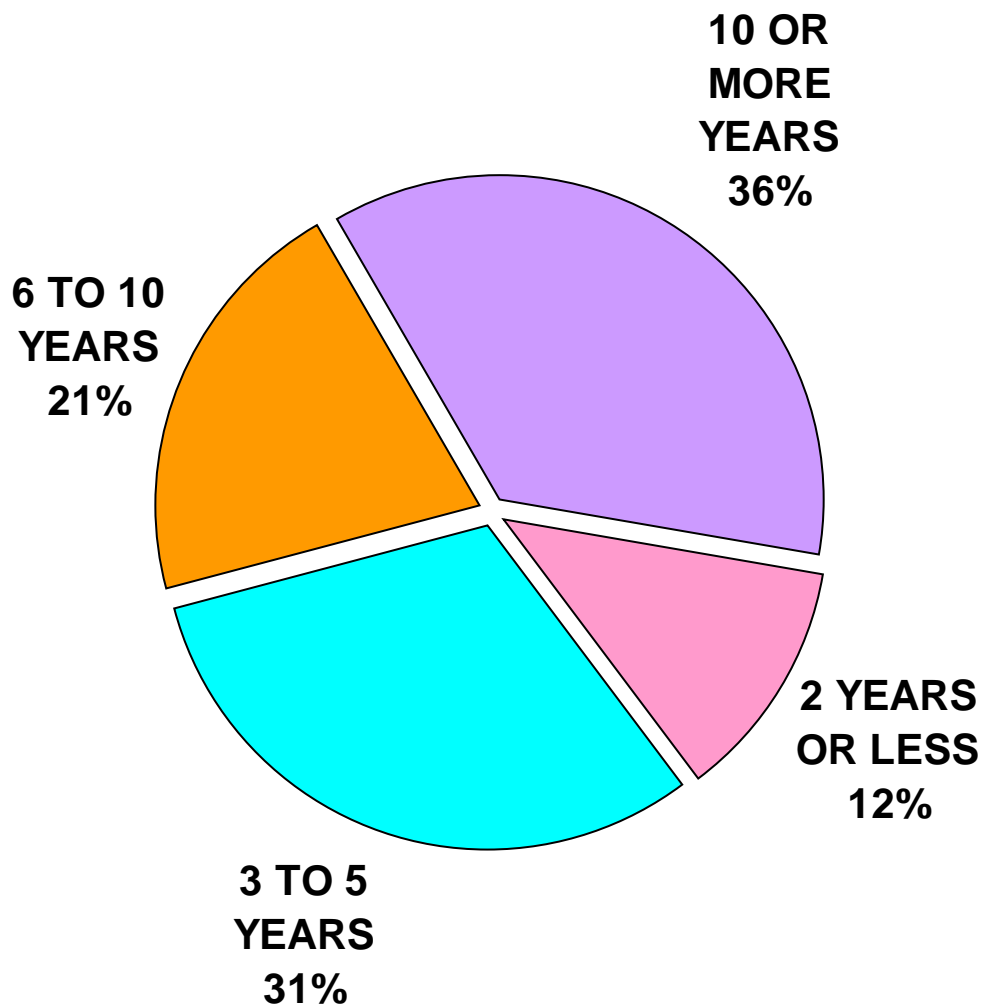
SAMPLE SIZE = 719

DO YOU PERFORM FINANCIAL ACTIVITIES ON THE WEB, SUCH AS PAYING UTILITIES, CREDIT CARD BILLS, OR MAKING DONATIONS?



SAMPLE SIZE = 719

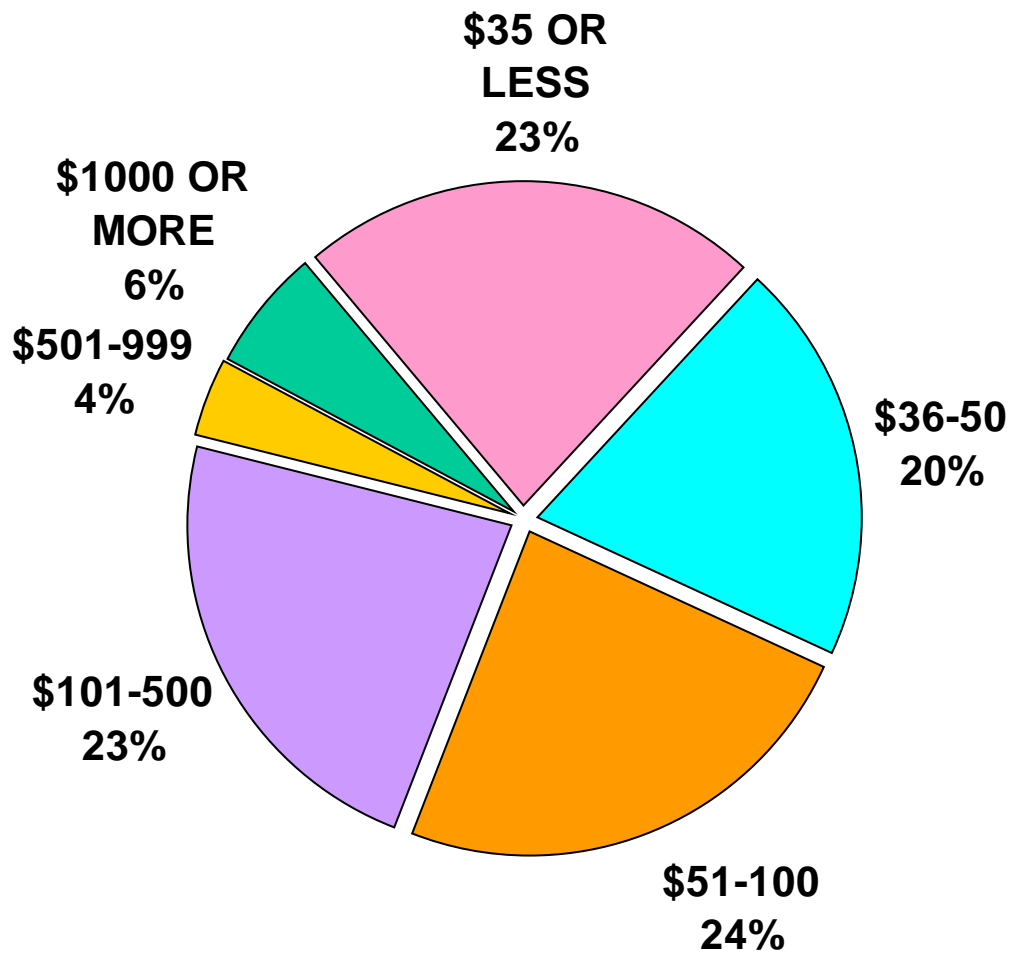
HOW LONG HAVE YOU BEEN A MEMBER OF TROUT UNLIMITED?



SAMPLE SIZE = 719

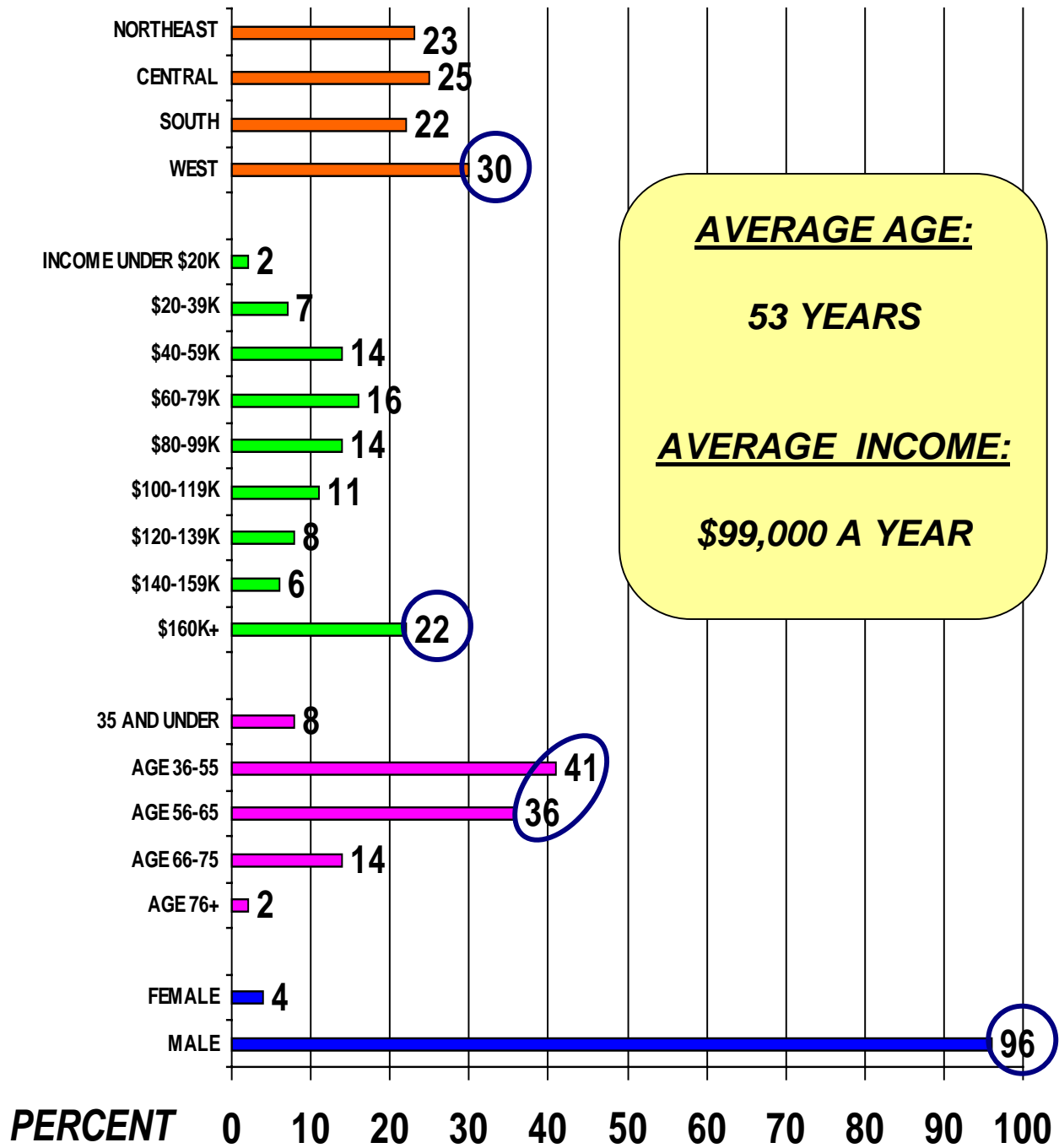
HOW MUCH YOU DONATE TO TROUT UNLIMITED IN AVERAGE YEAR

AVERAGE DONATION IS \$195



SAMPLE SIZE = 719

DEMOGRAPHICS OF STUDY



SAMPLE SIZE = TOTAL 719

**MEMBER AWARENESS OF TU INITIATIVES
BY TOTAL SAMPLE AND BY LENGTH OF MEMBERSHIP**

***“BEFORE TODAY, WERE YOU AWARE OF ANY OF THE
FOLLOWING TU CONSERVATION INITIATIVES?”***

TU CONSERVATION INITIATIVE	TOTAL SAMPLE	6 YEAR OR MORE MEMBER	5 YEAR OR LESS MEMBER
	%	%	%
PROTECT ROADLESS AREAS WEST	66	75	55
RESTORE ABANDONED MINES	61	67	52
RESPONSIBLE OIL AND GAS EXPLORE	51	55	47
REFORM WESTERN WATER LAWS	79	83	74
BACK THE BROOKIE	64	66	62
REFORM EASTERN WATER LAWS	37	38	35
ENGAGE FOR SALMON RECOVERY	47	47	46
MITIGATE CLIMATE CHANGE	56	58	53
SAVE BRISTOL BAY	58	63	52
EMBRACE A STREAM	95	98	90
SET PRIORITIES SUCCESS INDEX	34	36	32

**MEMBER PARTICIPATION IN TU EFFORTS
BY TOTAL SAMPLE AND BY LENGTH OF MEMBERSHIP**

***“PLEASE INDICATE IF YOU HAVE PARTICIPATED IN ANY OF
THE FOLLOWING TU EFFORTS IN THE PAST 2 YEARS”***

TU ACTIVITIES AND EFFORTS	TOTAL SAMPLE	6 YEAR OR MORE MEMBER	5 YEAR OR LESS MEMBER
	%	%	%
CHAPTER MEETINGS	55	60	48
CHAPTER STREAM RESTORATION	29	35	22
INTRODUCE YOUNG PEOPLE FISHING	50	54	46
TROUT IN THE CLASSROOM	9	11	6
CONTACTED ELECTED OFFICIALS	50	54	44
TOLD A FRIEND ABOUT TU CAMPAIGN	32	36	25
OTHER	24	28	19
PARTICIPATED IN NONE OF ABOVE	15	13	18

**MEMBER PARTICIPATION IN TU EFFORTS
BY TOTAL SAMPLE AND BY AMOUNT OF DONATIONS**

***“PLEASE INDICATE IF YOU HAVE PARTICIPATED IN ANY OF
THE FOLLOWING TU EFFORTS IN THE PAST 2 YEARS”***

TU ACTIVITIES AND EFFORTS	TOTAL SAMPLE %	\$101 DONATION OR <u>MORE</u> MEMBER %	\$100 DONATION OR <u>LESS</u> MEMBER %
CHAPTER MEETINGS	55	66	50
CHAPTER STREAM RESTORATION	29	42	23
INTRODUCE YOUNG PEOPLE FISHING	50	60	45
TROUT IN THE CLASSROOM	9	17	5
CONTACTED ELECTED OFFICIALS	50	65	43
TOLD A FRIEND ABOUT TU CAMPAIGN	32	46	24
OTHER	24	31	20
PARTICIPATED IN NONE OF ABOVE	15	9	18

MEMBER PARTICIPATION IN CHAPTERS

**BY TOTAL SAMPLE AND BY LENGTH OF MEMBERSHIP
AND BY AMOUNT DONATED TO TU PER YEAR**

***“OVER THE LAST 12 MONTHS, IN HOW MANY TU CHAPTER
MEETINGS OR ACTIVITIES HAVE YOU PARTICIPATED?”***

NUMBER OF ACTIVITIES OR CHAPTER MEETINGS	TOTAL SAMPLE %	6 YEAR OR MORE MEMBER %	5 YEAR OR LESS MEMBER %	\$101 DONATION OR MORE MEMBER %	\$100 DONATION OR LESS MEMBER %
NONE	41	37	46	28	47
1 OR 2	19	17	20	18	19
3 OR 4	11	12	9	13	10
5 TO 10	16	17	15	21	14
11 OR MORE	13	17	10	22	10
AVERAGE	4.4	5.2	3.4	6.4	3.4

TROUT UNLIMITED CURRENT MISSION – “WHAT IS”
TROUT UNLIMITED MISSION SHOULD BE

SUMMARY BY LENGTH OF MEMBERSHIP AND DONATIONS

**“WHAT DO YOU THINK THE MAIN MISSION
OF TU IS *CURRENTLY* / *SHOULD BE*?”**

BLUE NUMBERS = WHAT IS RED NUMBERS = SHOULD BE

MISSION BRIEF DESCRIPTION	6 YEAR OR MORE MEMBER RANKED 1 ST OR 2 ND	5 YEAR OR LESS MEMBER RANKED 1 ST OR 2 ND		\$101 DONATION OR MORE MEMBER RANKED 1 ST OR 2 ND	\$100 DONATION OR LESS MEMBER RANKED 1 ST OR 2 ND
	%	%		%	%
PROTECT REMAINING FISHERIES	66 63	66 60		70 66	65 61
RESTORE FISHERIES HABITATS	67 66	66 64		69 68	67 64
PROMOTE FISHING NEWCOMERS	6 5	6 8		7 5	5 7
PROTECT IMPROVE WATER	42 35	37 37		41 34	39 37
EDUCATE CHILDREN CONSERV.	7 8	7 12		7 12	6 9
PROTECT FISHING ACCESS	10 18	12 18		6 14	13 21
OTHER ISSUES	3 3	2 2		4 2	2 2

SCORECARD – “WHAT IS” MINUS “SHOULD BE”

TROUT UNLIMITED CURRENT MISSION – “WHAT IS” TROUT UNLIMITED MISSION SHOULD BE

BLUE NUMBERS = “WHAT IS” LARGER THAN “SHOULD BE”
RED NUMBERS = “WHAT IS” SMALLER THAN “SHOULD BE”

MISSION BRIEF DESCRIPTION	6 YEAR OR MORE MEMBER RANKED 1 ST OR 2 ND	5 YEAR OR LESS MEMBER RANKED 1 ST OR 2 ND		\$101 DONATION OR MORE MEMBER RANKED 1 ST OR 2 ND	\$100 DONATION OR LESS MEMBER RANKED 1 ST OR 2 ND
	%	%		%	%
PROTECT REMAINING FISHERIES	3	6		4	4
RESTORE FISHERIES HABITATS	1	2		1	3
PROMOTE FISHING NEWCOMERS	1	-2		2	-2
PROTECT IMPROVE WATER	7	0		7	2
EDUCATE CHILDREN CONSERV.	-1	-5		-5	-3
PROTECT FISHING ACCESS	-8	-6		-8	-8
OTHER ISSUES	0	0		2	0

**BALANCE OF TROUT UNLIMITED BETWEEN FISHING
AND CONSERVATION – “WHAT IS”
AND WHAT THE BALANCE SHOULD BE**

SUMMARY BY LENGTH OF MEMBERSHIP AND DONATIONS

*BLUE NUMBERS = BALANCE IS
RED NUMBERS = BALANCE SHOULD BE*

TU BALANCE BETWEEN FISHING AND CONSERVATION	6 YEAR OR MORE MEMBER	5 YEAR OR LESS MEMBER		\$101 DONATION OR MORE MEMBER	\$100 DONATION OR LESS MEMBER
	%	%		%	%
100% ABOUT FISHING	0 0	0 0		0 0	0 0
75% ABOUT FISHING 25% ABOUT CONSERVATION	6 8	4 6		7 4	4 8
50% FISHING 50% CONSERVATION	37 44	42 49		41 42	38 48
25% ABOUT FISHING 75% ABOUT CONSERVATION	46 38	46 38		40 43	49 35
100% ABOUT CONSERVATION	8 8	5 3		8 7	6 5

SCORECARD – “BALANCE IS” MINUS “SHOULD BE”

**TROUT UNLIMITED CURRENT BALANCE – “WHAT IS”
TROUT UNLIMITED BALANCE SHOULD BE**

BLUE NUMBERS = “WHAT IS” BALANCE LARGER THAN “SHOULD BE”

RED NUMBERS = “WHAT IS” BALANCE SMALLER THAN “SHOULD BE”

TU BALANCE BETWEEN FISHING AND CONSERVATION	6 YEAR OR MORE MEMBER RANKED 1 ST OR 2 ND	5 YEAR OR LESS MEMBER RANKED 1 ST OR 2 ND		\$101 DONATION OR MORE MEMBER RANKED 1 ST OR 2 ND	\$100 DONATION OR LESS MEMBER RANKED 1 ST OR 2 ND
	%	%		%	%
100% ABOUT FISHING	0	0		0	0
75% ABOUT FISHING 25% ABOUT CONSERVATION	-2	-2		3	-4
50% FISHING 50% CONSERVATION	-7	-7		-1	-10
25% ABOUT FISHING 75% ABOUT CONSERVATION	8	8		-3	14
100% ABOUT CONSERVATION	0	2		1	1

INITIAL MOTIVATION TO JOIN TU

**BY TOTAL SAMPLE AND BY LENGTH OF MEMBERSHIP
AND BY AMOUNT DONATED TO TU PER YEAR**

“WHY DID YOU FIRST JOIN TU?”

