Raising More Money by Asking (and Answering) Better Questions
March 26, 2024
Link to the recording: https://youtu.be/qnk0MQRqKpA?feature=shared
eePRO post: https://eepro.naaee.org/learning/raising-more-money-asking-and-answering-better-questions

Speakers:
Andy Robinson
Training Consultant for nonprofits, businesses, and government agencies and author of Train Your Board (and Everyone Else) to Raise Money

Harvey McKinnon
Fundraiser and Consultant for nonprofits in Canada and the U.S., and author of The 11 Questions Every Donor Asks

Highlights of the chat transcript:
Welcome!

NAAEE Staff (Carrie, she/they): Welcome! Please share your name, organization, and where you're joining us from!

Amanda Alessi: Amanda Alessi, Great Plains Nature Center, Wichita, KS

Makengo Nzeza: Makengo Nzeza

Andy Robinson: Andy Robinson, presenter, Plainfield VT USA

Maran Hilgendorf: Maran Hilgendorf, GreenSync Inc., Florida

Mo Fair: Mo Fair, Sand Creek Regional Greenway Partnership, Denver, CO

Savannah Donovan: Urbana, Illinois

Lee Wray-Davies: Hi everyone. I am one of the Education Directors at the Foundation for Environmental Education (FEE) based in Denmark, however I'm in Northern England at the moment.

Rebecca Carino: Shaw Institute, Blue Hill, Maine

Savannah Donovan: Environmental Education Association of Illinois
eeWEBINARS: Bringing New Ideas and Innovation to the field of Environmental Education

NAAEE Staff (Carrie, she/they): Great to have so many folks from around the world joining us! Welcome, welcome!

Makengo Nzeza: Makengo nzeza/ from Maine/ Newsun LLC

Taylor Bates: Taylor, Sustainability Matters Educator, Virginia

Catherine Price: Catherine Price, Cumberland River Compact, Nashville, TN

Delanie Bruce: Delanie, Bird Conservancy of the Rockies, Scottsbluff, Nebraska

David Conrads: David Conrads

Eric Dillemuth: Eric, I Love A Clean San Diego, San Diego ca

Kim Rillero: Kim phoenix az

Renee Strnad: Renee Strnad - NC State University, Raleigh NC

David Conrads: David Conrads, UI WILD/University of Iowa

Nuria Salim: Hi, I'm Nuria Salim from Nairobi, Kenya

NAAEE Staff (Carrie, she/they): Hi all! Welcome—Please share your name, organization, and where you're joining us from!

Danielle Racke: Danielle Racke, explore nature by nurture, Lynchburg VA. Driving to get the kid so will be listening.

Esther Cowles: Hi everyone, I am joining from Barre VT, just a couple towns over from Andy!

NAAEE Staff (Carrie, she/they): Never too early to learn about fundraising, Danielle! 😊 Welcome!

NAAEE Staff (Carrie, she/they): Great to have so many folks joining us! Please share your name, organization, and where you're joining from!

Denise Bickerstaff: Denise Bickerstaff, Cabrillo Economic Development Corp., Ventura California USA!

Nicole Corbo: Nicole Corbo here, from Washington Nature Preschool Association (WaNPA) on the ancestral lands of numerous Coast Salish Tribes

Peter Rillero: Peter Rillero, Phoenix AZ, Urban Farming Education
eeWEBINARS: Bringing New Ideas and Innovation to the field of Environmental Education

Andy and Harvey Introductions


Rachel Saliba: Rachel Saliba, Squam Lakes Natural Science Center

Said Shikely: Hello, Said Shikely from kenya


What questions do you want answered?

Savannah Donovan: we need unrestricted funds to pay for our staff's operating expenses

Nicole Corbo: SAME

Judy Braus (she, her) NAAEE: SAME

Lisa Voelker: Looking to improve donor stewardship

Danielle Racke: Strategies for my clients

Sheryl Baumann: Ditto 🙂

Heather Brake: funding for special projects

Rebecca Carino: How best to rebuild donor trust

Odessa Wilson: looking for the same

Catherine Price: Haha! How to keep programs interesting for funders so they keep funding!

