

In December 2009, Tree Trust asked individuals who volunteered in 2009 to share thoughts about their experience by participating in a brief, nine-question survey.

General Findings

Survey results were generally positive. 98% of respondents stated that they were satisfied or very satisfied with their overall experience.

Areas for improvement include:

- Availability of tools and materials at volunteer events
- Confirmation of event registration early and often
- Organization of training at planting events
- Increase number of volunteer opportunities available



Tree Trust is committed to making our volunteer program even better. We're purchasing more tools so there's enough to go around at every event, revising our Tree Training and developing some summer volunteer opportunities to give people more chances to get involved.

Selected Findings



Why did you decide to volunteer with Tree Trust?

These write-in responses had a lot of similar themes. Here are some of the most common:

- Love of trees (48%)
- Love of the outdoors (21%)
- Desire to support a local cause (12%)
- Desire to improve the environment (12%)
- Affinity for Tree Trust's mission (12%)

Sample responses:

I liked the idea of planting trees, making things more beautiful, and being outside. Also, it was a quick, one time opportunity where I could make a difference without having to commit a lot of time.

My experience working with Tree Trust (for 3 summers) 30+ years ago had a significant impact on my life and I'm grateful for the opportunity to give something back to this amazing organization.



What was your favorite thing about volunteering with Tree Trust?

The most popular themes in these responses were:

- Making an impact (36%)
- Meeting people (31%)
- Sense of community (21%)
- Working hard/getting dirty (21%)

We are glad to see that the top two categories reflect our organization-wide goal: to bring people together to create positive, lasting changes in their lives and in their communities.

Sample of responses:

A good feeling about what we just did to know that in the future many, many people would be enjoying the fruit of our labor and not realizing how the trees got there.

I like how volunteering, especially while planting trees, is a group activity, but it allows a lot of independence as well because you can plant a tree on your own, or you can help others. It's not overcrowded with volunteers, so everyone feels like they were really necessary, but it's balanced.

I like to make a tangible difference. I like to work hard, get tired and feel a sense of accomplishment for a good cause.

How could we make your volunteer experience better?

Nearly 40% of survey respondents said that no change is necessary. The next most popular suggestion was to provide more opportunities to volunteer (25%).

We will continue to create new volunteer opportunities when possible. For summer 2010, we will have Maintenance Mondays, a weekly opportunity to help maintain trees along the Midtown Greenway and other Hennepin County trails. We will also continue our Weeding Wednesdays, a weekly opportunity to pull weeds and zone out along the Midtown Greenway.