MAIN REASONS JOINED	TOTAL SAMPLE	6 YEAR OR MORE MEMBER	5 YEAR OR LESS MEMBER		\$101 DONATION OR MORE MEMBER	\$100 DONATION OR LESS MEMBER
	%	%	%		%	%
TO MEET FELLOW ANGLERS	36	36	36		39	34
TO LEARN LOCAL FISHING SPOTS	23	23	24		25	23
LOCAL CONSERVATION RESTORATION	40	42	37		40	40
BE PART OF A N. AMERICA CONSERVATION	68	71	65		71	67
TO RECEIVE FREE GIFTS, ETC	5	4	6		3	6

MOTIVATION TO CONTINUE TO SUPPORT TU

**BY TOTAL SAMPLE AND BY LENGTH OF MEMBERSHIP
AND BY AMOUNT DONATED TO TU PER YEAR**

***“WHY DO YOU CONTINUE TO SUPPORT TU?”
RANK THE TOP TWO REASONS***

TOP TWO RANKED REASONS FOR CONTINUING TO SUPPORT TU	6 YEAR OR MORE MEMBER RANKED 1 ST OR 2 ND %	5 YEAR OR LESS MEMBER RANKED 1 ST OR 2 ND %	\$101 DONATION OR MORE MEMBER RANKED 1 ST OR 2 ND %	\$100 DONATION OR LESS MEMBER RANKED 1 ST OR 2 ND %
TO MEET FELLOW ANGLERS	29	29	30	28
TO LEARN LOCAL FISHING SPOTS	9	11	6	12
LOCAL CONSERVATION RESTORATION	57	55	60	54
BE PART OF A N. AMERICA CONSERVATION	85	78	82	82
TO RECEIVE FREE GIFTS, ETC	1	6	2	4
OTHER REASONS	20	21	22	20

TROUT UNLIMITED 4 POSITIONING CONCEPTS

SUMMARY OF **APPEAL** BY **LENGTH OF MEMBERSHIP**

“RANK CONCEPTS BY APPEAL”

CODE #	CONCEPT BRIEF NAME	TOTAL SAMPLE	TOTAL SAMPLE	6 YEAR OR MORE MEMBER	5 YEAR OR LESS MEMBER
		RANKED FIRST %	RANKED 1 ST OR 2 ND %	RANKED FIRST %	RANKED FIRST %
38	TAKE CARE OF FISH	39	64	38	41
47	PROTECT WATERSHEDS	29	63	31	28
63	WARMING CLIMATE	7	23	6	7
72	PROVIDING WATER	25	50	25	25

TROUT UNLIMITED 4 POSITIONING CONCEPTS

SUMMARY OF **APPEAL** BY **AMOUNT OF DONATIONS**

“RANK CONCEPTS BY APPEAL”

CODE #	CONCEPT BRIEF NAME	TOTAL SAMPLE	TOTAL SAMPLE	\$101 DONATION OR MORE MEMBER	\$100 DONATION OR LESS MEMBER
		RANKED FIRST %	RANKED 1 ST OR 2 ND %	RANKED FIRST %	RANKED FIRST %
38	TAKE CARE OF FISH	39	64	38	40
47	PROTECT WATERSHEDS	29	63	27	31
63	WARMING CLIMATE	7	23	10	5
72	PROVIDING WATER	25	50	25	25

TROUT UNLIMITED 4 POSITIONING CONCEPTS

SUMMARY OF APPEAL BY AGE

“RANK CONCEPTS BY APPEAL”

CODE #	CONCEPT BRIEF NAME	*35 OR UNDER	35-55 YEARS	56-65 YEARS	66 OR OVER
		RANKED FIRST %	RANKED FIRST %	RANKED FIRST %	RANKED FIRST %
38	TAKE CARE OF FISH	19	40	40	47
47	PROTECT WATERSHEDS	35	28	28	31
63	WARMING CLIMATE	6	6	5	9
72	PROVIDING WATER	39	25	26	16

* NOTE: The “35 or under” cell is a small sample and is to be used directionally only

TROUT UNLIMITED 4 POSITIONING CONCEPTS

SUMMARY OF APPEAL BY INCOME

“RANK CONCEPTS BY APPEAL”

CODE #	CONCEPT BRIEF NAME	UNDER \$60 k A YEAR	\$60 TO \$99.9k A YEAR	\$100k TO \$159.9k A YEAR	\$160k OR OVER A YEAR
		RANKED FIRST %	RANKED FIRST %	RANKED FIRST %	RANKED FIRST %
38	TAKE CARE OF FISH	40	39	39	46
47	PROTECT WATERSHEDS	30	31	27	26
63	WARMING CLIMATE	3	7	11	6
72	PROVIDING WATER	27	24	25	21

TROUT UNLIMITED 4 POSITIONING CONCEPTS

SUMMARY OF **APPEAL** BY **GEOGRAPHY**

“RANK CONCEPTS BY APPEAL”

CODE #	CONCEPT BRIEF NAME	NORTH EAST	CENTRAL	SOUTH	WEST
		RANKED FIRST	RANKED FIRST	RANKED FIRST	RANKED FIRST
		%	%	%	%
38	TAKE CARE OF FISH	35	38	48	38
47	PROTECT WATERSHEDS	25	32	24	35
63	WARMING CLIMATE	6	6	6	7
72	PROVIDING WATER	34	24	23	20

TROUT UNLIMITED 4 POSITIONING CONCEPTS

SUMMARY OF **COMMUNICATION** BY MEMBERSHIP AND AMOUNT OF ANNUAL DONATIONS TO TU

“HOW WELL YOU THINK EACH CONCEPT COMMUNICATES ITS POINT”

(TOP BOX = “EXCELLENT” SECOND BOX = “VERY GOOD”)

CODE #	CONCEPT BRIEF NAME	6 YEAR OR MORE MEMBER	5 YEAR OR LESS MEMBER		\$101 DONATION OR MORE MEMBER	\$100 DONATION OR LESS MEMBER
		TOP BOX	TOP BOX		TOP BOX	TOP BOX
		%	%		%	%
38	TAKE CARE OF FISH	41	42		41	41
47	PROTECT WATERSHEDS	32	38		32	35
63	WARMING CLIMATE	19	23		22	20
72	PROVIDING WATER	36	32		33	35

TROUT UNLIMITED 4 POSITIONING CONCEPTS

SUMMARY OF DONATION INFLUENCE BY MEMBERSHIP AND AMOUNT OF ANNUAL DONATIONS TO TU “HOW IT INFLUENCED LIKELIHOOD TO FINANCIALLY SUPPORT TU”

CODE #	CONCEPT BRIEF NAME (TOP BOX WAS “DEFINITELY” WOULD INFLUENCE DONATION)	6 YEAR OR MORE MEMBER	5 YEAR OR LESS MEMBER		\$101 DONATION OR MORE MEMBER	\$100 DONATION OR LESS MEMBER
		TOP BOX %	TOP BOX %		TOP BOX %	TOP BOX %
38	TAKE CARE OF FISH	25	26		26	25
47	PROTECT WATERSHEDS	22	22		20	23
63	WARMING CLIMATE	10	12		15	9
72	PROVIDING WATER	19	19		25	16

WEB AND EMAIL ISSUES

BY LENGTH OF MEMBERSHIP AND AMOUNT DONATED TO TU ANNUALLY

FACT SURVEYED	6 YEAR OR MORE MEMBER	5 YEAR OR LESS MEMBER		\$101 DONATION OR MORE MEMBER	\$100 DONATION OR LESS MEMBER
	%	%		%	%
VISIT TU WEBSITE ONCE A MONTH OR MORE OFTEN	17	24		25	17
VISIT TU SITE TO READ NEWS	37	43		40	40
WOULD LIKE TU TO COMMUNICATE BY EMAIL	72	77		75	74
CHECK EMAIL MORE THAN ONCE A DAY	68	60		66	64
YES - PERFORM FINANCIAL TRANSACTIONS ONLINE	75	81		80	76
WOULD MOST LIKE TO RECEIVE INFORMATION BY EMAIL ABOUT LOCAL WATERSHED - RANK #1	40	50		40	47

RELATIONSHIP BETWEEN LENGTH OF MEMBERSHIP IN TU AND DONATIONS

DONATIONS TO TU PER YEAR	6 YEAR OR MORE MEMBER	5 YEAR OR LESS MEMBER
	<u>%</u>	<u>%</u>
\$35 OR LESS PER YEAR	16	31
\$36 TO \$50 PER YEAR	17	25
\$51 TO \$100 PER YEAR	26	22
\$101 AND OVER PER YEAR	42	22

RELATIONSHIP BETWEEN DONATIONS AND LENGTH OF MEMBERSHIP IN TU

LENGTH OF MEMBERSHIP IN TU	\$101 DONATION OR MORE MEMBER	\$100 DONATION OR LESS MEMBER
	<u>%</u>	<u>%</u>
2 YEARS OR LESS	5	15
3 TO 5 YEARS	23	35
6 TO 10 YEARS	21	21
OVER 10 YEARS	51	29

**RESPONSES WRITTEN IN BY THE MEMBER
ON THE *LIKES* AND ANY *DISLIKES* ABOUT
THE CONCEPT THEY RANKED AS
NUMBER ONE MOST APPEALING**

WHAT THE MEMBER LIKED ABOUT CONCEPT RANKED #1

“PLEASE TELL US ANYTHING YOU ESPECIALLY LIKED ABOUT IT”

CONCEPT 38

“TAKE CARE OF THE FISH”

***LIKES ABOUT CONCEPT #38 “TAKE CARE OF THE FISH, AND
THE FISHING WILL TAKE CARE OF ITSELF”***

SURVEY ONE – SAMPLE OF 136 LONGER TERM MEMBERS

053 concept 38 likes It explains how TU operates nationwide, and what range of problems are important to TU.

059 concept 38 likes The wording succinctly said it all

060 concept 38 likes Logical and to the point. I joined TU because I am a fisherman and wanted to contribute to the effort to make sure the fish will always be here for us and our children.

064 concept 38 likes Clarity and directness of message. Excellent layout.

069 concept 38 likes Exhibits the outstanding characteristics of prime atlantic salmon waters of the Gaspé and Quebec. I know from personal experience the water quality is superb. I relate to the scene, the fisherman and the fish and understand what makes this picture special. It exemplifies to me the 'to-be' condition many would like to see on other watersheds.

070 concept 38 likes see clean, clear water, looks like healthy stream nice fish. Picture is alive

076 concept 38 likes Appeals to the angler as well as the conservationist.

077 concept 38 likes Action, clear water

083 concept 38 likes The relation of taking care of fish to fishing

092 concept 38 likes The closing statement, for the next generation to use and enjoy

096 concept 38 likes '...our solid commitment to conservation work based on science, not politics...'

117 concept 38 likes I liked the information about the idea of all the chapters at the grassroots level making a difference.

118 concept 38 likes goes to root of pollution problems and offers solution

119 concept 38 likes Nice picture. Headline aligns with my interests.

120 concept 38 likes The opening paragraph

123 concept 38 likes The overall concept is very balanced and would appeal to a large and diverse public - stay away from controversial ideas like 'global warming' and ideas that require 'too much thinking' - make it simple and to the point - we live in the world of sound-bites. Hook them in, we'll educate them after they are in.

124 concept 38 likes The picture is very good. The headline, text and bottom text is also very good. It is not controversial, which might be a weakness. If the fishing is great, but I can't fish, it certainly means less to me.

134 concept 38 likes The emphasis seemed to be on fishing & would thus best appeal to anglers. The picture grabs a fisherman's attention and the headline seems logical and practical to a avid fisherman. the following text mirrors what most of us think.

140 concept 38 likes Agreement with my opinion

142 concept 38 likes I have been trout fishing for more than 50 years and am very interested in leaving something for my grandchildren.

158 concept 38 likes The information is detailed and specific.

160 concept 38 likes The concept, the visual, a compelling headline

161 concept 38 likes Nice photo supporting text. The idea that TU has support of both environmentalists and sportsmen is important. And it's useful to know that there's some external validation of TU's management strategy/competence.

175 concept 38 likes Provides reason for work based on science, with results - not partisan politics or ' political correctness'.

176 concept 38 likes attention getting

179 concept 38 likes The message text and the bold wording at bottom is what I believe TU is about

183 concept 38 likes Good comments and thoughts and also a nice photograph.

190 concept 38 likes Reminded me of a favorite spot on the S Branch of the Potomac River which I fish quite often

196 concept 38 likes Picture was next, headline next and postscript was a good summary.

204 concept 38 likes Appeal to angler passions; detailed list of some issues TU addresses; characterization of TU staff and grassroots strength

210 concept 38 likes Merrill S. Katz I have been a long time member of TU and the essence of what is entailed here best fits my initial reasons for joining and supporting TU. Other factors have great importance, especially as environmental changes begin to impinge on cold water fisheries. We need to continue to support and protect fish and fisheries if we are to glean the support of trout fishermen; the backbone of Tu and of the fishery conservation effort.

223 concept 38 likes We need to work for the next generation

231 concept 38 likes Angling has been an important part of my life and I want the next generation to have the opportunity

236 concept 38 likes The angler, the fish, and the title - they caught my eye and made me want to read the text

241 concept 38 likes Combines a good concept and photo. Both are simple and positive. It gets away from fly fishing as a solution.

266 concept 38 likes The picture was especially appealing to me and caught my attention, as well as the bold statement at the bottom.

271 concept 38 likes a scene I'd like to be in

278 concept 38 likes Headline makes a bold and emphatic statement. Picture represents every fisherman's dream.

280 concept 38 likes The obvious, if you care for the fisheries, the fishing will be alright.

283 concept 38 likes It speaks well to the topic without overstating: We are successful, we are growing, we partner with other groups and our purpose is clear.

285 concept 38 likes Don't lock up my system

298 concept 38 likes It is direct and says it all in a brief statement. By taking care of the fish you are taking care of the water and the surrounding environment. Fish, especially trout and salmon, only survive and thrive in a clean environment.

321 concept 38 likes Good picture, punchy headline

323 concept 38 likes statistics like '50 years', '150,000 members', and '400 chapters nationwide'.

324 concept 38 likes Some day, before I'm too old to move, the guy in that picture will be me.

327 concept 38 likes It promotes stewardship of the resource in a simple and clear manner. The picture then reinforces the point by relating it to what we want to experience.

332 concept 38 likes It is the most arresting to an audience that already fishes, the core volunteer group for my TU chapter and council.

333 concept 38 likes It embodies why I became a life member of tu

339 concept 38 likes All good

341 concept 38 likes This along with clean water should be the desire of all people in the USA

342 concept 38 likes I liked the heading/title and the photograph.

351 concept 38 likes The headline and the photo are an integrated message. The quote reinforces the message.

352 concept 38 likes i am concerned about the resource and future health of fisheries - and my opportunities to fish. this addresses all of those concerns

354 concept 38 likes It grabs your attention with the photograph. After all, we are about fishing and we want to impress fishermen and would-be fishermen that we are the best organization to protect, preserve, and restore what we like to do most. Catch fish (and release, of course).

355 concept 38 likes Nice photo. Succinct. Literate; not campy. Uncluttered

362 concept 38 likes The colors and the leaping fish

372 concept 38 likes short sweet and graphic

379 concept 38 likes it answers what we are, who we are and our goals.

381 concept 38 likes It shows TU as being an organization working or partnering to achieve positive environmental gains, AND doing so with recognition by the non-profit community.

382 concept 38 likes Nothing much just a nice picture and my idea of how I would like to be fishing

384 concept 38 likes Headline

385 concept 38 likes to the point

391 concept 38 likes I just believe good trout water connotes good water quality for everything !Fishing, Drinking, boating, rafting, etc.

392 concept 38 likes Hits ya where you live...

393 concept 38 likes It's green, yet still appeals to the outdoor sportsperson...

394 concept 38 likes I think it hits the high points regarding TU's initial charter.

397 concept 38 likes focuses attention on improving conditions for fish and hence fishing.

398 concept 38 likes I agree with this theory.

407 concept 38 likes quite frankly it was the shortest one of the bunch. if you are trying to sell a concept, be short, concise, and have a nice picture

413 concept 38 likes I believe TU should advocate for the resource. Trout, Salmon etc. along with the conditions required to promote the resource, Water quality, stream flow, surrounding habitat etc. Not get lost in crusades that are the pervue of other entities. Global warming and its disciples are merely another socialist cult.

416 concept 38 likes The concept is simple and direct. Without fish there is no fishing!

425 concept 38 likes An excellent overview of TU. The picture certainly would attract attention to the general reader and lead one to read the text.

426 concept 38 likes I would like to believe that TU is communicating that we can tell the difference between what is real and the over zealous groups who play to our emotions.

428 concept 38 likes Photo is visually interesting; headline is balanced visually and in wording; text is not too detailed and is to the point.

429 concept 38 likes It shows that TU is about the habitat and not about regulations, tackle and access

434 concept 38 likes Concept easily grasped. Picture absolutely appeals to outdoorsman.

435 concept 38 likes It looks real.

437 concept 38 likes It does a good job of strengthening TU's 'bridging the divide' and member participation.

439 concept 38 likes Eye catching pic and the headline is very good

442 concept 38 likes it is about fish

443 concept 38 likes I thought the picture and the headline tied in nicely and effectively

445 concept 38 likes The headlined information was especially informative when associated with the fisherman fighting a leaping fish. I thought the whole article really 'drove home the point' about what we, as cold water anglers, and especially as fly fishermen, must do to 'pass on' this sport to others who need to share these moments in a lifetime!

446 concept 38 likes If someone does not wish to read the article in depth, the title still conveys the message.

451 concept 38 likes I did like the picture also and the tag line at the bottom is good.

467 concept 38 likes The headline and the picture in combination grab my attention.

478 concept 38 likes This is a common sense statement. It shows the basic need and objective.

486 concept 38 likes TU has long been associated with fishing. This was the closest to what most would probably think of as a core mission.

487 concept 38 likes It defines what trout unlimited used to be when I joined many years ago

488 concept 38 likes Good picture and headline. I relate to the text.

489 concept 38 likes The picture is eye catching and I liked the text body, and 'support trout-----'

491 concept 38 likes I believe that this sums up what should be the core mission of TU

496 concept 38 likes It's me in the picture! Thanks

506 concept 38 likes Emphases the need to protect the environment

512 concept 38 likes The text did a nice job describing an important activity, and success, of TU. The photo shows what we would like the end result to be.

519 concept 38 likes Catchy phrasing.

528 concept 38 likes The headline was also very good but the picture does so much justice to the exciting sport of fishing that you just have to think this has to be protected forever!

544 concept 38 likes Well thought out and presented

549 concept 38 likes Grabs the reader's attention right now. Granted, the other photos on the other selections are dramatic, but not like this one.