Viviana Briseno: Reach a new audience

Morgan Goad: Building engagement with long-time donors as a new development director!

Joy Munthali: I want to know how to ask the right questions to get more funding
Nuria Salim: how to maintain strong donor relationships long term

Amanda Alessi: We're looking to renovate our site and establish an endowment to fund a career naturalist.

Nicole Swedlow: Curious about how to frame the conversation in a relationship way when I don't know the donor....and how to show my “pitch” without feeling like I'm talking into empty air

Mo Fair: SAME and... Learning how to develop one-time donors into recurring donors (monthly, annually, etc...). Also, year-round engagement that is meaningful

Celeste Royer: How to ask friends and colleagues (who are financially able) to become donors w/o jeopardizing friendships

Morgan Goad: The impact of the "age wave" is real, too...

Lisa Voelker: “Age wave”?

Morgan Goad: The demographic shift as Boomers reach and exceed 65+ old. Many of our best, oldest donors aren't with us anymore.

Lesli Moylan: What are some ideas for involving donors more deeply in a backbone organization?

Andy Robinson: Lesli -- Let them know the impact of "the backbone" work. Look from testimonials from the partners and people you support.

Morgan Goad: I was honestly surprised this was free!! 😂

Andy Robinson: Morgan -- me too!

Morgan Goad: Active listening!!!

Morgan Goad: Doing your research also helps!

Danielle Racke: Spot on with asking for advice VS money

NAAEE Staff (Carrie, she/they): Great question, Nicole! Everyone, keep adding your questions to the chat—Harvey and Andy are eager to share their insights!

Nicole Swedlow: Thanks for directly responding to my question. I guess I am challenged because our work is quite complex, systems thinking,... so its something that has to be explained and doesn't evoke the kind of “emotional response” of many other orgs. I like
what you are saying about finding stories... and then (in my case) relating them to systems thinking.

Rébeccia Hermande Djanivenda: Good to know

Morgan Goad: Nicole - I used to work for a social services org and we had similar challenges. Telling stories is the way!!

Birndze Bete Dzekewong: I love the idea of negotiating down.

Morgan Goad: Go for the flinch. 😊

**Ask for Advice**

Judy Braus (she, her) NAAEE: es to stories that resonate with the funder! Thanks, Morgan and Nicole!

Catherine Price: How do you feel like philanthropy is shifting? I think some philanthropy is trying to put trust in the organization and not drive what programs people do by letting their personal interests take precedent.

David Conrads: Are there better target dates over the course of the year than another?

Morgan Goad: That's something I've been worrying about lately - do arbitrary milestones/targets like that feel phony to people?

**How Will You Measure Results?**

Andy Robinson: Mixed data, David. A lot of nonprofit raise most in the 4th Quarter. However, that's when everyone else is asking, too.

Morgan Goad: I'm always blown away by how much donors love a hand written card or an excited voicemail to say thank you. And it only takes a couple minutes!

Nuria Salim: Very true Morgan, donors appreciate hand written thank you cards

Judy Braus (she, her) NAAEE:We ask our board members to write thank yous to our donors! We think it really helps them feel appreciated! :-)

Amanda Alessi: Judy, I love that idea!

Nuria Salim: Amazing Idea
Morgan Goad: I forgot to say where I was from - Morgan Goad from the Alliance for the Chesapeake Bay!

**How does Your Organization Recognize Donors?**

Andy Robinson: I chair a board and write a LOT of handwritten thank you notes. People stop me on the street to thank ME for thanking them.

Stacy Cummings: Room to Read is a fantastic organization! Thank you for sharing this example. [https://www.roomtoread.org/](https://www.roomtoread.org/)

Morgan Goad: The smartest donors will get it!!

