



Audubon ARIZONA
Enchanted Trail
October 21 & 22, 2016

Enchanted Trail is Audubon Arizona's annual fall festival. The event is intended to give visitors a greater appreciation for Arizona's nocturnal (night-active) wildlife through educational activities, live wildlife, and crafts. **This year's focal animals are the Coyote, the Pallid Bat, and the Western Screech-Owl.**

Each young participant will be given an **Enchanted Trail Passport** that will assign them one of the three focal animals (each animal corresponds to a sticker color). There are three questions in the passports - by answering them, participants will learn which animal they are!

Surveyor and Raffle Ticket Hustler:

At the end of the Enchanted Trail, visitors will find themselves in the Rio Salado Audubon Center's classroom where they will have a chance to make a mask of one of the event's three focal animals. This is sometimes the first and only time when visitors stay still and are not distracted by the wonders of the Trail, so this is a great time to collect some **valuable data** and let them know about our **Enchanted Trail Raffle**.

- Imagine that the Audubon classroom is divided into four quadrants. You will be responsible for surveying participants in your quarter of the room.
- As visitors create their mask, strike up a conversation! You will have a few pieces of data to collect - if the visitor is here for their first time, how they heard about the event, if they'd come again, if they learned anything and what, etc.
- Try to keep things conversational rather than making it feel like a formal survey.
- Survey visitors of all ages.
- Do your best to get an answer to each question, but if you miss one it's OK! Incomplete surveys are still useful.
- During your conversation, tell visitors about the Enchanted Trail Raffle basket and their chance to win. Encourage them to fill out a raffle ticket to enter.
- There is no charge to enter the raffle.
- The raffle ticket will ask for a few pieces of information including the visitors name, contact information, and how he or she heard about the event.
- If the classroom isn't busy or if you have already spoken to everyone, feel free to move around the event to seek out more entries. However, you'll likely have the best luck inside the building.

THANK YOU for volunteering at this year's Enchanted Trail!