558 concept 38 likes It's forward looking with respect to the sport and future generations.

559 concept 38 likes It conveys TU's mission succinctly . It points out the why of the need to preserve our fisheries

563 concept 38 likes The passion expressed & desire to pass on to future generations.

570 concept 38 likes It all worked, the picture, heading, and text, to communicate (in my opinion) what TU is all about.

575 concept 38 likes 'I WANT TO MAKE SURE THAT THE NEXT GENERATION HAS THE SAME OPPORTUNITIES TO CATCH WILD TROUT & SALMON IN THEIR HOME WATERS...'

589 concept 38 likes It is a catchy phrase and very much to the point.

607 concept 38 likes I think this ad does the best job to encompass all aspects of TU's mission.

610 concept 38 likes concise, well written information.

613 concept 38 likes Stresses the work that TU does.

615 concept 38 likes The bottom line for me is fishing and preservation of fishing locales. This article speaks to me and those issues that of interest me.

618 concept 38 likes I can translate TU's efforts to any body of water I've fished locally, not just in far off places. Also there's something in it for me to protect waters I'm more likely to fish.

621 concept 38 likes That is really TU's niche.

623 concept 38 likes Description on the breadth of activities TU undertakes in support of cold water fisheries

624 concept 38 likes I love the first sentence 'Angling has been....' It fits my life and feelings exactly.

633 concept 38 likes It specifically addressed the issue of fishing and its importance in my life. It appeals to my love of fishing and desire to be more a part of the angling community.

637 concept 38 likes clear message

638 concept 38 likes Beautiful river, great fish the reason I support TU

648 concept 38 likes Shows positive impact

654 concept 38 likes It promotes a broad topic

656 concept 38 likes For anyone who understands ecosystems and has a basic idea of TU's mission - this encapsulates it all in a few words. I think the title grabs the reader and makes them want to jump on board. Then the last paragraph will also hit the gut of those who are more into fishing then conservation, but still make the conservationist 1st people happy that TU works to be an inclusive and educational organization. Art Neumann and the founders' saying lives on here.

661 concept 38 likes Good sound bite.

664 concept 38 likes Good bold headline - means to me if we take care of habitat the trout do well on their own. Nice picture

665 concept 38 likes worded appealing

678 concept 38 likes simple, to the point, it is about fishing

688 concept 38 likes I like the picture and I like the idea of preserving the experience for the next generation.

699 concept 38 likes eye catching photo

834 concept 38 likes It's an action photo. That's always appealing.

844 concept 38 likes I'm an ecologist. It's how things should be

850 concept 38 likes I think the entire presentation, headline, photo and the first paragraph draws one to read on and further understand the importance of TU. I mostly fish in the east..... Maryland, Pennsylvania, Virginia and West Virginia and will be going out to Yellowstone in early fall and have and will continue to reap the benefits from the work TU does. Well written and thank you. Don Reithlingshoefer

851 concept 38 likes shows shared interest and ability to look to future

852 concept 38 likes Coveys the connection to fishing and beautiful waters.

856 concept 38 likes A simple direct heading.

880 concept 38 likes It mentions fishing as a starting point.

886 concept 38 likes The Picture.

892 concept 38 likes The photo is striking, and the lead in message of taking care of the fish grabs you.

SURVEY TWO – SAMPLE OF 151 SHORTER TERM MEMBERS

0980 concept 38 likes This sounds like a cause I could fully support and get involved with

0982 concept 38 likes Headline coupled with picture

0983 concept 38 likes This is the best approach of the four. This headline has the best hook (sorry for the pun) by far, though a couple others aren't bad. The picture says it all and is easy to understand what is at stake. The puzzle one is hard to understand in contrast. Only makes sense once you read it. The emphasis on the fish is more in line with TU's mission and a large majority of the members of our chapter who have consistently lamented the lack of emphasis on fishing at our chapter meetings...something we aim to remedy. It also throws in the next generation, which I think is critical to the future of both the sport and the organization. And, even though I'm putting a hook in an individual fish's mouth, between species (people and fish), I think this add sparks the most empathy. It's a more vivid image in my mind and seems more near term, i.e. it will encourage action/donating

0984 concept 38 likes I think that this message has the broadest appeal to a wide range of people.

0990 concept 38 likes Clean graphics

0995 concept 38 likes People can relate to a place where they caught a fish like that or would like to. And losing that opportunity speaks more to the audience then the Doom and Gloom.

0997 concept 38 likes Clean water was evident.

1003 concept 38 likes the notion that TU is something more than a fishing or hunting club, but rather, a group interested in the environment.

1006 concept 38 likes Great overall philosophy for this sport and our planet.

1010 concept 38 likes It emphasized the local efforts around the country

1016 concept 38 likes The action in the picture captures the viewer and makes you think about fishing. The headline is simple and hard to disagree with.

1019 concept 38 likes The Picture itself with a fish on

1021 concept 38 likes It appeals to the outdoors sporting mindset

1025 concept 38 likes (1) The aspect of helping to teach a new generation about responsible stewardship and fishing. (2) Knowing that TU continues to base its work on science, not politics.

1028 concept 38 likes I am impressed by the 'bridging the divide' portion of the second paragraph. It is imperative that all conservation groups and organizations work toward a common goal. I believe with these combined efforts, significant progress can be made with the mine drainage situation and responsible energy development.

1054 concept 38 likes Great picture, great headline, great message. Unless you have been influenced by an old person when you were young, you don't understand how important it is to pass it on for the future.

1061 concept 38 likes I pictured myself fishing in the picture.

1065 concept 38 likes I think this way. My concern is not growing the fishing community but protecting what we have.

1076 concept 38 likes It's telling me that conservation will protect our fishing opportunities.

1079 concept 38 likes It doesn't have anything to do with the false global warming ploy. It embodies the desire for the future of our grandchildren. It paints fly fishing as an enjoyable sport

1089 concept 38 likes It just makes sense - fishing is not just about catching fish, but being on the water and enjoying nature. We have to take care of the environment in order to enjoy it.

1091 concept 38 likes Informative

1098 concept 38 likes It's a good message that captures the essence of TU's work. And it's important to remember that the environment movement started with hunters and fishers.

1100 concept 38 likes this is what trout unlimited should be about --improving fishing

1110 concept 38 likes right to the point

1111 concept 38 likes It is succinct, yet it encapsulates it all.

1120 concept 38 likes Focuses on Trout fishing and TU. Message is about trout fishing and cold water conservation rather than co-opting other trendy causes - Global warming, environment. Not to diminish those issues - but TU should represent Trout fishing, trout fisher people, and cold water conservation rather than attaching to other issues and trying to be all thing to all people. The mission of TU seems clear enough - and TU should advocate most aggressively for the core goals.

1123 concept 38 likes It summarizes the whole thrust of TU

1124 concept 38 likes the concept of having he next generation enjoy the same things we are able too.

1127 concept 38 likes It just made the most sense to me of the four.

1131 concept 38 likes hatcheries are not cost effective

1132 concept 38 likes Article seems to support involvement everywhere rather than a specific area most do not or can not enjoy.

1139 concept 38 likes While a relatively short piece, it does an excellent job of expressing TU's mission. And the 150000 member figure and 400 Chapter figure shows that TU is viable organization.

1140 concept 38 likes The image grabs your attention, the body explains that TU members are more than 'just' anglers. It is clear and coherent and delivers an important message.

1141 concept 38 likes photo

1145 concept 38 likes Fishing picture is something I like

1148 concept 38 likes It clearly states what I think is TU's primary mission.....protecting cold water salmonids....so that they remain available for fishermen

1153 concept 38 likes The picture caught my eye and encouraged me to read the add

1162 concept 38 likes I think most people would identify with that...the message is clear and most people are aware that trout, especially brookies, are harbingers of good water quality. Plus the picture is awesome.

1168 concept 38 likes The opening sentence resonates with me

1169 concept 38 likes It focusing on fishing and protecting the resource as opposed to clean water, global warming and other interests supported by other non-TU groups. Don't glom onto the global warming or clean water crusades.

1185 concept 38 likes Shows historic role of TU, how it fits in the current big picture, and TU's great standing as a non-profit environmental force. That's a lot of bang for your advertising buck.

1190 concept 38 likes the format is pleasing

1193 concept 38 likes It summarizes all of he concepts. To take care of the fish you must take care of the water, watershed and still provide for the heart and soul of TU--fishing now and for future generations.

1195 concept 38 likes I like the positive tone. There is so much negativity around...I'm tired of hearing the emphasis on bad things in headlines and articles today. I like the message of hope for a better future and a picture that communicates fun and enjoyment of the outdoors as a vision/destination. This would make me want to support the organization. I also like the message about the integrity of TU. I had found this out myself only recently.

1203 concept 38 likes It made my mouth water.

1204 concept 38 likes It combines need, commitment, history, and sets a stage every fisherman can relate to the best.

1205 concept 38 likes The concept

1206 concept 38 likes The action in the picture. Made me read the text.

1208 concept 38 likes I liked the picture and it gave a good overview of TU and especially the volunteer angle.

1210 concept 38 likes I loved the heading, but the part about teaching new generations about responsible stewardship is the 'hook'. This piece was not overly-political (such as the global warming one), which will appeal to more people. It is clean, simple, and to the point.

1211 concept 38 likes Integrative concepts as a bridge between 'green' and 'heritage' concepts.

1213 concept 38 likes It pointed out how widespread TU is ('150,000 angler over 400 chapters'). It pointed out how TU 'bridges' between angling groups and the environmental community (TU is not exclusively in one area of the debate or the other, which should appeal to a broader base). It pointed out that TU is ranked very high as a non-profit group (which should make people more likely to contribute to TU).

1224 concept 38 likes great photo that lets me know TU is about the fish, fishing and fishermen

1226 concept 38 likes being good stewards of the environment should be a habit for all sportsmen. Take care of the land and it will take care of us.

1231 concept 38 likes The picture was especially appealing and the text caught my eye.. it made me look at the rest of the ad and really read it

1235 concept 38 likes It gets to the heart of fisheries conservation. Implies that the quality of the fishing is tied to the health of the fish, fishery, habitat and watershed.

1251 concept 38 likes an enchanting fishing picture

1253 concept 38 likes This says what TU is all about.

1257 concept 38 likes it jibes w/ my feeling of what tu should be- an org. dedicated to conservation on a grassroots level. not an elitist conserve by preventing use organization.

1265 concept 38 likes Article describes that TU is not an angling club but an environmental organization. This piece should be used (as advertisement) in non-angling other environmental publications.

1268 concept 38 likes reference to broad based appeal to act in scientific manner to improve water quality

1272 concept 38 likes Most people are attracted to TU because they are fishermen.

1276 concept 38 likes I like the personal comment about how fishing had a large influence on him.

1278 concept 38 likes Had good impact.

1284 concept 38 likes It's a beautiful stream with clean water, great vegetation and at least one large trout. It makes me want to be the fisherman in the photo.

1289 concept 38 likes whole thing

1290 concept 38 likes It speaks to those outdoors people who may not be members of TU and communicates the concept of the organization and its desire to save what we have and improve it for future generations.

1295 concept 38 likes THE PICTURE CATCHES MY EYE, IS VERY POSITIVE. THE TEXT THEN IS WAITING TO BE READ AND EXPLAINS HOW WITH OUR PARTICIPATION WE CAN HAVE MORE OF THIS.

1299 concept 38 likes I like the headline and the photo to enhance it. I like the general message. I think this says it all.

1305 concept 38 likes The fish jumping and the clear stream

1309 concept 38 likes i love the picture with the headlines

1312 concept 38 likes I covers everything important... clean water, private natural surroundings, fish, big fish, I know it is fly fishing, but it doesn't shove down a readers throat.. and the quote 'Angling has been such an.... just like we say every time we fish.

1315 concept 38 likes Simple concept; catchy (ooops-is that a Freudian slip?)

1320 concept 38 likes We want to leave something wonderful for our children.

1328 concept 38 likes All the parts worked well together and it clearly defined TU's core mission.

1329 concept 38 likes This is a personal philosophy I embrace...

1334 concept 38 likes The picture is the attention grabber. The Text is good and fills in the details. The title needs work - it turned me off a little. A better title might be 'Take Care Of The Fish and Their Environment and Our Grandchildren Will Enjoy The Fishing And Nature's Pleasures We Have.' Fail to do this and reek havoc on our country.

1338 concept 38 likes More than any other NGO TU 'bridges the divide' etc - very important and unique. Highest rating from Science Navigator, ... that TU 'outperforms most charities in its cause.' The ad says that TU is EFFECTIVE, clearly.

1342 concept 38 likes It was dynamic. After all, it's action, in all its forms, from fishing to financial support, that we seek.

1347 concept 38 likes promotes conservation, clean water and fishing

1350 concept 38 likes the picture is great

1355 concept 38 likes Interest immediately with the excellent photo content is good but way way way to long Tighten up your message- good ideas but way to involved in trying to get your message across. Reader will lose interest

1358 concept 38 likes The previous page did not have enough choices, I don't think any one part of this is better than the rest, it is the entire page that made me rank this number one

1363 concept 38 likes Especially like TU's commitment to conserving, protecting, and restoring America's trout and salmon populations.

1376 concept 38 likes the clarity of the picture and stream

1380 concept 38 likes First the picture. Next the headline. Third the bottom bold print. Finally the text.

1385 concept 38 likes I connected to the thesis of the text and the picture.

1386 concept 38 likes As a fisherman and conservationist, the concept (picture, text, heading) worked well together to 'strike a chord' with me.

1390 concept 38 likes The Headline and the picture together capture what I perceive as TU

1395 concept 38 likes The picture did a good job of saying this is what we need to protect. With good stewardship, we can have this picture.

1423 concept 38 likes 'bridging the divide;' Approval of Charity Navigator; what responsible stewardship and good fishing is all about The picture is inspiring!! Italicized 'credo' is fundamental Bold type at bottom indicates team cooperation!!!

1426 concept 38 likes I think it had a great message and a great picture.

1432 concept 38 likes Basing the work on science, not politics.

1453 concept 38 likes Good picture showing the fish, fisherman, and clean water.

1454 concept 38 likes The message.

1463 concept 38 likes Visual, headline, copy were well coordinated to provide a very important message.

1475 concept 38 likes the picture grabs your attention and the title is catchy.

1479 concept 38 likes I think of the 4 concepts, this one comes the closest to saying it all.

1481 concept 38 likes The content best describes all the activities of TU.

1487 concept 38 likes Clear, direct and common sense. It's all about habitat and it gets back to the ultimate self interest of anglers.

1499 concept 38 likes The reader can put himself in the picture and then can relate to the text.

1500 concept 38 likes It makes its argument well.

1502 concept 38 likes photo!

1506 concept 38 likes The picture reminds me of my own stream, not some mountainous, far away place.

1518 concept 38 likes It is a nice photo.

1520 concept 38 likes Science vs. politics; recognition of charitable performance; age and strength of organization.

1539 concept 38 likes Appealing photo. The message has an emotional appeal that's positive.

1547 concept 38 likes Graphics as well as the explanation.

1553 concept 38 likes I think it communicates the idea of helping teach new fly fishers as part of the mission of the organization.

1558 concept 38 likes It was simple message and I think was directed primarily at fisherman who would support TU. The picture will make fisherman read the fine print.

1563 concept 38 likes I liked both the picture and th headline. The colors are warm and the action shot improves the point.

1565 concept 38 likes Picture captured attention and direct catchy title draws reader in. Very appealing to an angler across the board.

1581 concept 38 likes Emphasis on environmental stewardship.

1587 concept 38 likes I like to fish. It showed someone fishing.

1592 concept 38 likes taking care of the fish

1603 concept 38 likes classic clear water, pretty stream

1617 concept 38 likes If there are no fish, than what's the point of protecting nothing??

1620 concept 38 likes Most members fish. Most who join are already fishers who want to join an organization to help them fish better, take them to fish, etc. This shows that the organization is built for them.

1621 concept 38 likes I Am an Engineer and like numbers, '50years', '150,000 angler-conservationist', '400 chapters'. I also like to fish and seeing healthy fish, like in this picture, says a lot about the fishing in N.A. The nice color of the water. Like the old saying ' a picture is worth a 1000 words'

1623 concept 38 likes I like the metaphor that TU has focused our efforts rather than trying to do everything.

1628 concept 38 likes I'm a fisherman, hence anything that depicts this passion will get my attention. But remember this is me, not the general public. You MUST tailor the message and hook to the audience you are trying to reach. If may NOT be fisherman. The 'drinking water' ad would appeal to the average suburbanite first, this is something they can relate too. The fish above, is my hook, but would turnoff a animal rightist.

1630 concept 38 likes It ties conservation and recreation together and grabs the reader..

1632 concept 38 likes no

1638 concept 38 likes an action shot is more appealing than volumes of text.

1642 concept 38 likes Working to educate the next generation on what it means to be a member.

1649 concept 38 likes It covers a lot of ground. Clean, cold water and healthy, protected watersheds result in good trout fishing.

1650 concept 38 likes TU is conservation organization. Best Motto is 'Wild Trout Catch and Release' This is why I have been with TU for 35 years.

1652 concept 38 likes i think the headline is very emphatic. It say's it all!

1654 concept 38 likes I liked the appearance of a clean stream and a healthy fish.

1655 concept 38 likes I was very pleased with the simplicity and consistency of the text, with the beauty of the photograph, and the theme of protection and restoration work to benefit the future anglers in the fly fishing venue.

1656 concept 38 likes It talks about our rating with Charity Navigator and the picture get me excited about fishing.

1673 concept 38 likes direct and to the point.

1676 concept 38 likes The time line. The number of anglers, and chapters involved. Showing that organazations can be stronger then governmental groups.

1679 concept 38 likes The picture is nice. but at the end I like the way it was written. It was a much easier read.

1680 concept 38 likes I think the photo will attract anglers. By attracting anglers and getting the message of TU to them, hopefully new members, supporters and volunteers will come to TU. I don't think TU will attract too many non-fishing people. TU should work on attracting anglers. Especially trout/fly-fishing anglers. Other people may be attracted to the activities of TU and the other ads can be used in different publications. My opinion is to use the money where the most potential return is: attracting more anglers and get them involved. Self interest can help TU in conservation efforts.

1684 concept 38 likes great photo demo

1695 concept 38 likes Mention of '...to teach a new generation what responsible stewardship and good fishing is all about' and 'TU bridges the divide....'.

1706 concept 38 likes I think it is a positive message that I agree with. The fact that the photo reminds me of a place I fished with my Son last fall is real appealing also.

1709 concept 38 likes This article details the significance of the organization and its long term goals...our FUTURE GENERATION...OUR CHILDREN and OUR Children's children.

1712 concept 38 likes Picture was a grabber and complimented the subject.

1714 concept 38 likes the title

1717 concept 38 likes I can see myself in the picture.

1718 concept 38 likes The quote preceding the body of the text was the most engaging part of the ad. The first person narrative compelled me to read more.

1719 concept 38 likes Long history of members working to protect trout and salmon. Commitment to conservation based on science.

1723 concept 38 likes The picture was eye catching. The title appealed to me. The body of the text spelled out clearing the mission of TU.