Morgan Goad: The matchmaking is the fun of it! 😊

Amanda Alessi: Do I respect you?

Morgan Goad: "Is there an urgent reason to give?"

Nuria Salim: "How will I be treated?"

Lee Wray-Davies: How do you find the right person to build a fundraising relationship with in a large corporate?

David Conrads: What was Q5 again?

Nicole Corbo: Do I respect you? And How will I be treated? spoke to me the most.

Morgan Goad: OMG this is too real.... As an old boss once told me: if you aren't generating revenue, stop doing it!!!

Maran Hilgendorf: Working with a new nonprofit so all the questions require equal time right now.

Morgan Goad: It's SO HARD in one and two person Development "shops"!!

Judy Braus (she, her) NAAEE: There are also sustainability folks that might be the right group!

Morgan Goad: KEY advice!!!

Morgan Goad: Found so many great grant prospects this way. 😊

Heather Lauer: Grant makers love collaboration among grantees.
Morgan Goad: Best letter ever. 😊

Judy Braus (she, her) NAAEE: We're treat you very well, Andy!

Morgan Goad: Love a Legacy Giving Society!!

Morgan Goad: Does anyone.... not ghost write these?? 🤣

Morgan Goad: This is a fascinating idea!!

Nuria Salim: that's a very interesting take

Morgan Goad: I'd never thought about that wrinkle with legacy giving - that's a great point.

Nicole Corbo: I am getting so much out of this. Eternally grateful to you both!! And NAAEE. 💖

**Which Questions Do You Want to Remember to ask Donors?**

Judy Braus (she, her) NAAEE: If anyone has questions, please put it in the chat! :-)

Morgan Goad: Will you share with our Board why you give!!

Lee Wray-Davies: Would you like to speak to our Board

Nicole Corbo: I will definitely be asking for specific engagement in doing more fundraising.

Danielle Racke: Will you share with our board

Lesli Moylan: Will you talk to our Board, or participate in a donor meeting i'm going to?

Morgan Goad: That's blowing my mind. 😄

Odessa Wilson: Would you like to meet my board and why my business

Karen Clarke: I love that in this age of weakening relationships, Fundraising is a time to build real relationships.

Said Shikely: How to recognize the donor?

Morgan Goad: Especially useful for Board members who *don't* have your organization in the top 3 charitable commitments...

Judy Braus (she, her) NAAEE: Is it Ok to use your name and story?
Morgan Goad: It certainly seems like the pendulum is swinging toward unrestricted funding.

Judy Braus (she, her) NAAEE: During Covid, I think foundations were much more understanding of all the issues that nonprofits face, and they gave options for easier reporting, etc. And some of that has stuck.

**Tracking**

Morgan Goad: Covid is exactly what I was thinking of.

Nuria Salim: When approaching corporation, how best can we answer their question on how the donation impacts company sales

Morgan Goad: And on corporations - how do we effectively steward the people at corporations when they’re so busy/difficult to reach?

Danielle Racke: @nuria help them quantity what exposure does for their sales

Morgan Goad: 10-12 times a DAY?!?

Rachel Saliba: How do you talk about a person's impact of giving for things so large/lofty as educating people about environmental issues that are very difficult to quantify?

Lee Wray-Davies: Good question Rachel!

Nuria Salim: @danielle thanks 🤝

David Conrads: I learned today from a private conservation education organization in our state that a large family foundation (>5B) is now giving towards organizational operations rather than new program development...in order to avoid political implications of the programs that might be developed. Is that a trend anyone else has heard about?

Morgan Goad: That's fascinating, David...

Morgan Goad: Stories!!!

Amanda Alessi: Yes! We have staff that came here as students on field trips.

Lee Wray-Davies: mmmm sounds like this kid went to one of our Eco-Schools :)

NAAEE Staff (Carrie, she/they): Love to hear that, