

The Branding of Botanical Gardens for the 21st Century
Survey of Botanical Gardens

1. Do You consider that your Garden has a Brand? Yes___ No___
2. Has your Garden or Garden/Organization initiated a rebranding or brand refresh for your Corporate/Garden's identity, in the last Five (5) years? Yes___ No___
If **yes**, when was the initiative completed? 2014__2015__2016__2017__2018__
If **no**, has there be any brand awareness research done, re-affirming the present brand?
Yes___ No___

If there has been a Rebranding or Brand Re-Fresh Initiative, in the past Five Years, please continue:

3. Was your Rebranding or Brand Re-Fresh Initiative accomplished using outside consultation, such as an Advertising/Marketing Agency, Branding Specialist Agency, etc...Yes___ No___ Specify type of agency/firm used _____
4. Among other key areas of focus, Botanical Gardens find the following areas vital to the success of the Gardens: (a) Visitor Experience (b) Education (c) Conservation (d) Research and (e) Building and Retaining a Donor and Patron Base.

Was your Gardens' Rebranding or Branding Refresh Initiative influenced by the importance of: *(Please add any thoughts on each, that you may deem helpful)*

- a. Visitor Experience ___yes ___no
- b. Education ___yes ___no
- c. Conservation __ yes ___no
- d. Research ___yes ___no
- e. Building and Retaining a Donor and Patron Base ___yes ___no

5. Please divide 100 points between the five areas in terms of the relative importance of each to your garden rebranding or branding refresh initiative.

Visitor Experience _____

Education _____

Conservation _____

Research _____

Building and retaining a donor and patron base _____

6. How important, on a scale of 1-5 (1 being not very important and 5 being extremely important), would the following questions rate:

- a. The acceptance/buy-in of the Garden's brand by the **local community**, is important to our success. 1-2-3-4-5
- b. The acceptance/buy-in of the Garden's brand by the **Garden's Board/Governing Body**, is important to our success. 1-2-3-4-5
- c. The acceptance/buy-in of the Garden's brand by the **Garden's internal paid leadership and staff**, is important to our success. 1-2-3-4-5
- d. The acceptance/buy-in of the Garden's brand by the **Garden's Patron and Donor Base**, is important to our success. 1-2-3-4-5

7. Is there anything additional, unique, important or otherwise interesting, about your Garden's Rebranding or Brand Refresh Initiative, that you could share that would be insightful for this research project? _____ Please feel free to attach other information.

8. May I contact someone on your Garden's team for a brief follow-up for this project? If so, who is the best contact and contact method? Name _____
Contact Information _____

Thank you for your input, insight and help with this project. If you would be interested in a final copy of the resulting paper, please let me know, in your response back to me.

Randall L. Fiveash
Final Semester-Graduate Student
Central Connecticut State University
New Britain, Connecticut, USA

Please return survey to Randall Fiveash at email: fiveash2016@ccsu.edu

ATTACHMENT A