1724 concept 38 likes General overall appeal was excellent provides good presentation

1725 concept 38 likes The concept that the anglers are the primary support t for TU & without them TU would not exist for habitat improvement

WHAT THE MEMBER **DISLIKED** ABOUT CONCEPT RANKED #1

“PLEASE TELL US ANYTHING YOU DID NOT LIKE ABOUT IT OR WAS CONFUSING”

DISLIKES ABOUT CONCEPT #38 “TAKE CARE OF THE FISH, AND THE FISHING WILL TAKE CARE OF ITSELF”

SURVEY ONE – SAMPLE OF 136 LONGER TERM MEMBERS

NOTE: 60 IN THIS GROUP HAD NO COMPLAINTS OR NO DISLIKES, AND MANY OF THE “DISLIKES” WERE ACTUALLY “LIKES”.

053 concept 38 dislikes I have no idea who or what 'Charity Navigator' is. It does not add any convincing punch to the narrative.

059 concept 38 dislikes None, except the fact that in all TU fishing photos, ONLY fly fishing is featured

060 concept 38 dislikes The quote - I want to preserve and improve the fishing for me, too, not just future generations. I was not familiar with 'Charity Navigator'

070 concept 38 dislikes didn't confuse me, liked the picture

077 concept 38 dislikes what 'divide'? it was not explained

092 concept 38 dislikes ' hook and bullet groups,' had to think about that though I'm probably both.

117 concept 38 dislikes Crowing about the Carity Navigator ratings. But that's just my take on it.

118 concept 38 dislikes picture indicates text may be of interest to fishermen

120 concept 38 dislikes It seems too long for a sound bite world.

123 concept 38 dislikes drop the 'hook-and-bullet' phrase and don't talk about 'divides'. Go for the 'unity' TU provides for people of all persuasions to join together for a common good.

134 concept 38 dislikes Whole ad was effective

140 concept 38 dislikes Actually pretty straight forward

158 concept 38 dislikes I don't see much I don't like about the spot.

161 concept 38 dislikes No, this communicates well and directly.

176 concept 38 dislikes too much reading and small print

190 concept 38 dislikes Last paragraph slightly self serving

196 concept 38 dislikes I really liked it, nothing wrong here

204 concept 38 dislikes I wish the clean water, watershed wide, long-term environmental health message present in other concepts could be embedded here

210 concept 38 dislikes Merrill Katz Nothing I did not like.

223 concept 38 dislikes Say more about what we will do

231 concept 38 dislikes I thought that our membership was larger

236 concept 38 dislikes There should be something in the text as to a specific task TU completed to help the fish

241 concept 38 dislikes I never hear of Charity Navigator and its endorsement does not impress me.

280 concept 38 dislikes The stats on number of participants. You have made an obvious statement, how do historical numbers help. If we had historically done our job we wouldn't have a problem now would we? Focus on what need to be done and give a road map to achieving it.

283 concept 38 dislikes If staying with one page, then I found nothing lacking.

298 concept 38 dislikes A non-fishing reader would have to read between the lines. The initial impression could be that it's all about fishing when environment is the real issue.

321 concept 38 dislikes no attribution for the quotation

323 concept 38 dislikes Most people wouldn't know what a 'hook and bullet' group is. I myself have just a vague idea of what it might be.

324 concept 38 dislikes I'm not real fond of the phrase 'hook-and-bullet'.

332 concept 38 dislikes Depending on the target audience, it could be narrow (less attractive to conservation minded citizens who do not fish). It does not punch the next generation concept quite hard enough for me, although it's the best of the bunch.

339 concept 38 dislikes How efficient is TU relative to Charity Navigator's evaluation? Publish the overhead versus net contributions put to work.

341 concept 38 dislikes Quite clear

351 concept 38 dislikes The 'divide between 'hook-and-bullet' groups' wasn't clear. I suspect 'bullet' refers to the NRA and hunt for meat groups. I don't know any examples of 'hook' groups.

352 concept 38 dislikes this is fine

354 concept 38 dislikes Straightforward. Well written.

355 concept 38 dislikes Whose quote?

362 concept 38 dislikes Small type

366 concept 38 dislikes TOOOOOO MANY WORDS

381 concept 38 dislikes You need to emphasize the partnering aspect. Working with all the players to maximize the achievable results of our mission statement. We are the ones who get to sit down at the table to hammer out consensus. The far right and left groups do not get invited.

384 concept 38 dislikes looks good

391 concept 38 dislikes I haven't a clue who the Charity navigator is or means.

394 concept 38 dislikes Not necessary to point out the Charity Navigator - behavior should speak for itself.

407 concept 38 dislikes they were all good, just too long

413 concept 38 dislikes As a 34 yr promoter of all things in the out of doors it seems just fine to me.

425 concept 38 dislikes An excellent presentation. Could find nothing confusing Possibly mention the Eastern Brook Trout effort to attract the 'eastern trout fisher'

426 concept 38 dislikes 'Hook and Bullet' groups is confusing-use a better term.

428 concept 38 dislikes Last paragraph sentences are too long.

429 concept 38 dislikes The logo looks like a shark, not a trout

434 concept 38 dislikes Not confusing...simply spoken info on an important issue.

437 concept 38 dislikes The title strikes me in a somewhat negative way for some reason. Can't put a finger on it, but it just doesn't seem written correctly.

445 concept 38 dislikes There was nothing 'confusing', nor was there anything about the presentation that I did not like. Very well done! It gives me great ideas to incorporate like messages into our fly club's PR challenges.

467 concept 38 dislikes Avoid the reference to the 'hook and bullet' group, they will be offended and others won't understand any distinction between TU and those groups.

487 concept 38 dislikes straight forward

488 concept 38 dislikes The use of the term 'hook and bullet' groups. That kinda sucks.

489 concept 38 dislikes The italicized lines are a bit irritating

506 concept 38 dislikes very well presented

512 concept 38 dislikes Headline a bit confusing (or misleading).

575 concept 38 dislikes 400 CHAPTERS?? I am a guide in N.M. & Arkansas. Too many 'chapters' do 'nothing' as far as work, recruiting or even as simple as once a month meetings !!

589 concept 38 dislikes The quotation at the top. Who is 'I'?

607 concept 38 dislikes I think it was very straight forward information and not confusing at all.

610 concept 38 dislikes I would change the color of the text at the very bottom of the page that is in bold.

615 concept 38 dislikes Rating of Charity Navigator was not a great concern of mine.

618 concept 38 dislikes It's tough to localize one image to every fisherman's situation. Perhaps 2 or 3 smaller images of different settings...

623 concept 38 dislikes Reference to financials actually causes reader to question the efficiency of TU and their fiduciary responsibility

624 concept 38 dislikes The piece is well done.

633 concept 38 dislikes I am not overly concerned about future generations having the opportunity to fish that I did. Future generations will develop their own interests. It that is fishing great but they will take care of themselves. I just want to be able to enjoy fishing as long as I can and want to give back to something that has given so much to me.

637 concept 38 dislikes quote with no name

638 concept 38 dislikes You talk about fishing, the next generation, stream protection, TU then go off in a completely different direction with the money What's up with that!

648 concept 38 dislikes Does not represent the type of water I fish

656 concept 38 dislikes An excellent message. Clear, concise, hits you in the heart and head - I say change nothing.

661 concept 38 dislikes None - it needed the depth of the text.

664 concept 38 dislikes Should have contact info

699 concept 38 dislikes 1. 'hook and bullet?' 2. The accomplishments are wordy and bland

850 concept 38 dislikes Could have mentioned the eastern rivers and streams

851 concept 38 dislikes maybe increase the reference to other conservation minded groups other than describing as 'hook and bullet groups'

SURVEY TWO – SAMPLE OF 151 SHORTER TERM MEMBERS

NOTE: 74 IN THIS GROUP HAD NO COMPLAINTS OR NO DISLIKES, AND MANY OF THE “DISLIKES” WERE ACTUALLY “LIKES”.

0982 concept 38 dislikes Too lengthy and wordy

0983 concept 38 dislikes Just double check between the first sentence in paragraph 1 and the bold sentence at the bottom. Are you conserving and protecting fish populations or rivers?

0995 concept 38 dislikes I don't have anything to add.

1003 concept 38 dislikes No, it was fine.

1019 concept 38 dislikes I like it

1021 concept 38 dislikes I think it is effective and it grabbed my attention.

1025 concept 38 dislikes Unlike the other 'blurbs', this one has no good 'solid' examples of topic-related work that TU is doing or has done.

1079 concept 38 dislikes Changing fonts are sometimes hard to read.

1089 concept 38 dislikes I don't think it's necessary to show a fish being caught - could have been as effective just working the stream. But I *am* curious what's on the line.

1098 concept 38 dislikes I don't see how a 'consistent record of financial growth' earns TU points with Charity Navigator. That seems to be a different point altogether.

1100 concept 38 dislikes great picture--so so caption

1110 concept 38 dislikes liked it

1120 concept 38 dislikes The main title seems a little off hand and careless, Maybe 'Take Care of the Fishery and the Fishing Will Take Care of Itself' conveys more of the msg.

1123 concept 38 dislikes Unnecessary details and esoteric terms--'hook and bullet' just confuse the issue

1132 concept 38 dislikes too busy not sure everyone would read the entire advertisement

1139 concept 38 dislikes It's fine.

1140 concept 38 dislikes No problems, liked it.

1141 concept 38 dislikes too much text

1148 concept 38 dislikes I have no suggestions

1169 concept 38 dislikes I would also work in saving fish for the current generation as some resources are being depleted at such a rapid rate that they may not be around in 20 years. Also, emphasizes urgency.

1185 concept 38 dislikes I'm not enamored with the term 'hook and bullet groups,' which must be an industry term with which not all are familiar. Connotation of association with the fringes by being the bridge may turn some off.

1193 concept 38 dislikes Don't kid yourselves--TU's commitment to conservation is based on science but politics also plays an enormous part. Either leave out the...not politics....or admit they are a vital part.

1195 concept 38 dislikes I would have liked to have known who was speaking in the quote. Is he a lawyer, or a blue-collar worker?

1204 concept 38 dislikes I think it all fits perfectly

1208 concept 38 dislikes Not sure what Hook and Bullet means.

1210 concept 38 dislikes Perhaps the photo should be of a fish feeding instead of fighting. Not all people would look at the photo and realize that the fisherman would (hopefully) be releasing the fish, and it would symbolize death to them.

1211 concept 38 dislikes Limited to 'anglers' in the closing piece. I think these are issues to eco-conscious people of any interest.

1213 concept 38 dislikes Not too keen on the headline '...the fishing will take care of itself'. To me it sounds like TU only has to be concerned with one aspect and can disregard the fishing aspects (i.e. how an angler fishes, how they treat the stream, the fish, etc.)

1224 concept 38 dislikes liked it

1226 concept 38 dislikes each time you fish, leave the place in better shape than you found it.

1235 concept 38 dislikes Not so much a comment on the ad, as the question you asked earlier as to whether or not it would make me want to give. The question I would ask is does it make you care about the issue. If I care, then that is the next step towards contributing both time and money to the issue.

1253 concept 38 dislikes Nothing. It was as good a pitch for TU and way better than the other ads.

1257 concept 38 dislikes the headline is a bit confusing.

1265 concept 38 dislikes examples tilted too heavily to Western states issues.

1268 concept 38 dislikes this one is the best written of the three. no inconsistencies in message and appeals to broader base

1272 concept 38 dislikes The phrase 'hook and bullet' may not be appropriate. Something 'fishermen and hunters may be less derogatory.

1278 concept 38 dislikes Liked it all

1290 concept 38 dislikes Looks o.k. to me!

1295 concept 38 dislikes THE HEADING COULD BE TWEAKED. SOMETHING LIKE-TAKE CARE OF THE FISH, AND THE FISHING WILL REWARD YOU.

1299 concept 38 dislikes I liked it all.

1305 concept 38 dislikes hook and bullet groups don't mean anything to me.

1312 concept 38 dislikes Great ad

1320 concept 38 dislikes I didn't like the headline, the quote underneath was more effective.

1334 concept 38 dislikes Title as mentioned above.

1338 concept 38 dislikes I was very impressed by it. No criticism.

1342 concept 38 dislikes The headline. It talked about the fish only, not the conservation of their habitat.

1347 concept 38 dislikes There is nothing that I did not like

1355 concept 38 dislikes To long and detailed message. tighten up your copy

1363 concept 38 dislikes Not sure what is meant by the following: TU bridges the divide between 'hook-and-bullet' groups and the environmental community?

1380 concept 38 dislikes Shorten the text.

1385 concept 38 dislikes No mention made about public access.

1432 concept 38 dislikes The reference to 'hook and bullet groups' could be offensive to some; rephrase it.

1481 concept 38 dislikes Great photo.

1487 concept 38 dislikes Make it more active. By Taking Care of the Fish, Trout Unlimited Takes Care of the Fishing Need a better photo--This looks more steelhead than trout and is not 'typical'

1499 concept 38 dislikes What are 'hook and bullet' groups. Not an everyday term.

1539 concept 38 dislikes I don't like the phrase, 'hook and bullet'

1558 concept 38 dislikes The headline maybe could say 'Take care of the fish and the rivers they live in, and the fishing will take care of itself' may be more accurate, albeit more wordy. Otherwise, good.

1565 concept 38 dislikes Use more examples of success and shorten the part about being ranked as a charity.

1581 concept 38 dislikes I thought it was concise and clear. Emphasis on commitment guided by science and not politics was especially effective.

1620 concept 38 dislikes Being a state council officer I know that the majority of members of TU live in the eastern US. This like almost all of the ads, articles, etc. are about the West. That turns off members who may never go west. If you want to appeal to the majority of prospective members, make ads about where they live.

1621 concept 38 dislikes Give some examples of other charities and what they have done, not just stating that TU outperforms most charities.

1628 concept 38 dislikes Clear to me, but see previous comment

1638 concept 38 dislikes neutral.

1642 concept 38 dislikes The use of 'hook and bullet: groups.

1649 concept 38 dislikes With all of the members and resources, why isn't TU working with the state soil and water conservation departments on stream monitoring in the watersheds?

1650 concept 38 dislikes Does not mention wild trout versus hatchery trout.

1652 concept 38 dislikes I did not understand the comment about 'hook and bullet groups.

1655 concept 38 dislikes The business about rating TU is hooey. drop it, it doesn't say anything/////

1656 concept 38 dislikes The part about bridging the gap between hook and bullet

1673 concept 38 dislikes the text (body copy) could have been handle a bit different, it is a bit much, along with a ling headline and long sub-head.

1679 concept 38 dislikes Nothing. It was all very clear.

1695 concept 38 dislikes Don't like the 'title statement'. Part about 'fishing will take care of itself' doesn't sound very dynamic and action oriented.

1709 concept 38 dislikes The last sentence about 'Charity Navigator' was not necessary or meaningful to the overall point of the article

1714 concept 38 dislikes maybe a different pic

1718 concept 38 dislikes The content is great, but I doubt the average non-member flipping through a magazine will take the time to read all the text. The bold text at the bottom is too wordy.

1719 concept 38 dislikes Out performs most charities in what ways? Be more specific.

1723 concept 38 dislikes the statement hook and bullet groups description.

1725 concept 38 dislikes Can't tell who is the target audience.

CONCEPT 47

“PROTECTING WATERSHEDS”

LIKES ABOUT CONCEPT #47

“PROTECTING WATERSHEDS, PIECE BY PEICE”

SURVEY ONE – SAMPLE OF 78 LONGER TERM MEMBERS

- 048 concept 47 likes Protecting and Preserving are essentials for TU...this means protecting public access to these areas as well...something TU needs to be much more aggressive about!!
- 061 concept 47 likes The headline and the jig-saw picture go hand-in-hand and directly support the copy text! I'd consider changing the bottom bold statement to: 'Support Trout Unlimited and Protect Your Local Streams - A Watershed's Life Blood'
- 075 concept 47 likes Layout
- 087 concept 47 likes It covers all bases of water flow.
- 089 concept 47 likes This piece describes the strength of TU. Grassroots volunteers working on local streams and restoring habitat with the assistance and support of the National organization.
- 093 concept 47 likes I liked the headline and the missing piece of the puzzle analogy.
- 098 concept 47 likes the concept
- 106 concept 47 likes picture puzzle gets the point across
- 113 concept 47 likes The missing puzzle piece.
- 121 concept 47 likes Text was clear and descriptive. The visual of the puzzle grabbed my attention and tied in with the headline.
- 129 concept 47 likes Watershed protection and management is the key to maintaining and/or restoring fisheries
- 131 concept 47 likes Picture caught my attention and got me to read article to find out what puzzle and pieces were all about. Picture led to headline led to article. Very coherent message. Bottom bold not that important.
- 132 concept 47 likes a nice puzzle!
- 135 concept 47 likes I think it tells a story that is not well understood by most people.
- 136 concept 47 likes -
- 137 concept 47 likes The interconnectedness gave rise to my own thoughts about connections between water quality, fishing, the environment, future generations. A powerful symbolic subtext.
- 139 concept 47 likes An important concept and one I am glad TU is pushing
- 143 concept 47 likes I like the support for habitat protection.
- 189 concept 47 likes I actually thought the headline, the photo and the conclusion text fit together very well to drive the message home.
- 192 concept 47 likes The puzzle concept was quite believable, and the body of the message was more pointed to what was done----in a team-like approach.....Most of us don't really know where the contributions we send in really know. I had a shock the other day to find that Purple Heart, a well known and supposedly highly-touted collector for charity donated on 1-2% of the value of the money and goods collected to charity. The rest was spent for administration and big salaries for the CEOs of that group. The rest was spent on administration and high salaries of the officers
- 193 concept 47 likes The missing puzzle piece was most appealing and got my attention.
- 207 concept 47 likes Wilderness picture
- 214 concept 47 likes specific examples of work being done and that will be done.

224 concept 47 likes It is the watershed that protects the quality of fishing. Protect it, and the pollution will be minimized and fishing will remain good. Ignore it, and pollution will be out of control, with the fishing destroyed. Control the land developers also, for they are the real problem.

229 concept 47 likes The missing puzzle piece

233 concept 47 likes Every piece of the watershed is important!!!!

254 concept 47 likes It focuses on the need to address the gamut of problems in a watershed needed to protect an intact watershed or restore a degraded one rather than using a piecemeal approach where one activity in a watershed may prove detrimental to another portion.

259 concept 47 likes It emphasizes the fact that conservation efforts are a small but critical piece of the puzzle

260 concept 47 likes Well designed

281 concept 47 likes 'Protecting Watersheds' is powerful

294 concept 47 likes I did also find the picture effective. Mainly though I liked that a specific example (Smith's Fork) was provided to substantiate the claim that was met.

296 concept 47 likes The missing puzzle piece.

302 concept 47 likes The missing part of the puzzle is what initially catches your eye.

303 concept 47 likes I like the idea that TU is restoring degraded streams

322 concept 47 likes Headline was good and got my attention. This ad at least addressed in a round about way, the stream access issue, but not enough in my opinion. On the negative side, way too much verbiage.

326 concept 47 likes Restoring degraded and/or polluted segments of our nations rivers and streams and reconnecting them to their watersheds will be one of the only ways to ensure the future of our trout and salmon resources.

329 concept 47 likes The quote caught my attention

343 concept 47 likes Text is well done

361 concept 47 likes I'm very aware of potential up-stream watershed problems. I'm a member of a town conservation commission.

