

## Survey Participant Ideas

Determining who to target in your survey can mean the difference between rich data you can use for years and listening to only your own ideas. Targeting a variety of people, and especially those not already familiar with Extension, is critical. Some ideas of who and which organizations to market the survey to are below. If you need additional help, contact . For a listing of 501c3 organizations in your county visit [greaternonprofits.org/city](http://greaternonprofits.org/city)

Consider the following audiences as you market your survey (note: this is a good time to visit each and take copies of the survey with you):

- Government officials
  - Fiscal Court
  - Judge Executive
  - Magistrates
  - Mayor
  - City Council
  - State legislators and staff
  - Congressional representatives
- Planning commission
- Sheriff's office
- Police departments
- Fire departments
- Parks and recreation
- Health department
- Economic Development Agency/Authority
- Tourism Commission
- Main Street or Downtown Development
- Public library
- Human Rights Commission
- Humane Society/Animal Shelter
- State Parks managers
- Board of Education
- School principles (both public and private)
- Individual School Site Based Councils
- PTA/PTO
- Home school parents/groups
- Satellite higher education campuses
- Colleges/Universities
- Community/Adult education
- FRYSC

- Student organizations
  - Boy Scouts
  - Girl Scouts
  - Student Councils
  - FFA
  - DECCA
  - Youth leadership
- Hospitals
- Clinics
- Health care providers
- Nursing homes
- Day care providers
- Senior citizens center
- Housing authority
- Consolidated community family services or interagency council
- Social services task force
- Community based services
- Boys/Girls Clubs
- YMCA
- After school programs
- Food bank or pantry
- Homeless shelter
- Chamber of Commerce
- Historical Society
- Jaycees
- Rotary
- Lions Club
- VFW
- BPOE (Elks)
- Business and professional women organizations
- American Legion
- Kiwanis
- Ministerial association
- Neighborhood/Homeowner associations
- Habitat for Humanity
- Farm Bureau
- Local banks
- Local realtors
- Insurance agencies
- Downtown business owners
- Farmers markets vendors/patrons
- Representatives of local industries

- Commodity organizations
- Other organizations supporting economic activity

Consider brainstorming with your County Extension Council, District Board and office staff to come up with a complete list for your county, then divide the groups up between agents and volunteers to deliver surveys and explain the Extension Community Assessment process.