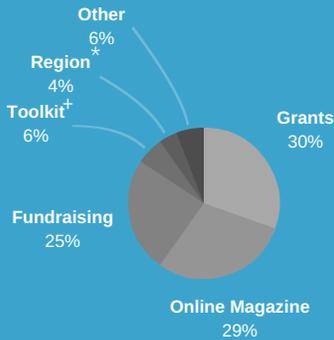# Priority Plan Poll - Results

From a poll of our membership during May 2018

203 people responded

Members were able to select multiple answers to a single question, thus creating a ranking of the most important projects. There was also the ability to add suggestions, which will be added to the stack of ideas for further review.

Internal Administrative

Other 6%
Region* 4%
Toolkit+ 6%
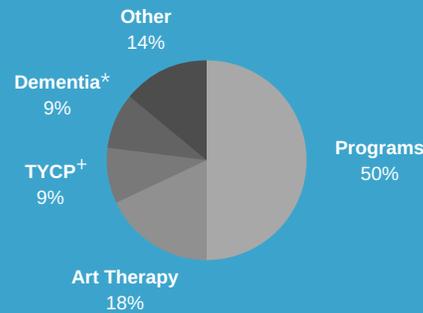Grants 30%
Fundraising 25%
Online Magazine 29%

Seeking Grants (68 votes) and increasing fundraising (56 votes) made up the bulk of what the membership would like to see us pursue.

Taking the magazine fully digital seemed to also be high on many members list (65 votes).

* Reducing the # of regions
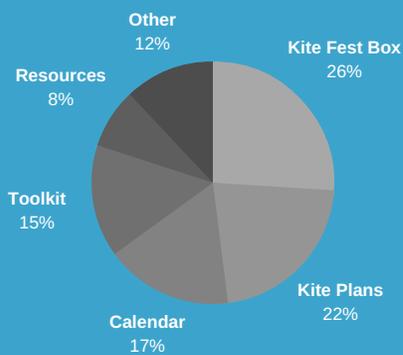+ Estate planning toolkit

Outreach

Other 14%
Dementia* 9%
TYCP+ 9%
Programs 50%
Art Therapy 18%

Developing programs with groups like the Boys and Girls Club and the Scouts was the clear winner. (119 votes). Using kites for therapy purposes made up an additional quarter of the votes.

* Therapy for those suffering from Dementia and similar ailments
+ Thank You Charlie Program

Website/Online Media

Other 12%
Resources 8%
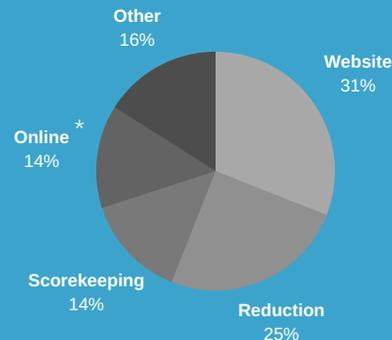Kite Fest Box 26%
Toolkit 15%
Calendar 17%
Kite Plans 22%

Kite Festival in a box (66 votes) and social media toolkits (39 votes) were important and similar options.

Where as updates to the various web platforms (calendars, regional resources, scorekeeping) were also pressing concerns.

Over 20% of members also voiced that they would like some version of a kite plan database.
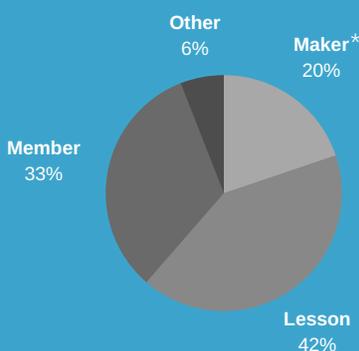
Sport Kite

Other 16%
Website 31%
Online* 14%
Scorekeeping 14%
Reduction 25%

Developing a stunt kite specific website was the top priority (62 votes), followed closely by reducing the number of disciplines and classes (49 votes)

* Online Competitions

Education

Other 6%
Maker* 20%
Member 33%
Lesson 42%

The biggest demand for education is to create Lesson Plans (92 votes) followed closely by special lessons for the Members' Only section of the website (72 votes)

* Makers Faire Kit

Something that stood out from the suggestions in nearly every category was that there may be some areas of opportunity for better advertising of the information and resources we already have. There are also some misunderstandings regarding rules, competitions, and the abilities and goals of the organization. These are all great areas of opportunity for us to become a better resource for the community.

If you would like to get a more detailed description of the results, head on over to kite.org and log in to the Members' Only Portal.

American Kitefliers Assocation

kite.org