377 concept 47 likes I think the headline is a good attention getter, followed by the accompanying jigsaw photo integrating with the idea, that would slow down the average reader to go further and actually read the text.

386 concept 47 likes It got my attention due to the header and picture connection. I liked the picture. I liked the last paragraph. I thought it would be perfect if it related to the eastern trout too.

388 concept 47 likes Simple, clear, appealed to my conservation sense to protect the waters we have

390 concept 47 likes photograph most people will not read more than three words to much text on all ads

420 concept 47 likes I like that you mention the problems facing watersheds, talk about a solution and use specific examples of watersheds.

421 concept 47 likes The picture was definitely eye candy.

431 concept 47 likes I believe it deals with one of the most important issues to trout fishermen.

444 concept 47 likes Great concept. Different than typical ads.

460 concept 47 likes For me, this is what TU is all about

463 concept 47 likes this is the real issue only local project will be membership enhancing and stimulate positive response to both local and national projects

479 concept 47 likes The picture provided a vivid image to reinforce the idea that watershed protection happens one small project at a time.

504 concept 47 likes Picture puzzle effect fits nicely with theme.

508 concept 47 likes rugged wilderness area

509 concept 47 likes The missing puzzle piece -- nothing is complete without all the pieces.

530 concept 47 likes It approaches the entire picture of the problems. It blends all the concepts to present what I think TU should be promoting to the public. The other concepts were more narrowly focused, especially the Alaskan Bay fish diversity.

533 concept 47 likes Liked how different people get together in different areas to improve the entire watershed.

543 concept 47 likes This tells me that TU can't do it alone, they need help from other sources including the States

556 concept 47 likes Making sure the source of the water is clean and insuring everything downstream stays that way. The concept keeps the entire watershed clean.

591 concept 47 likes Details of the approach and real-world success examples

603 concept 47 likes The obvious connection between the headline (short, pithy, direct) and the picture (a puzzle made up of pieces with the one missing very glaring). Good theater.

619 concept 47 likes It's the bottom line. If we can protect the watershed, then the river is protected, the water quality is protected, the fish are protected and the fishing is protected

630 concept 47 likes We have to look at the complete ecology of a watershed because by putting an emphasis only on trout we might be disrupting Mother Natures master plan for the watershed.

641 concept 47 likes Too many people think that you have to tackle the entire watershed to make a difference. This piece makes the point that you may only have to look a small part of it to make a big difference.

657 concept 47 likes Combination of the picture and the bold text at the top is solid.

667 concept 47 likes The ad concept works for me. It represents what TU stands for. It represents all of the efforts of TU that make up the big picture.

681 concept 47 likes Understand the need for watershed protection - do others?

685 concept 47 likes This fits with my idea of conservation work, An orderly progressive approach.

689 concept 47 likes The habitat angle, rather than the weather angle

692 concept 47 likes Headline, body copy, picture and supporting element at bottom all work together well to get message across. However, like all 4 items, there is no call to action in the ads (url, ph #, etc.).

700 concept 47 likes I believe this is the mission of TU - the hell with global warming - still very speculative and too many other idiots on that band wagon

835 concept 47 likes Our local chapter does this well and I am interested in doing this on my property

840 concept 47 likes I like the concept of interconnection

842 concept 47 likes I could see how TU's efforts might specifically benefit me & my fishing.

862 concept 47 likes In encompasses what needs to be accomplished on several levels and lays out the challenges and approach TU takes.

864 concept 47 likes The ad focuses on a positive solution to the problem and gives the reader a sense of what is possible with their support. TU will get no where by adopting negative advertisements that so many environmental groups choose these. TU can blame George Bush for everything wrong in the world but we are a conservation organization that gets things done through hard work, positive attitudes and a willingness to work with other people and groups to achieve our conservation goals. Only a positive message will work for TU. Thanks.

878 concept 47 likes The image of a jigsaw puzzle relating to protecting watersheds.

885 concept 47 likes Illustrates the concept of the text quite nicely.

889 concept 47 likes I like the connection to the headwaters shown in the photo - and the visual interconnectedness.

SURVEY TWO – SAMPLE OF 118 SHORTER TERM MEMBERS

0967 concept 47 likes It worked very well with the image.

0968 concept 47 likes The photo and complimentary text did a great job of laying out visually and logically what TU does and how it positively impacts trout...I particularly like the phrase 'Everyone is tackling a different piece of the puzzle, but their work adds up to...'

0970 concept 47 likes Although the text was the most appealing portion, the art was a close second. I am a conservationist committed to the entire ecosystem, not merely an angler concerned with trout. That's why this message appealed to me most.

0972 concept 47 likes I am a firm believer in how fluvial geomorphology affects rivers and the fish in them. This piece really struck home with me and I think will inform others on this very important subject.

0974 concept 47 likes Bigger picture approach.

0976 concept 47 likes Made me realize that each watershed is important

0992 concept 47 likes It got my attention!

0999 concept 47 likes The missing piece of the puzzle carried a positive message

1004 concept 47 likes I like the concept of watershed protection

1007 concept 47 likes Keeping the streams and rivers theme linked to fishing habitat and migration speaks to Trout Unlimited. While water quality and global warming are certainly issues, there are myriad groups and agencies addressing these matters - some to which I contribute to. Keeping the fish and fishing always in the mix defines TU and gives it a unique niche.

1011 concept 47 likes Three pronged approach

1014 concept 47 likes Key to all other concepts.

1017 concept 47 likes It's the essence of TU

1023 concept 47 likes Maybe say something about the puzzle, or how TU will fill in the missing peice.

1027 concept 47 likes I did like the picture as well, it conveyed the message instead of just being a nice picture of someone fishing, I also like the message at the bottom but, it is the body of the text that is the meat of the add.

1040 concept 47 likes Restoration of previously damaged ecosystems is of great importance to me (and it is my career)

1055 concept 47 likes it felt real

1057 concept 47 likes It shows that TU is an organization concerned with more than fishing. A community group for the whole community

1064 concept 47 likes The idea and details of working on an entire watershed, instead of smaller unconnected pieces paints a much more realistic picture of how a watershed can be improved. The example of connected efforts illustrates the concept well.

1068 concept 47 likes The catch phrase and picture match well and it doesn't focus too much on the fishing aspect. Conservation/restoration should be the primary element.

1097 concept 47 likes The puzzle makes you think.

1099 concept 47 likes The focus on watershed protection is key, and highlights TU's landscape-scale conservation focus.

1105 concept 47 likes The emphasis on interconnectivity. This is a key concept in conservation and applies not only to streams and lakes but air and land as well. It's something the current administration has severely neglected and in fact undermined. Sorry for straying off course, but it amazes me how many TU members I know just don't see the latter.

1108 concept 47 likes It communicates the grass roots and project by project nature that TU means to me. Most progress is step by step and accomplished on a local basis.

1109 concept 47 likes The concept of a piece by piece effort rather than attacking the problem all at once

1117 concept 47 likes The message of protecting Head Waters, as well as the entire stream. The combination of the puzzle concept at first glance, and the message of the importance of protection and attention to the nursery, spawning, etc. areas of the stream to support quality fish/fishing

1118 concept 47 likes The focus on working together to accomplish a goal is important to me. As is the concept of looking at the watershed as an interconnected system. In that, we must look at the surrounding land - mines etc. - and determine our course of action based on that and not solely on the desire of anglers to catch more trout.

1119 concept 47 likes The implication that TU works (or may work) to improve/protect my local trout streams.

1125 concept 47 likes I like the three-pronged approach (all aspects), just wish for more emphasis on Eastern streams and wild native fish.

1128 concept 47 likes The puzzle photo and the headline made the best connection. There was no thinking about it. The concept was in the photo and in the headline. The empty place in the puzzle made it feel like I wanted to be part of the fixing, rather than a bystander.

1143 concept 47 likes 3 pronged approach

1152 concept 47 likes Everyone is tackling a different piece of the puzzle I hope that some one is coordinating these efforts!

1154 concept 47 likes The concept of holistic conservation

1164 concept 47 likes Visually appealing

1173 concept 47 likes Tie into jigsaw puzzle and the missing piece

1179 concept 47 likes Picture, although trying showing something other than Western USA

1180 concept 47 likes implies a piece missing

1184 concept 47 likes I spend a great deal of my fishing time in Pa. Mostly I practice catch & release on stocked trout. I think this concept needs to be stressed to many of the fishermen I encounter as they are only concerned with the 100 yds. or so they are fishing

1196 concept 47 likes It was visually appealing and worked well with the text.

1201 concept 47 likes Says a lot in little space

1202 concept 47 likes concise

1225 concept 47 likes Our chapter does a lot of projects, so this article hits home.

1227 concept 47 likes Stresses interconnected environmental issues

1230 concept 47 likes The article reflects the need to look at the interconnections of the ecosystem and the cumulative impacts of multiple stressors.

1237 concept 47 likes I got the concept by the photo

1239 concept 47 likes It fits in with my concept of what TU's priorities should be as indicated in earlier responses.

1246 concept 47 likes Picture was a good play on the words in the title.

1250 concept 47 likes it recognizes that there are many complex portions to keeping a watershed in good shape

1258 concept 47 likes nothing specific

1281 concept 47 likes The concept is important; this work is in fact about putting pieces of whole systems back together.

1296 concept 47 likes It addressed local concerns.

1298 concept 47 likes The headline ties into the picture. The text explains integrative work of the organization. Good appeal to both anglers and non-anglers.

1302 concept 47 likes I liked the puzzle concept that showed it takes many pieces working together to make progress and to have a success.

1308 concept 47 likes it's not about the water your fishing in it's the water condition for where it's coming from.

1317 concept 47 likes It takes the overall view of the watershed and breaks it down into pieces to address specific issues.

1321 concept 47 likes picture adds to desired message.

1325 concept 47 likes I support a watershed approach to stream management

1326 concept 47 likes 2nd paragraph

1354 concept 47 likes I think each ad is good and might appeal well - but each to a different audience. I thought this one might have a broader appeal to less avid anglers and non anglers as well as getting a good concept across to lots of people.

1356 concept 47 likes Graphics and words

1357 concept 47 likes puzzle concept

1361 concept 47 likes it dealt with the degraded streams and rivers and how to help the fish recover

1362 concept 47 likes makes you think, not pushy or obviously eco

1373 concept 47 likes The message of protecting watersheds rather than just specific fish species makes it easier to partner with other organizations for our common goal.

1375 concept 47 likes I believe watershed connectivity is an important idea. As a concept, if it takes hold, it will hasten the understanding of the importance of watershed conservation and restoration among people who might otherwise not be interested.

1381 concept 47 likes Like the concept. This survey seems to be drawing lines between campaigns that are to defined for my tastes.

1388 concept 47 likes Problem, Solution, Response, in a few short paragraphs. Laid out nicely. It makes me want to volunteer.

1396 concept 47 likes Photography

1397 concept 47 likes Visual impact always strong

1401 concept 47 likes It didn't blame everything on 'climate change'.

1402 concept 47 likes In our busy lives, it is becoming more difficult to find time and 'read' the articles. You need to get your point across in 3 sentences or less.

1410 concept 47 likes This message moves us onto the next level, watershed restoration. After 48 years we have become very good at stream restoration, probably the best, but without good quality water then all we have done is a very good landscaping job. Watersheds provide the quality water.

1413 concept 47 likes Text should not focus on western rivers exclusively

1416 concept 47 likes It communicates to me on a local level. I also have witnessed degradation, access restrictions, and loss of fish in my area.

1419 concept 47 likes puzzle pieces

1421 concept 47 likes The text was excellent. It says what TU does and how it does it.

1424 concept 47 likes Focused on ecosystem protection.

1427 concept 47 likes I just like the upstream approach.

1429 concept 47 likes the puzzle aspect of the picture, it shows that the pieces must all fit together to have a clean and healthy watershed.

1439 concept 47 likes Graphic best portrayed issue & desire. Well laid-out ad, but lot's of text - not sure if most people would take the time to read it all.

1443 concept 47 likes message

1450 concept 47 likes the watershed concept

1461 concept 47 likes Laid out your 3 prong approach. I assume you are intending these for people who do not already support TU. Thus you need to make sure they understand your objective first and then how you are going to reach it and then how it will beneficially effect them.

1462 concept 47 likes It seems to promote attention to individual watersheds.

1485 concept 47 likes This is a nearly ideal presentation of the TU mission. It presents the problem, provides solutions, and does so on a level that can connect with most any angler.

1508 concept 47 likes All politics (and conservation efforts) are usually local. Do I care about something in Alaska? Maybe, but I've never been there. Obtaining money and increasing membership, in my view, is directly related to what the individual sees happening in his own backyard, or on the local streams he or she fishes. It all starts there.

1510 concept 47 likes I feel this is the best approach for TU to reach supporters

1514 concept 47 likes This concept is in keeping with my views on what TU needs to focus on

1524 concept 47 likes The italic sentence under the headline caught my attention.

1529 concept 47 likes no time

1537 concept 47 likes Tie-in of the missing piece of the puzzle with the context.

1550 concept 47 likes The title and picture were uniquely connected and the article explained those.

1562 concept 47 likes This article was more positive in outlook than the others. It showed team work throughout TU making positive changes.

1569 concept 47 likes Seems doable

1576 concept 47 likes idea of interconnectivity of pieces of streams, the stream itself, and the whole watershed. personal involvement of members. I personally think you need more involvement and emphasis on eastern and southern waters.

1577 concept 47 likes It address the concept of improvement of local watersheds.

1593 concept 47 likes It was different. I knew when I saw the 'puzzle picture ' something was up. Great concept!

1594 concept 47 likes It sounds as though it is a project that is manageable because it is piece by piece, step-by-step and well organized and achievable. I can help with a 'piece' but may not be willing to help a lot.

1605 concept 47 likes clearly conveys message

1616 concept 47 likes This piece defines BEST my minds view of TUs' mission. No hint of any politically charged issues

1631 concept 47 likes It is easy to see specific local applications of the notions discussed AND they are clearly desirable in every imaginable instance.

1640 concept 47 likes This may have more of an impact to get local communities to protect their local streams.

1651 concept 47 likes It's appealing and once you have the voter they may be interested in reading the article...

1653 concept 47 likes The picture is also very good. The text makes it sound like what TU does is important and it makes sense.

1658 concept 47 likes The picture missing a piece of the puzzle was a story in itself.

1662 concept 47 likes taking small steps at a time

1665 concept 47 likes Our Chapter's restoration efforts have evolved from site specific work to a watershed based storm water management / stream restoration program.

1667 concept 47 likes no comment

1671 concept 47 likes The opening quote

1672 concept 47 likes The concept is great. It would help to show a tributary of the main river - perhaps a wetland also. Would like to see a better watershed scene. I think the implications of the snowfield in the background would be lost to most viewers.

1678 concept 47 likes The body of the text was too small to develop my interest to read it all. Bold some of it, or italicize, or both, to highlight the key areas in the body.
1682 concept 47 likes Good hook and photo - Tells the story
1689 concept 47 likes I like the idea the picture gives of the missing piece of the puzzle, that without all of the pieces its just not complete. Could even have a 'series' of ads where more than one piece is missing to represent a specific area. Or use the puzzle idea to show the progress of a project as it moves through stages to completion.
1691 concept 47 likes the article can relate to any watershed worldwide.
1692 concept 47 likes I liked the picture and the message.
1711 concept 47 likes the idea that we need to protect the entire watershed, because that impacts my little piece of it.

WHAT THE MEMBER **DISLIKED** ABOUT CONCEPT RANKED #1

“PLEASE TELL US ANYTHING YOU DID NOT LIKE ABOUT IT OR WAS CONFUSING”

DISLIKES ABOUT CONCEPT #47 “PROTECTING WATERSHEDS, PIECE BY PIECE”

SURVEY ONE – SAMPLE OF 78 LONGER TERM MEMBERS

NOTE: 39 IN THIS GROUP HAD NO COMPLAINTS OR NO DISLIKES, AND MANY OF THE “DISLIKES” WERE ACTUALLY “LIKES”.

087 concept 47 dislikes It just address to streams in the West.
089 concept 47 dislikes The piece talks about scientists installing fish passage around barriers -- confusing. Is this how we are using our scientist or are they providing information and data on how to improve habitat. The last sentence says it all - staff supporting the efforts of the volunteers in the field.
093 concept 47 dislikes Fish migrate if the habitat if the conditions are too bad is too gentle. Fish die.
131 concept 47 dislikes Only slightly confusing part of message was: why keep habitat intact specifically for Bear River cutthroat? I know it is trout native to Bear River, but relevance or importance is perhaps not clear to casual reader of text. It is minor point, but just seemed to drop in from nowhere. Otherwise, text very coherent, fluid, easy to follow, and makes point of interconnectivity.
132 concept 47 dislikes would have brought in mining or other sources of pollution....
137 concept 47 dislikes I least like the jigsaw puzzle image. The reason for it is obvious, but was esthetically off-putting.
189 concept 47 dislikes Graphically, the puzzle is a little to busy and not sufficiently random.
192 concept 47 dislikes Not confusing...but hopefully, this river can be used for fishing. If there is a need for pure water from this stream for people, all well and good....but if it is generally unreachable for fishermen in a remote area, use the money and efforts elsewhere where more outdoor enthusiasts can use the benefits.
193 concept 47 dislikes Probably could be more general rather than mentioning the Smiths Fork as a specific. I think a more general text would interest all readers if there are no site-specific examples.
214 concept 47 dislikes I doubt 150,000 volunteers exist that really are involved, sheer hyperbole.

224 concept 47 dislikes Personally, the land and real estate developers are the largest problem. This needs to be addressed across the nation, but especially here in San Antonio, Texas. Way too much overdevelopment.

254 concept 47 dislikes It is a very complex subject to convey within the limits of the text presented as are most conservation issues.

259 concept 47 dislikes A little too wordy

281 concept 47 dislikes I'd highlight the action: 'removing dams, restore degraded areas installing fish passages, etc

303 concept 47 dislikes I liked it all, and it was very clear to me.

322 concept 47 dislikes Too much verbiage and it did not directly address the major issue of stream access. As time goes on, if we are not careful, fishing and hunting will be only able to be enjoyed by the wealthiest people in our country, which is wrong and immoral!!!

326 concept 47 dislikes There was nothing in this article that I did not like or that was confusing.

343 concept 47 dislikes Didn't find anything confusing or unappealing

377 concept 47 dislikes How about 'Join TU and help support and protect local streams and entire watersheds'

390 concept 47 dislikes think of it as a bill board three words only in large print as people wiz by! My professional opinion as an OPTOMETRIST!

420 concept 47 dislikes I didn't have anything I didn't like

421 concept 47 dislikes Why western issues should effect eastern attitudes.

463 concept 47 dislikes as all advertising is done regional projects should be stressed

479 concept 47 dislikes I did not have any negative impressions of this approach.

504 concept 47 dislikes I liked it.

509 concept 47 dislikes Maybe a bit bigger font in the main body of text -- not much, just enough to make it easier for me to read. The membership, on average I'd bet, ain't getting any younger.

530 concept 47 dislikes The picture is a poor example. A map of a watershed would have more of an impact and illustrate the problems. The end of the heading quote (question) would be better if it stated: I wonder if it has something to do with conditions here, elsewhere or both.

533 concept 47 dislikes The article was clear.

556 concept 47 dislikes It was a good article

603 concept 47 dislikes It all worked together. However, I don't believe that it is always necessary to 'remove' as stated in the 2d prong. And your example demonstrates this. The issue is 'reconnection' of systems. Don't prejudge the outcome. Fix the prong. We want a 'viable system' that supports fish not just damless, undiverted ditches.

619 concept 47 dislikes This is excellent...it should be what TU is all about. It IS

630 concept 47 dislikes With every watershed their are unique plants, mammals, amphibians, fish, etc. that have to be taken into consideration to have a healthy watershed so the ecology of the watershed is in harmony.

657 concept 47 dislikes ? Are the 150,000 'volunteers' the total TU membership or just those members who have volunteered for a (somehow) registered TU task? Does the number include nonmembers who have volunteered to work with TU? ps: 'poised' isn't very active....TU is trying to be a positive force, right?

667 concept 47 dislikes The sub headline is rather negative or disjointed form the headline and photo. I was expecting to hear right off that bat about the good things that TU does but it is further down in the copy.

681 concept 47 dislikes Way too wordy and body copy was too small. Also, I could care less about 'Tu's staff of lawyers and legislative experts' - need to know about the field staff's efforts

692 concept 47 dislikes No call to action. Requires reading lots of copy with no clear bullet points or bold statements to draw attention to the key points.

864 concept 47 dislikes Maybe consider using fewer puzzle pieces because too many lines tend to take away from the picture.

878 concept 47 dislikes It was very clear.

889 concept 47 dislikes Copy is weak, especially the lead graph. I'd use a 'holistic' (but not that word) approach and not use the fish move away from bad stuff. And the puzzle analogy isn't used until the bottom of the add. And the streams and watersheds are Yours - not local.

SURVEY TWO – SAMPLE OF 118 SHORTER TERM MEMBERS

NOTE: 43 IN THIS GROUP HAD NO COMPLAINTS OR NO DISLIKES, AND MANY OF THE “DISLIKES” WERE ACTUALLY “LIKES”.

- 0968 concept 47 dislikes looks good
- 0970 concept 47 dislikes I thought the quotation below the headline was kind of lame.
- 0972 concept 47 dislikes The jigsaw puzzle idea, while clever, doesn't really present the theory very well. Instead of 'piece by piece', perhaps 'section by section' might be an improvement.
- 0999 concept 47 dislikes The quote could be better
- 1007 concept 47 dislikes Nothing. The use of the puzzle piece analogy allows the linking of various topics.
- 1011 concept 47 dislikes Good article
- 1040 concept 47 dislikes The italicized quote seems a bit staged and ignorant.
- 1057 concept 47 dislikes I thought it was strait forward
- 1064 concept 47 dislikes The title could have been more descriptive about the connectivity of all parts of the watershed, supported by the bold statement at the bottom.
- 1099 concept 47 dislikes The puzzle pieces are tacky.
- 1105 concept 47 dislikes The fish moving part.
- 1108 concept 47 dislikes The fact that it uses only one river as an example. But, this could be a plus since the piece could be regionalized by substituting different river examples in different regions.
- 1109 concept 47 dislikes I think it is a great piece
- 1117 concept 47 dislikes I like it. I would like to see a page 2 emphasizing the example of protection of Michigan's Au Sable system, especially tributaries such as the North and South Branch.
- 1118 concept 47 dislikes It was clear and concise.
- 1119 concept 47 dislikes TU messages always seem to focus on examples from big, famous, Western river projects ... not projects on my local, Midwestern trout waters.
- 1125 concept 47 dislikes Native fish problems are most acute in the East.
- 1143 concept 47 dislikes uniquely poised, how about consistently working
- 1152 concept 47 dislikes No mention of the biological facts that govern the trout populations.
- 1154 concept 47 dislikes Too western. I live in the east.
- 1164 concept 47 dislikes Too much text
- 1173 concept 47 dislikes Nothing was confusing
- 1179 concept 47 dislikes Implies this is Western Effort only
- 1180 concept 47 dislikes you are defeating the purpose of this survey. I was told in the email it was 'short' This isn't short.
- 1184 concept 47 dislikes I felt the concept was unambiguous and complete
- 1196 concept 47 dislikes Nothing, I liked it and I think that it is very clear.
- 1225 concept 47 dislikes there is nothing I didn't like, it was short and to the point.
- 1230 concept 47 dislikes Weak title
- 1239 concept 47 dislikes I was confused by the statement: 'TU's goal is to make sure healthy habitat is available when fish need to move.' I thought a better approach might be to have the goal be to ensure that fish have healthy habitat throughout a watershed so they can use the parts of the watershed that best meet their needs.
- 1281 concept 47 dislikes The picture is a little bit unappealing to me. You phase out the jigsaw overlay at the top; I'd recommend doing more of this. I.e., use the jigsaw effect for only about a third or a half of the picture, so the overall effect is prettier but still gets your point across.
- 1293 concept 47 dislikes nothing.
- 1296 concept 47 dislikes I liked it.
- 1298 concept 47 dislikes The bold final text could be better...
- 1308 concept 47 dislikes when writing about a river you are really talking about a county or state from where the water comes from, very hard to fix it all.
- 1317 concept 47 dislikes The opening quote is overly simplistic.
- 1321 concept 47 dislikes no problem
- 1325 concept 47 dislikes I would leave out the lawyers and lobbyists. TU works best from the bottom up

1354 concept 47 dislikes I liked the picture and overall message. Not too heavy on fishing so it should appeal to non anglers, environmentalists who might not approve of fishing, and anglers of low avidity. Actually each ad is probably good for a particular audience.

1362 concept 47 dislikes start of paragraph 2 is jargony

1373 concept 47 dislikes The graphic is a bit cheesy.

1375 concept 47 dislikes I think you should tie this in with the clean drinking water message.

1381 concept 47 dislikes Liked it.

1388 concept 47 dislikes Nothing wrong with the article

1396 concept 47 dislikes The dark lines of the puzzle pieces are distracting

1397 concept 47 dislikes Sub head could be stronger

1401 concept 47 dislikes The puzzle pieces are all the same, unlike real puzzles

1402 concept 47 dislikes Too wordy

1410 concept 47 dislikes It seems fine as written

1413 concept 47 dislikes Why not make more regional flyers that mention local streams? Wisconsin trout fishers may care less about Wyoming rivers, for example. A few sentence changes tailored to regional audiences and you may appeal to more people

1416 concept 47 dislikes No confusion.

1421 concept 47 dislikes #NAME?

1424 concept 47 dislikes it should mention a previous success to resonate.

1427 concept 47 dislikes I would not focus on 'we don't catch many fish'

1429 concept 47 dislikes Nothing, it was very good piece.

1439 concept 47 dislikes Lot's of text.

1450 concept 47 dislikes the jigsaw picture

1461 concept 47 dislikes You need to tell people why this is positive for them and the environment

1508 concept 47 dislikes I would make the add more generic. I.E., target the words to what TU does for stream conservation in Ohio, and Pennsylvania. We don't need irrigation passages here. What is TU doing with the Chesapeake Bay folks to stop excessive fertilizer runoff in PA from getting into the bay. Or what is TU doing to reverse acid mine discharge or mountaintop removal in West Virginia. People should be shot for doing th

1510 concept 47 dislikes Thought it was good

1514 concept 47 dislikes Ok as is

1524 concept 47 dislikes When you talk about the WYO projects they really don't mean much without some explanation as to what the problem was and what the solution produced. Did the fishing improve after the efforts? The article doesn't tell me if your effort was fruitful.

1529 concept 47 dislikes not confusing

1537 concept 47 dislikes There should be some degree of disconnect of the importance of protecting the watershed and the fish's plight.

1562 concept 47 dislikes The mention of the lawyers and legislative experts makes the organization sound a little militant.

1569 concept 47 dislikes Don't like the initial quote

1577 concept 47 dislikes No problems with this.

1593 concept 47 dislikes Where are you? Where is the picture taken?

1594 concept 47 dislikes The last support statement needs more punch. What's in it for me? Why should I care? What do I get by protecting local streams? The entire essay needs more reasons why I should care and why I should want to get involved.

1616 concept 47 dislikes No disagreements

1631 concept 47 dislikes The subheading is a little ambiguous. How could a 'local' stream be in 'great shape', but by implication there be something wrong upstream.

1651 concept 47 dislikes I'm fine...

1658 concept 47 dislikes The piece of the puzzle missing was a thought to remember.

1671 concept 47 dislikes The mention of the words 'lawyers and legislative experts'.

1672 concept 47 dislikes I think the reality of multiple users in these ads is being evaded. This could be a turnoff to those who do more than fish for sport. Nature Conservancy, for example, reaches out to many constituencies to reach its goals, even ranchers, miners, ditch operators and timber interests. These folks ain't going away, so some level of accommodation and cooperation would perhaps improve overall support.

1691 concept 47 dislikes because of length the article is slightly vague.

CONCEPT 63

“CONSERVING IN WARMING CLIMATE”

“CONSERVING COLDWATER FISH IN A WARMING CLIMATE”

SURVEY ONE – SAMPLE OF 26 LONGER TERM MEMBERS

- 0082 concept 63 likes People support causes that are timely and easily understood. They contribute to addressing threats more than opportunities. This appeals to more than fisher folk.
- 0127 concept 63 likes Global warming is a highly visible issue in today's news media and the headline/picture capture at least a part of this story.
- 0130 concept 63 likes Title and subtitle.
- 0133 concept 63 likes The sun-baked shoreline in contrast to with the lowering level of water
- 0165 concept 63 likes Excellent description
- 0209 concept 63 likes Makes TU relevant and current to this very real environmental threat.
- 0268 concept 63 likes Is this what we can expect? Do something now.
- 0277 concept 63 likes Revise the bottom bold line to something like 'Help Trout Unlimited Join With Other Conservation Groups to Fight Global Warming -- So That Future Generations of Humans Will Still Inhabit This Planet And Be Able To Enjoy Fishing.'
- 0288 concept 63 likes It brought out the climate problems we are currently having in a very visual way.
- 0299 concept 63 likes Its on point (ie. global warming)
- 0307 concept 63 likes I think global warming is a huge issue that needs to be remedied very soon, but very few people are willing to embrace the measures that must be taken to correct the problem. Such measures might inconvenience us spoiled Americans too much. I think this message, however, is effective at showing that global warming will adversely affect many things, including fishing, that are dear to our hearts if we don't act quickly.
- 0315 concept 63 likes It shows a sense of urgency
- 0371 concept 63 likes Message is clear...
- 0373 concept 63 likes The picture tells it all and the text spells it out
- 0433 concept 63 likes thoughtful
- 0449 concept 63 likes The title is topically current and therefore resonates widely. that's why i chose it p.s.--the body copy is not as strong as choices 2,3,4 p.p.s.--and the bold copy at the bottom is way to wordy. Lacks punch.
- 0510 concept 63 likes Global warming is an important issue today.
- 0522 concept 63 likes Everyone is affected by this
- 0598 concept 63 likes mentioning the science.
- 0677 concept 63 likes The ad concept is timely. It taught me about todays salmon habitat changes and what we may be faced with in the future as our Earth continues to warm.
- 0696 concept 63 likes more interested in Alaska
- 0846 concept 63 likes I think it is the most important issue.
- 0847 concept 63 likes ANYTHING IN DRAMATIC PICTURE THESE DAYS RELATING TO GLOBAL WARMING WILL ATTRACT ATTENTION. SUBJECT PICTURE DID THAT. HOWEVER, THE TEXT SEEMS TO REDUCE THE SEVERITY OF THE PROBLEM.
- 0857 concept 63 likes The soil being broken up.
- 0877 concept 63 likes Uses objective concepts
- 0884 concept 63 likes It is a hopeful message on a subject that is generally spoken of as hopeless

SURVEY TWO – SAMPLE OF 24 SHORTER TERM MEMBERS

0987 concept 63 likes Conserving and protecting emphasized, back with facts data, and solutions.

1044 concept 63 likes The picture grabs your attention. The quote at the top is very meaningful to fishermen.... we've all seen this.

1050 concept 63 likes I live in metro Atlanta, pertinent to changes here

1053 concept 63 likes It appeals to my concerns for the environment & my fishing.

1129 concept 63 likes it is the combination of the headline and photo. Also it is a national issue and not local. I sometimes feel that TU national does not support the local chapters. In fact I now do not donate to national TU other than my membership, my money goes to the local chapter for local issues.

1215 concept 63 likes The message that helping native fish adapt is a strong theme for protecting valuable drinking water sources.

1220 concept 63 likes It grabbed my sense of caring for the world. The picture alone was the 'hook'. It almost made me sick.

1229 concept 63 likes shock value of the loss of water

1303 concept 63 likes I found it provide relevant information about the impact of habitat change and the importance of genetic diversity. Looking beyond the context of global warming it's easy to understand the importance of genetic diversity in many other 'situations'

1336 concept 63 likes good quote at the outset

1345 concept 63 likes The discussion of climate change

1353 concept 63 likes I think the issue is more at the front of people's minds in today's world.

1369 concept 63 likes Fear and hope combined.

1377 concept 63 likes Global warming is a major issue, not just a fishing issue and this seems to speak to that

1478 concept 63 likes Right on the button'

1498 concept 63 likes Direct and hard hitting

1501 concept 63 likes I like all of them. This one is the biggest issue to me that needs to be addressed. I like the quotes at the top. The pictures are definitely the 'first impression' and everyone is being affected by drought in some way.

1512 concept 63 likes climate change is becoming a major concern of many.

1546 concept 63 likes The headline was concise and direct. The rest of it was too wordy.

1596 concept 63 likes The changing climate is a subject that is very much in the forefront of people's thinking about the environment. The title highlights this subject but also implies that something can be done to mitigate the effects.

1606 concept 63 likes forward thinking

1619 concept 63 likes Very dramatic show of cracked earth (drying of water supply).

1635 concept 63 likes Climate change is the most important long term issue. It should have been addressed 30 years ago. It must be addressed now or there will be irreversible consequences. There is public interest so it is a good concept to connect with.

1693 concept 63 likes This is what we should talking about. We need to align our mission to the number one issue facing earth - global warming!

DISLIKES ABOUT CONCEPT #63
“CONSERVING COLDWATER FISH IN A WARMING CLIMATE”

SURVEY ONE – SAMPLE OF 26 LONGER TERM MEMBERS

NOTE: 10 IN THIS GROUP HAD NO COMPLAINTS OR NO DISLIKES, AND MANY OF THE “DISLIKES” WERE ACTUALLY “LIKES”.

0082 concept 63 dislikes Focusing solely on climate change rather than acknowledging that human uses, urban consumptions and other withdraw is confusing to those who read other claims that the problem is urbanization or agricultural use.

0127 concept 63 dislikes Would not change anything

0165 concept 63 dislikes not confusing at all

0209 concept 63 dislikes I like connecting TU's mission to the impacts of global warming, but would rather see the focus be on water habitat and quality rather than fish populations. TU is about more than simply protecting fish populations, it's about protecting ecosystems.

0268 concept 63 dislikes It told a story.

0277 concept 63 dislikes We don't want to adapt to climate change. We want to fight climate change. VERY VERY BAD WORDING!

0288 concept 63 dislikes I thought the article was fine.

0299 concept 63 dislikes The body of the text might be a bit dense - requiring reading from a shallow disinterested populace...

0307 concept 63 dislikes In my opinion, a better photo is needed -- something more graphic, such as a dead trout in a dry river bed.

0373 concept 63 dislikes could use bigger type setting

0449 concept 63 dislikes Body copy was weak as compared to my 2, 3, and 4th choices. Bold copy at bottom is weak. Too wordy. Punch it up! How about 3 lines: 'Support TU Help native fish thrive despite climate change' <perhaps this last line in italics

0677 concept 63 dislikes The ad is short-sighted in that it addresses mainly salmon. Maybe a companion ad should be produced that addresses native stream trout. Also it seems to me that this ad should or could of been run general consumer magazines because of its educational value.

0847 concept 63 dislikes AS MENTIONED EARLIER, THE TEXT SEEMS TO IMPLY THE SITUATION ISN'T ALL THAT BAD AS NATURE TENDS TO ADAPT. PERHAPS MORE EMPHASIS ON PROTECTING THE HABIT AND ENVIRONMENT?

0857 concept 63 dislikes fence poles seem out of place. maybe just one is necessary.

0877 concept 63 dislikes Some questionable 'conclusions'.

0884 concept 63 dislikes A bit too technical

SURVEY TWO – SAMPLE OF 24 SHORTER TERM MEMBERS

NOTE: 6 IN THIS GROUP HAD NO COMPLAINTS OR DISLIKES, AND MANY OF THE “DISLIKES” WERE ACTUALLY “LIKES”.

- 0987 concept 63 dislikes The first sentence in the second paragraph with all the - in it and give rise to it
- 1044 concept 63 dislikes Nothing was confusing, but I think it's a lot of text to read. Most people will skim the details.
- 1050 concept 63 dislikes a bit wordy
- 1053 concept 63 dislikes I think it is concise & to the point. I don't find it confusing at all, but this is a focus of mine.
- 1129 concept 63 dislikes it is a bit wordy, takes too long to get through it.
- 1220 concept 63 dislikes The text is not what I expected after seeing the photo. Once I read the text I understood the message you were trying to convey but it was somewhat disjointed. I was expecting the text to relate to global warming and erosion of watershed land more than fish genetics.
- 1229 concept 63 dislikes it does a good job of catching ones attention and then explaining
- 1303 concept 63 dislikes the italicized section at the top. it's simplistic, self serving and - well, just junk.
- 1336 concept 63 dislikes nothing negative
- 1345 concept 63 dislikes The bold text at the bottom. While I believe it is important to protect fish no matter what it almost seems to dismiss (for lack of a better word) climate change. I think climate change needs to be addressed to protect fish.
- 1353 concept 63 dislikes Can't think of anything.
- 1478 concept 63 dislikes Do like and not confusing.
- 1501 concept 63 dislikes The bottom bolded statement is not needed. You could include more informative information instead.
- 1512 concept 63 dislikes Its fine.
- 1546 concept 63 dislikes In order to fully understand the body text, one must already understand the problem. Not good.
- 1596 concept 63 dislikes 'I feel so helpless...' is whining and contradicts the power of the message. Also, the relationship between fish in small stream reaches and genetic diversity is confusing.
- 1635 concept 63 dislikes Don't diminish the importance of climate change by suggesting that salmon will adapt.
- 1693 concept 63 dislikes How about talking about our namesake fish - not salmon. Surely brook trout is a better indicator and more important for us to talk about.

