

# Beth Or Programming and Events Communications Survey

**1. Where do you look most often for Beth Or program and event information?** (Select no more than 3)

- Beth Or News (monthly newsletter)
- Bulk Mail (monthly mailing with flyers)
- "This Week at Beth Or" weekly e-mail blast
- Beth Or Web site
- Beth Or Lobby/Building
- Facebook Fan Page
- Word of Mouth
- Other (please describe) \_\_\_\_\_

**2. How satisfied are you with Beth Or's programming and events communications as a whole?**

- Too Much
- Too Little
- Just Right

**3. Beth Or's communications keep me adequately informed about programs and events:**  Yes  No

**4. Beth Or's communications make me feel a part of the Beth Or community:**  Yes  No

**5. Beth Or News**

	Every issue	Most issues	3-6 times/year	1-2 times/year	Never
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|---------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. I read the Beth Or News in print   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. I read the Beth Or News online PDF | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. How often do you read:             |                          |                          |                          |                          |                          |
| Professional Staff Columns            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Committee/Lay Leader Columns          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Contribution Acknowledgements         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Event information                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| General synagogue news                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Kvell Corner                          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Calendar insert                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Vendor Advertisements                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

d. Please list your suggestion(s) for content or design, and any other comments about the Beth Or News:

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**6. Beth Or Website (www.bethor.org)**

- a. How often do you visit the Beth Or Web site?  
 Once a week or more  1-2 times/month  3-6 times/year  1-2 times/year  Never
- b. What Web site information do you find most useful (check all that apply):  
 Service times  Specific event information  
 Calendar listings  General synagogue news  
 Social Action page  Making donations online  
 Other (please describe) \_\_\_\_\_
- c. How easy is it to find what you're looking for?  Very easy  Somewhat easy  Difficult  Very difficult
- d. Do you use the Search field to find information on the site?  Always  Often  Occasionally  Never
- e. For Beth Or events, would you like to be able to register and, if there is a fee, pay online?  Yes  No interest
- f. Would you read blogs written by the clergy, the professional staff or lay leadership?  Yes  No interest
- g. Please list your suggestion(s) for features and any other comments about the Beth Or website:

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**7. Broadcast E-mail (an example is the weekly "This Week at Beth Or" e-mail)**

- a. Do you receive "This Week at Beth Or"?  Yes  No  
If "No", would you like to?  Yes (please supply name and e-mail address below)
- b. How often do you read "This Week"?  Every week  Most weeks  Occasionally  Never
- c. Do you receive the Weekly Sheet e-mail (births, deaths, new members)?  Yes  No  
If "No", would you like to?  Yes (please supply name and e-mail address below)
- d. How often do you read the Weekly Sheet?  Every week  Most weeks  Occasionally  Never
- e. Do you find e-mail announcements and event reminders helpful?  Yes  No
- f. How often would you like to receive e-mails from Beth Or (other than "This Week")?  
 Daily  More than once a week  Once a week  Monthly  Other \_\_\_\_\_
- g. Please list your comments on "This Week" and broadcast e-mails:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**8. Bulk Mail (monthly mailing with flyers)**

- a. How often do you read the Bulk Mail?  Every month  Most months  Occasionally  Never
- b. Do you find the Bulk Mail useful?  Yes  No
- c. Would you read the Bulk Mail in an online format?  Yes  No interest
- d. Would you miss the Bulk Mail print flyers if they were only available online?  Yes  No
- e. Please list your comments on Bulk Mail:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**9. Please tell us about yourself**

- a. \*Name: \_\_\_\_\_ \*E-mail: \_\_\_\_\_ \*Phone: \_\_\_\_\_  
*\*Optional information; however, you must supply this information to be entered in the drawing for Beth Or Cafe gift certificates.*
- b. Gender:  Male  Female
- c. Age:  18-24  25-34  35-44  45-54  55-64  65-74  75 and up
- d. Years as a member:  Less than 2 years  2-5 years  6-10 years  11 or more years
- e. I have internet access at home:  Yes  No
- f. I use the following online tools/Web sites:  
 Facebook  Flickr  List serves  
 LinkedIn  Google Docs  Podcasts  
 Twitter  e-magazines  Online forums/discussion boards
- g. Additional comments about Beth Or programming and event communications:  
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