CONCEPT 72

“PROVIDING COLD, CLEAN WATER”

LIKES ABOUT CONCEPT #72

“PROVIDING MORE COLD, CLEAN WATER FOR FISH – AND MORE HEALTHY DRINKING WATER FOR PEOPLE”

SURVEY ONE – SAMPLE OF 91 LONGER TERM MEMBERS

- 0047 concept 72 likes Outlines threats to clean water well--and ties them to TU's remedial efforts.
- 0050 concept 72 likes Better flow, gets the attention of more than just an angler, not everyone considered about fish, but they are concerned about drinking water...cross sells
- 0054 concept 72 likes Message was specific about places where water quality is being improved--not just a concept.
- 0055 concept 72 likes good combination
- 0063 concept 72 likes As said earlier the headline is eye catching. The picture is good showing the relationship to a fishing in clean looking water and clean water coming from a faucet.
- 0065 concept 72 likes Emphasis on CLEAN water!!!
- 0066 concept 72 likes Making the connection that clean, cold water is the life blood for people and fish.
- 0086 concept 72 likes readable and logical
- 0099 concept 72 likes I believe that this poster/ad will have much broader public appeal, especially to the non- or borderline fisherman. It indicates a public benefit even although they may not fish often or not at all.
- 0100 concept 72 likes The two Pictures.
- 0104 concept 72 likes It is unselfish in a subtle way. It gives a reason for people to like what we do as they can see a benefit to them even if they don' t fish
- 0107 concept 72 likes Water and water quality are one of the most important issues facing future generations and most people take it for granted.
- 0111 concept 72 likes The point that healthy fish promote healthy drinking water.
- 0114 concept 72 likes Good photos, links fish habitat and safe drinking water.
- 0122 concept 72 likes Good title, good photo. Connected healthy fisheries to everyday life.
- 0125 concept 72 likes clean water has a universal appeal
- 0126 concept 72 likes This concept of the promotion is likely to have the broadest appeal. This doesn't address only fishermen. It's also positive and proactive in its message.
- 0128 concept 72 likes picture
- 0149 concept 72 likes appeal to non fisherman
- 0150 concept 72 likes The message was illustrated very well in the picture for initial interest. The text provided a very clear, easily understood message.
- 0152 concept 72 likes It gave good reasoning for people to support TU's efforts, whether they fish for trout or not.
- 0154 concept 72 likes Nothing specific, just liked it that's all.
- 0177 concept 72 likes Water is the key to life. It cuts across all ages, political and economic groups

0186 concept 72 likes the headline and picture caught my eye

0194 concept 72 likes I like the message that preserving the very basic element of life will sustain fish and humans for centuries to come. Partnerships FOR Life will preserve life.

0206 concept 72 likes the idea that TU goals support the general public (wide appeal).

0212 concept 72 likes The running water

0227 concept 72 likes The 'answer to a question' format

0234 concept 72 likes Very direct.

0235 concept 72 likes Loved the juxtaposition of brook trout in one photo against a glass of clear water held by a human hand

0261 concept 72 likes Connects apparently two important public health/human health issues

0263 concept 72 likes The pictures echo the support for the idea.

0272 concept 72 likes Appeals to non-fishers.

0273 concept 72 likes Quality water for people and fish.

0274 concept 72 likes People are such an important part of conservation solutions. We need to continue to appeal to the broader public.

0282 concept 72 likes Ties together two symbiotic and important concerns with the basic, purifying and cross demographic identification with the element of water

0292 concept 72 likes the picture told the story, then the headline confirmed it. Since most people are pretty visual these days, the trout in the clean water and the bubbly water in both the glass and stream are very appealing.

0297 concept 72 likes I like the specific examples that were cited in the text.

0301 concept 72 likes It's the name of the game.

0306 concept 72 likes I generally don't like anything about it because it has a basically negative thrust.

0313 concept 72 likes Way too much verbiage. Also, questions are difficult to answer as I'm not sure who your audience is.

0317 concept 72 likes This is the best idea for bringing in those less concerned about the fishing and a point I bring up whenever I am discussing TU or environmental issues in person or on local talk radio. This point really brings home the old phrase 'we all live downstream'.

0353 concept 72 likes It appeals to both fisherman and conservationists in general

0365 concept 72 likes What is good for trout is good for us as people.

0395 concept 72 likes this was a complete package...the headline, quote, message.

0412 concept 72 likes it builds our mission for more than just fisherman

0419 concept 72 likes We can't come between people and their water we will lose the struggle. We have to be on the same page with water quality and quantity.

0430 concept 72 likes It is a step in the right direction.

0432 concept 72 likes Brought in the people aspect, not just the fish aspect. What has always been important to me is we ARE a conservation organization that concerns itself with more than just fishing.

0440 concept 72 likes The 'clean, cold, healthy water' message should appeal to the broadest possible audience.

0458 concept 72 likes The connection between fish and people.

0461 concept 72 likes It communicates several messages - tying together how improving water quality benefits trout and people and highlights that anglers aren't just interested in catching more fish, but improving fish environments.

0466 concept 72 likes I liked both the headline and the picture. They have universal appeal.

0472 concept 72 likes We share planet earth and need clean cold water to sustain life.

0476 concept 72 likes The title used in this article is truthful and to the point. It gets across the point that what's good for the fish is also good for us.

0494 concept 72 likes showing the connection between preservation/conservation and public health

0500 concept 72 likes I agreed with everything it said. I could debate and debunk things stated in other ads.

0503 concept 72 likes It is a positive promotion and links nature and human needs. That is critical to promotion of TU

0511 concept 72 likes It could appeal to non fisher persons as well.

0538 concept 72 likes the combined message of helping people and fish

0539 concept 72 likes Juxtaposition of brook trout and glass

0545 concept 72 likes Communicates purposes for TU conservation and water reclamation and sport. It's just not whining about losing fishing places but it connects that loss with a greater area of concern - clean water for all

0555 concept 72 likes It links are daily basic needs with our recreational pursuits.

0557 concept 72 likes Sends the message that quality water for fish and people go hand and hand without any negative impacts to each other.

0564 concept 72 likes Good example with photo comparison.

0566 concept 72 likes The clean water message relates to people as well as fish

0567 concept 72 likes The picture

0577 concept 72 likes relevant to all

0588 concept 72 likes It gives the best TU 'spin' to the most people.

0590 concept 72 likes TU and the general public have different concerns, but they can be solved by the same actions by us all.

0594 concept 72 likes THE IMPORTANCE OF THE MESSAGE.

0601 concept 72 likes It focuses on a very important topic in my mind. Water is the life-blood of man. It must be respected.

0616 concept 72 likes Universal appeal of the concept, and nice link between clean water and trout

0617 concept 72 likes actually the headline then looking at the picture really had impact for me

0620 concept 72 likes just got my attention

0635 concept 72 likes Practical

0660 concept 72 likes it calls attention to the situation to people 'other than' just those who fish.

0669 concept 72 likes the 'canary in the mine' concept seems to communicate an important point about the importance of trout to the non-fishing reader.

0673 concept 72 likes survey too long

0676 concept 72 likes The concept of clean water has universal appeal, not just to anglers

0832 concept 72 likes The combination of photos to header line is a strong visual link. However, there is too much print on the page. You lose the reader after the first paragraph. Take out the quoted comments or drastically shorten them (remove 'I don't see.. life' and 'so'). The second paragraph goes from Western mine slew, to Eastern coal mines, to a Utah ski resort, to Congress, back to mine clean up.. that's too much information across too many topics for a reader to spend time on. An idea would be to key focus on the 'toxic slew' and address -succinctly- that topic in a concise quick read format.

0833 concept 72 likes I like this because it will connect to people who do not fish, but are concerned about how water quality affects their personal life. We must reach beyond just those who fish if we are to succeed.

0837 concept 72 likes The message is short in length but long in making its point.

0853 concept 72 likes no brainer... we all need clean water to survive

0859 concept 72 likes as a small stream Northeastern fly fishing hydro geologist who specializes in developing ground-water supplies for municipalities and evaluating the relationship between streams and supply wells the whole package resonated for me. I spend a lot of my work time educating clients and representing them before regulators discussing the holistic aspects of watersheds and ground-water supplies and the impacts of improper management of the resource on people and fish - i like this one.

0883 concept 72 likes headline and graphics used

0887 concept 72 likes As stated many times T.U. does a great job of merging with other organizations with common values. It is a way to collaborate that is critical to the success of our organization. This article hits an issue that is VERY real to everyone and thus will encourage even non fisher people.

0891 concept 72 likes drinking water in today's society is a compelling issue

SURVEY TWO – SAMPLE OF 95 SHORTER TERM MEMBERS

0978 concept 72 likes clean water

0981 concept 72 likes straight foreword and up front.

0985 concept 72 likes Had the most immediate appeal. Water for domestic as well as recreation is a current issue.

1008 concept 72 likes Linking fish conservation with abundant water supply

1013 concept 72 likes appeals to more than the fishing side, has applications, shows responsible intervention

1024 concept 72 likes Clean healthy water is needed by everyone. This catches the eye of most consumers. Then stating what is being done to protect the water makes it appeal to the consumer to want to help.

1032 concept 72 likes the association of healthy habitat for fish resulting in an easily identifiable benefit for people

1039 concept 72 likes Easy association with the headline and picture allowed me to quickly identify your need and topic.

1049 concept 72 likes Attract people not generally interested in fishing.

1056 concept 72 likes I thought it provided a good message to more than just anglers.

1058 concept 72 likes it crosses over and appeals to non fisherman

1060 concept 72 likes Cold water conservation is about water first - people and fish are the beneficiaries.

1080 concept 72 likes It appeals to a broader audience than anglers.

1088 concept 72 likes It will interest non-fishermen as well.

1092 concept 72 likes It couples the importance of clean fresh water to all involved, the wildlife and people. Water quality is not mutually exclusive but directly related to each other.

1095 concept 72 likes It relates to all people, not just the angler.

1107 concept 72 likes I am a conservation and water scientist/educator. I like the dual message of this concept.

1115 concept 72 likes good graphics. appeals to non fishermen

1122 concept 72 likes All 4 elements, title, body, pictures, conclusion work together to convey a great message - Everyone(thing) deserves clean water!

1159 concept 72 likes The message may reach beyond TU membership as important topic.

1163 concept 72 likes links healthy fisheries w/ human needs and activities

1170 concept 72 likes Clean Water

1174 concept 72 likes The early italic text humanizes the issue and appeals directly to the reader's sense of involvement.

1177 concept 72 likes It illustrates well the connection between a healthy fisheries and human health.

1187 concept 72 likes Headline and the photos are a good hook

1207 concept 72 likes It connected environmental health to people. Even the average, non-fishing person will be able to make this connection.

1217 concept 72 likes I think that this would hit home with the most people

1218 concept 72 likes The clean drinking water

1222 concept 72 likes the necessary interaction

1241 concept 72 likes Healthy water 'drinking and clean

1244 concept 72 likes The topic combines the opportunity for improved fishing and clean water.

1255 concept 72 likes was interested in the concept that good trout water is good human water

1256 concept 72 likes Connection between preserving water quality for wildlife and drinking water. People are more likely to react favorably to something that may impact their health than just to improve fish habitat

1271 concept 72 likes The connection made between healthy fish populations and good quality drinking water.

1285 concept 72 likes clean drinking water and fishing.

1288 concept 72 likes It appeals to a wider audience than just fish enthusiasts

1294 concept 72 likes Particularly relevant to me as a TU member on the East Coast, in an area where water is getting to be a problem

1300 concept 72 likes equates clean drinking water with a healthy habitat for fish

1331 concept 72 likes I like the fact that it conveys the message that if the watershed is clean enough for trout it is also clean and good enough for man. It conveys that we should be in a partnership with nature and what affects the watershed will also affect us.

1335 concept 72 likes Both we humans and the fish need clean water. It ties our causes together . . .

1359 concept 72 likes Image of clean and cool fresh water

1367 concept 72 likes it has more to do with public interest in the environment - fishing sells to fishermen not the general public - the public is not very concerned with a loss of fish or good fishing streams - to sell TU you must connect it with the important issues of the day - I am an avid fisherman and you look more like a lobby than environmental organization

1378 concept 72 likes Broad appeal. The correlation between clean trout waters and clean drinking water.

1382 concept 72 likes It links every day users of water to those who are more typical TU members - those who think of water in terms of sport

1384 concept 72 likes the concept that clean, safe water for trout means clean, safe water for people.

1404 concept 72 likes Water quality is critical to our and the fishes survival

1407 concept 72 likes the connection between man and fish.

1409 concept 72 likes like the catchy picture

1412 concept 72 likes This add shows a benefit to a larger number of people.

1422 concept 72 likes By having the drinking water next to the fish, I feel it makes a strong visual connection. I think this will interest other environmentally conscious people other than just anglers.

1442 concept 72 likes Providing clean- water -fish, healthy- water-people

1449 concept 72 likes the concept linking the fish to clean water

1471 concept 72 likes Good attention grabber.

1472 concept 72 likes I have been a very active member of both Colorado TU (state council) and my local TU Chapter and these words don't align with words I hear from the Colorado TU organization - there is a strong undercurrent of anti-Bush and anti-federal government attitude within the state council leadership e.g, the federal government is the 'bad guy' especially BLM. There is too much politics invading TU in my state. Most chapter members are interested in fishing and less than 10% are interested in conservation. The few conservation minded individuals want some simple hands-on stream/river conservation projects - not politics. TU has moved too far left in its focus on conservation and lost a sense of balance with the needs of population growth. TU is attracting environmental fanatics who want to impede housing development and energy development in Colorado.

1490 concept 72 likes Frankly, I picked it because I think it will appeal to other people not me. I'm already a life member and a believer in all the concepts

1491 concept 72 likes Pictures

1492 concept 72 likes I think it will appeal to a broader populace than just fishermen. It links the destiny of fish to the destiny of people in way that deflates a common criticism of conservation groups.

1497 concept 72 likes The link between good trout habitat, clean water and public drinking water. The importance of watershed cleanup and protection and the link to poor mine operations.

1507 concept 72 likes Putting clean drinking water and fishing together can get the average non fisherman to understand the importance of clean water and how both are interconnected.

1511 concept 72 likes Very broad Appeal. Eye catching photo. Every person cares about drinking uncontaminated water, just look at bottled water sales. The add links the very personal idea of human health to trout as a barometer of clean water/environmental health. Wouldn't everyone want to know that their drinking water originates from a healthy river? One that can support such a beautiful trout (nice choice of a brilliant colored brookie)?. This add, more than each of the other three, might well prompt even a non fly fisherman to support the organization. I would run the add in non-outdoor magazines, especially family or woman oriented. Try to work in clean water for American families/children. Something subtle, perhaps a tiny child's hand filling the glass.

1519 concept 72 likes It invites both TU and non-TU support for an important resource- water (it's not just about fish).

1530 concept 72 likes Water is the most important asset we have.

1541 concept 72 likes It is a bit to wordy... I doubt that people will spend time to read it all

1542 concept 72 likes Both pictures

1543 concept 72 likes Relating fish to the health of humans tends to get more attention from ordinary people. However, there needs to be more quantitative data in the body of the article instead of general qualitative info that seems like all other ads to the reader.

1551 concept 72 likes Concept shows people how the clean water affects/effects their personal life. Good touch...

1557 concept 72 likes The concept that when you protect and restore trout habitat, it is both good for fish AND people. That we are linked with trout in our environment. What we do for trout as a species, we do also for ourselves.

1560 concept 72 likes I like the fact that clean drinking water for humans , and clean water for fish are synonymous

1570 concept 72 likes Water is the issue that galvanizes broad support, not trout fishing which is seen as a rich person's pastime. Yet linking this to drinking water disavows the importance of water for agricultural and industrial use. A much, much better concept would be: It all begins with clean, cold water.

1571 concept 72 likes In my opinion, the ad may appeal more to people who are not anglers more so than the other ads. The others were 'preaching to the choir' & did not reach out to the non-fishing public. TU needs to link their efforts to the everyday lives of non-anglers to garner their support & answer their first question, 'I don't fish, why should I support a fishing club?'

1572 concept 72 likes TU is interested in the health of both fish and people

1580 concept 72 likes Underwater image. Relationship between trout, rivers, and basic human rights/needs like clean water.

1582 concept 72 likes The article will make sense & appeal to the average reader.

1586 concept 72 likes not as a trout fisherman, but for the average Joe; this would really grab their attention

1597 concept 72 likes Very important topic humans and fish both inhabit this planet

1599 concept 72 likes It appeals to a broader base than just fishermen and suggests a win/win/win goal for the fish, fisherman and non-fisherman

1607 concept 72 likes Strait to the point

1610 concept 72 likes Clean water is the most important concept for TU and the general population. We need to make sure ALL people are educated to this concept. More and more people purchasing clean water and paying more then the price of gasoline to do this. If we TU as a group can educated everyone the think about clean water we all will be better off. People need to be educated in terms that they understand.

1624 concept 72 likes The concepts are logical and people do not think about how clean water affects them AND delicate fish such as trout.

1627 concept 72 likes You related cold clean water to fish, which is what we hope to help save and restore. Also, the title included a health topic for people.

1629 concept 72 likes The message is instantly understood. Thanks for all you do. Jonathan Roth

1634 concept 72 likes Makes the connection between healthy watersheds for fish and for people. The two are inextricably linked.

1639 concept 72 likes Water quality is important to everyone... Quality and abundance

1641 concept 72 likes Very broad appeal

1645 concept 72 likes I liked the page and the message that it is sending

1663 concept 72 likes The interconnectedness of all species, shall we say 'biodiversity,' is such a popular idea and I think this makes TU's perspective on the issue crystal clear [sic].

1668 concept 72 likes The Bold text and picture are terrific together.

1687 concept 72 likes Pulling it all together, it's just not for the fish but for all of us!

1688 concept 72 likes The message has to reach others that our mission is to help everyone, not just fisherman. It is better to be seen as a biologist or a scientist than a tree hugger. There is a stigma about the word tree hugger that tends to move people away. I like the ad.

1694 concept 72 likes It should appeal to Those who fish, and, those who don't fish.

1707 concept 72 likes The picture draws a great connection between protecting fish while protecting our own needs, including the needs of non-fishermen/women.

1710 concept 72 likes It makes the connection that clean water is needed by both trout and people

DISLIKES ABOUT CONCEPT #72
“PROVIDING MORE COLD, CLEAN WATER FOR FISH – AND
MORE HEALTHY DRINKING WATER FOR PEOPLE”

SURVEY ONE – SAMPLE OF 91 LONGER TERM MEMBERS

NOTE: 43 IN THIS GROUP HAD NO COMPLAINTS OR NO DISLIKES, AND MANY OF THE “DISLIKES” WERE ACTUALLY “LIKES”.

- 0047 concept 72 dislikes Seems not to be confusing.
- 0050 concept 72 dislikes Too much on the Western US, not enough balance, or need for different copy in different regions. If national copy needs more balance across all regions
- 0063 concept 72 dislikes The font of the main message makes reading a bit difficult.
- 0066 concept 72 dislikes You missed the connection between clean and 'cold'. The actions cited make for 'clean' water but not necessarily improve temperature and dissolved oxygen.
- 0086 concept 72 dislikes no easy way to send money
- 0099 concept 72 dislikes Last sentence of paragraph one: Delete usually- gives the sentence a more positive impact Last sentence of paragraph two is confusing and ambiguous. It should read: to provide liability protection to conservation groups etc
- 0111 concept 72 dislikes Didn't feel the slogan at the end of the article was strong enough.
- 0125 concept 72 dislikes 2cd paragraph redundant
- 0126 concept 72 dislikes Make the pictures a little smaller and the text a little bigger. Also use more of the right margin for the body of the text.
- 0154 concept 72 dislikes The only thing confusing is all these questions.
- 0186 concept 72 dislikes The quote under the headline is too focused on fish; lets shed more light on clean water tying in TU
- 0235 concept 72 dislikes All of the text is valuable, but the font size and length of text may prevent folks from taking the time to read it to the end.
- 0263 concept 72 dislikes I would like more emphasis on Eastern Brook Trout and AMD, but I am an eastern Brookie bigot...
- 0273 concept 72 dislikes Lack of mentioning - In the east there is a lack of cold water released for the high quality wild trout fishery - Delaware River System. There is ample water available if only used - Hudson River water for New York City. It is time to show that water is available and establish a plan to use it. New York City should be moving away from solely depending on Catskill water and moving to using Hudson River water.
- 0274 concept 72 dislikes There are other examples of clean water work outside of mining. The biggest polluter across the nation's waters is poorly managed agriculture.
- 0282 concept 72 dislikes Nothing
- 0292 concept 72 dislikes The article relates, what does clean water for trout have to do with me? And then TU explains it - the why. It makes sense, more or less, what is good for the goose is good for the Gander! (no pun)
- 0297 concept 72 dislikes Nothing was confusing - I thought the entire poster was excellent.
- 0306 concept 72 dislikes It's task limited.
- 0317 concept 72 dislikes The quote could be re-worded, along the lines of ' my contributions and work benefit people, not just trout.' Unless it is a full page ad the type could come out too small, body a little too long less specifics.
- 0353 concept 72 dislikes The stuff in italics was confusing the headline, but the story works
- 0356 concept 72 dislikes what is 'good Samaritan legislation'
- 0395 concept 72 dislikes excellent piece
- 0461 concept 72 dislikes I wasn't confused
- 0472 concept 72 dislikes Totally good

0503 concept 72 dislikes Too many words. Shorten and be brief.

0511 concept 72 dislikes It was good but you could have added the health benefits.

0538 concept 72 dislikes If people don't read past the italics under the headline, will they get the wrong message?

0545 concept 72 dislikes The headline didn't grab me at first. How did fish help the drinking quality of water? I almost stopped reading after that. I might change the tag line at the bottom of the ad and use it as the Headline - 'Supporting TU improves water quality for fish as for people

0564 concept 72 dislikes Stresses more about Western streams than Eastern. I live in the East.

0566 concept 72 dislikes Message in the body should have used examples of how important clean water is for people

0567 concept 72 dislikes The print in the poster was not large enough and it was hard to read. So most people like myself will just ignore it.

0588 concept 72 dislikes It is all just more TU public relations amounting to nothing but self promotion. Since that is your goal it will probably appeal to people though!

0590 concept 72 dislikes Name some other sites in various parts of the USA.

0594 concept 72 dislikes I HAD NO PROBLEMS WITH THE MESSAGE.

0616 concept 72 dislikes not much space dedicated to how the drinking water is ultimately affected

0617 concept 72 dislikes don't think the legislation comment at the end adds to the content

0635 concept 72 dislikes The messages were not clear on my screen. Hard to see.

0669 concept 72 dislikes not much - a good page

0676 concept 72 dislikes I find nothing objectionable in this article

0832 concept 72 dislikes several - see prior comments

0833 concept 72 dislikes Think it is well written.

0837 concept 72 dislikes did not dislike anything

0859 concept 72 dislikes I would rather see more of a connection of this theme with something like Trout In The Classroom or Back the Brookie rather than a connection to a perceived 'exotic' fly-fishing destination.

0883 concept 72 dislikes too much copy, busy

0887 concept 72 dislikes |Maybe 'Toxic Stew' is a little polarizing and could alienate some but I am not at all sure I'd change it.

0891 concept 72 dislikes the negative quote underneath the caption confuses the reader and should not be used

SURVEY TWO – SAMPLE OF 95 SHORTER TERM MEMBERS

NOTE: 41 IN THIS GROUP HAD NO COMPLAINTS OR NO DISLIKES, AND MANY OF THE “DISLIKES” WERE ACTUALLY “LIKES”.

0985 concept 72 dislikes Type is too small.

1024 concept 72 dislikes Thought it was all good.

1039 concept 72 dislikes Image needs to be moved over a little to the right, seems awkwardly placed.

1060 concept 72 dislikes The headline is exactly my position on cold water conservation.

1080 concept 72 dislikes The graphics were not compelling.

1107 concept 72 dislikes this is clear; the headline with the pictures make the impact.

1174 concept 72 dislikes Although the pictures are very striking they seem like an odd combination of visuals. If they appeared in two places on the page, I think they might be even more attractive and support the ideas in the text better.

1177 concept 72 dislikes It's good as is.

1187 concept 72 dislikes Way to much text....much like a page out of an encyclopedia.

1207 concept 72 dislikes The picture would be better if it could somehow connect the stream to a person's tap. That would drive the message home because a majority of people on city water are clueless as to where their water comes from. Helping them connect the fact that their water really does come from a stream would drive this message home even further.

1218 concept 72 dislikes Liked the headline, it matched the pictures and makes a valid point without reading the article.

1241 concept 72 dislikes It was good

1255 concept 72 dislikes not sure that average public will be impressed with earth moving

1256 concept 72 dislikes It's a little long to read. People will tend to skim over it and not read it thoroughly if it's too long or wordy.

1271 concept 72 dislikes emotional rhetoric 'toxic stew' Stay on the science not the emotions.

1285 concept 72 dislikes liked it all

1288 concept 72 dislikes The picture of the glass of water could be more clearly depicted - without the hand. Try showing more of the glass & water. Think about how well Brita composes their commercials.

1300 concept 72 dislikes projects cited in the text are mining related and affect small areas. pesticide and farm waste runoff are issues that affect much larger populations re water quality.

1331 concept 72 dislikes I thought the fish picture had too many bubbles.

1359 concept 72 dislikes Text should be more concise

1367 concept 72 dislikes sell the clean water - put fishing secondly

1382 concept 72 dislikes The fish are creepy

1384 concept 72 dislikes There are other forms of pollution besides mine tailings. In the midwest, there is non point source pollutants from farms and parking lots, as an example.

1404 concept 72 dislikes Water quality is critical to our and the fishes survival

1407 concept 72 dislikes I did not find anything.

1412 concept 72 dislikes The ad needs more balance between problems and projects in the West and the East. The fact that greater population densities in the East will yield more donated dollars is a no brainer to me.

1449 concept 72 dislikes The Utah example, although informative as an example, too much space wasted for the message

1471 concept 72 dislikes Liked the content and headline

1491 concept 72 dislikes Print was too small

1492 concept 72 dislikes Fewer words would have greater impact on the general population. Make the body more succinct.

1497 concept 72 dislikes The last sentence. I'd rather see that space speaking to how many \$'s are needed to clean up streams or how much has been completed to date. Example, x%, x\$'s restored, x%, x\$'s of work remaining.

1507 concept 72 dislikes I thought the ideas were well presented--no problem with the context of the copy.

1511 concept 72 dislikes possibly reverse the order, link the word health to people, : providing healthy drinking water for people and clean water for trout. broad appeal.

1519 concept 72 dislikes I would soften 'toxic stew' to a 'contaminating blend'

1542 concept 72 dislikes It was fine

1543 concept 72 dislikes See previous comments. I think the italicized sentences need to be qualified to show how many (or percentage from large surveys) people actually would make that statement because I think most people know that it is relevant to their daily life. The situation simply does not rise to the top few high priority items in their lives. Secondly, the first paragraph is somewhat misleading because trout are not like

1551 concept 72 dislikes The 'story' is weak. It needs more guts about success stories.

1557 concept 72 dislikes Logo on the top, not on the bottom. Simplify the quote at top, especially the beginning.

1560 concept 72 dislikes There is not anything I did not like about it

1570 concept 72 dislikes Support TU and Improve Water Quality for Fish -- And People Yes! I Support TU's Campaign to Restore Cold, Clean Waters and Wild Trout

1571 concept 72 dislikes AS stated earlier, the ads should appeal to the non-angling public. The term, 'brookies' will mean nothing to non-anglers. Also, the section of the ad that mentions Congress & legislation should be replaced with a section from one of the other ads that touts TU's high ranking among non-profits. Again, this will speak better to non-anglers who will be sick of political ads during an election year.

1572 concept 72 dislikes How effective was the cleanup?
1580 concept 72 dislikes For all of the adds, I think the text could be shorter and allow someone to get the message in 10 seconds.
1582 concept 72 dislikes I liked the article (I'm a science teacher). I'd like a copy for my class.
1586 concept 72 dislikes nothing. i think it speaks for itself to the general public.
1597 concept 72 dislikes more information about the topic in general
1599 concept 72 dislikes The fish look like they are in the sink.
1607 concept 72 dislikes I liked it
1624 concept 72 dislikes Body of the text is too small making it hard to read quickly.
1634 concept 72 dislikes The quote implies that angling isn't a good reason to protect watersheds
1639 concept 72 dislikes I was not confused at all...The headline captured me immediately, shouting 'this is important to me and my family'....
1663 concept 72 dislikes Maybe a little too much flesh on the hand of the glass holder but that is really being hyper-critical. If you go that road, I might tip the head of the up a tiny bit.
1687 concept 72 dislikes All appears to be clear!
1710 concept 72 dislikes Need more information about where people's water comes from (high elevation areas with cold water fisheries)

From Field: Bryan Moore
Subject Line: TU Survey: Please tell us how we can do better

Dear Trout Unlimited Supporter:

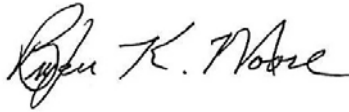
Will you take a moment to tell us how Trout Unlimited can do even better in 2008?

We want to make sure we are doing everything we can to live up to your expectations and be worthy of your support. Toward that end, we have hired Greenfield Online, an independent firm, to conduct a short study on behalf of Trout Unlimited.

Your results and opinions will be combined with those of other TU members and will be instrumental in developing TU membership programs. Your individual responses are entirely confidential. Data will be used for internal research purposes only, and you will not be approached for any other reason.

Thank you for taking the time to share your opinions. We greatly appreciate your feedback.

Sincerely,



Bryan Moore
Vice President for Volunteer Operations

P.S. Please do not reply to or forward this email. Please send your TU questions or membership concerns to rainbow@tu.org.

Please click here to start the brief survey.

INSERT LINK

Thank you for taking the time to share your opinion with us.

If you encounter any technical difficulties while completing the survey, please send an email to help@greenfieldonline.com and reference project 0704729 in your message.

If for some reason, you no longer wish to participate please send us an email at

(SURVEY COMPANY LINK)

FINAL ONLINE QUESTIONNAIRE – TROUT UNLIMITED STUDY

We represent Trout Unlimited. TU is surveying members to get their opinions in order to provide what members want! Your opinion counts, so please give us your real thoughts on the following questions. Responses will be kept confidential. Thank you for your time and participation.

1. What do you think the main mission or purpose of Trout Unlimited **is currently?**
Please pick the top three, using a “1” for first, and then “2” and “3”.

Protect the best remaining trout and salmon fisheries and habitats in North America.

Restore degraded trout and salmon fisheries and habitats in North America.

Promote fly fishing and introduce newcomers to the sport

Protect clean water and improve water quality in North America

Educate children about the importance of conservation.

Protect public fishing access

Other (Specify)

2. What do you think the main mission or purpose of Trout Unlimited **should be?**
Please pick the top three, using a “1” for first, and then “2” and “3”.

Protect the best remaining trout and salmon fisheries and habitats in North America.

Restore degraded trout and salmon fisheries and habitats in North America.

Promote fly fishing and introduce newcomers to the sport

Protect clean water and improve water quality in North America

Educate children about the importance of conservation

Protect public fishing access

Other [Specify]

3. Before today, were you aware of any of the following conservation initiatives that TU is leading? Please check “Yes” if you are aware, and “No” if you are not aware.

Efforts to protect Roadless Areas on Public Lands in the Western United States

Restore abandoned mines in the East and West, such as Kettle Creek in the Pennsylvania area, and the American Fork in Utah, respectively

Efforts to foster responsible oil and gas development in places such as in the Wyoming Range in Wyoming.

Efforts to work at the state level to reform Western water laws and improve instream flows in places such as Montana and Colorado.

The “Back the Brookie” Campaign in the East

Reform of Eastern water laws

Efforts to engage salmon consumers, chefs, supermarkets and others as advocates for salmon recovery

Efforts to mitigate the effects of climate change on trout and salmon habitats

Save Bristol Bay Campaign in Alaska

Embrace a Stream Projects

Efforts to set science-based protection and restoration priorities through the Conservation Success Index

4. You will be viewing 4 different concepts or ways of talking about Trout Unlimited. These are presented in a random order. Please look at and read each one carefully. After looking at all of them, you will see them again and be asked for your opinion.

We would like to know how well you think each concept communicates its point. As you look at each one again, indicate your opinion on the scale. You may give any rating for any of the concepts, and use the same rating as many times as you want. Remember, there are no right or wrong answers; we are only interested in your opinion.

The concept does an **excellent** job of communicating

The concept does a **very good** job of communicating

The concept does an **average or ok** job of communicating

The concept does only a **so-so** job of communicating

The concept does a **poor** job of communicating

5. Also for this same concept, please indicate how reading the concept influenced your likelihood to financially support TU. You may give any rating for any of the concepts, and use the same rating as many times as you want. Remember, there are no right or wrong answers; we are only interested in your opinion.

It **definitely** influenced my likelihood to support TU

It **probably** influenced my likelihood to support TU

It **might or might not** have influenced my likelihood to support TU

It **probably did not** influence my likelihood to support TU

It **definitely did not** influence my likelihood to support TU

6. Now, I'd like you to rank order each of these concepts from one to four. The concept that most appeals to you, you will give a "1". The one you think is second-best, you and so on. You will rank all of the concepts using all four numbers, with the one that is least appealing getting a "4".

7. Next we will ask you some questions about the concept you ranked **highest**.

Please indicate what appealed to you to rank this number one, using the scale.

It was **mostly the headline text** that appealed to me

It was **mostly the body of the text** that appealed to me

It was **mostly the bottom line bold text** that appealed to me

It was **mostly the picture** that appealed to me

8. Please tell us anything you especially liked about it.

9. Please tell us anything you did not like about it or was confusing.

10. Please indicate if you have participated in any of the following TU efforts in the past 2 years. (Select all that apply)

Chapter Meetings

Chapter-run stream restoration projects

Introducing young people to the joys of fishing

Trout in the Classroom

Contacted your elected official(s) to voice your opinion about a TU campaign

Told a friend about a TU campaign and asked them to take action by writing their elected officials

Other [SPECIFY]

None of the above

11. Over the last twelve months, in how many TU chapter meetings or activities have you participated?

12. Why did you first join TU? (Select main reason or reasons)

To meet fellow anglers

To learn where the local fishing spots are

To get involved with conservation and restoring a local stream

To be part of an organization that is doing conservation work all over North America

To receive gear, free gifts, member merchandise benefits, etc.

Other [Specify]

13. Why do you continue to support TU? Please rank order the top two reasons, putting a "1" for the top reason, and a "2" for the second most important reason.

To meet fellow anglers

To learn where the local fishing spots are

To get involved with conservation and restoring a local stream

To be part of an organization that is doing conservation work all over North America

To receive gear, free gifts, member merchandise benefits, etc.

14. How would you describe what Trout Unlimited **is** about? (Select one answer)

100% about fishing

75% about fishing, 25% about conservation

50% about fishing, 50% about conservation

25% about fishing, 75% about conservation

100% about conservation

Other [SPECIFY]

15. How would you describe what you think Trout Unlimited **should be** about? (Select one answer)

100% about fishing

75% about fishing, 25% about conservation

50% about fishing, 50% about conservation

25% about fishing, 75% about conservation

100% about conservation

Other [SPECIFY]

16. How often do you visit the website www.tu.org?

1-7 times a week

1-3 times a month

1-11 times a year

Seldom or never

17. How often do you check your emails?

More than once a day
Once a day
Weekly
Monthly
Seldom or never

18. How do you prefer TU to communicate with you on important topics?

Email
The TU Website
Regular U.S. Postal Service mail
Chapter and State Newsletters
Other (Specify)
Trout Magazine

19a. Do you perform any financial transactions on the web, such as paying utilities, credit card bills, or making donations?

YES – **[SKIP TO Q20]**

NO – **[CONTINUE TO Q19B]**

19b. If no, why not?

Don't trust the web
Don't know how to do it
Easier to write a check
I'm worried about the record keeping, with a check I get the copy
Other

20. What TU information would be most appealing to you to receive by email? Please rank order the three most appealing reasons, putting a "1" for the most appealing a "2" for the second most appealing a "3" for third most.

Information about conservation projects across the country
Information about conservation news about my local watershed
Information about fishing spots throughout the country
Information about what Chapters are doing
Information about what TU is doing about the impact of climate change
Ways to get involved with TU issues at the local level
Ways to get involved with TU issues at the national level
Fly fishing tips and techniques
Updates on the health of nation's fisheries
I would prefer to receive information by other means

21. Why do you usually visit the www.TU.org website?

- To log into leaders only
- To read the latest news
- To learn about conservation projects in my area
- To edit my member profile
- To renew my membership
- To make donations online
- I don't visit the TU website
- Other [Specify]

Now just a few final questions for classification information.

22. How long have you been a member of Trout Unlimited?

- Less than one year
- 1-2 years
- 3-5 years
- 6-10 years
- More than 10 years

23. What is your age?

- Under 18 yrs
- 18-35 yrs
- 36-55 yrs
- 56-65 yrs
- 66-75 yrs
- 76 yrs or older

24. Are you...

- Male
- Female

25. Please indicate in which state you live.

NORTHEAST	CENTRAL	SOUTH	WEST
7. Connecticut	15. Illinois	1. Alabama	2. Alaska
20. Maine	16. Indiana	4. Arkansas	3. Arizona
22. Massachusetts	13. Iowa	8. Delaware	5. California
30. New Hampshire	17. Kansas	9. District of Columbia	6. Colorado
31. New Jersey	23. Michigan	10. Florida	12. Hawaii
33. New York	24. Minnesota	11. Georgia	14. Idaho
39. Pennsylvania	26. Missouri	18. Kentucky	27. Montana
40. Rhode Island	28. Nebraska	19. Louisiana	29. Nevada
46. Vermont	35. North Dakota	21. Maryland	32. New Mexico
	36. Ohio	25. Mississippi	38. Oregon
	42. South Dakota	34. North Carolina	45. Utah
	50. Wisconsin	37. Oklahoma	48. Washington
		41. South Carolina	51. Wyoming
		43. Tennessee	
		44. Texas	
		47. Virginia	
		49. West Virginia	

26. Please indicate how much you donate to Trout Unlimited in an average year.

- \$35 or less
- \$36-50
- \$51-100
- \$101-500
- \$501-999
- \$1000 or more

27. Which of the following categories best describes your total annual household income before taxes?

- Less than \$20,000
- \$20,000 - \$39,999
- \$40,000 - \$59,999
- \$60,000 - \$79,999
- \$80,000 - \$99,999
- \$100,000 - \$119,999
- \$120,000 - \$139,999
- \$140,000 - \$159,999
- \$160,000 or more

THANK YOU FOR PARTICIPATING IN OUR SURVEY AND
HELPING TO STRENGTHEN TROUT UNLIMITED!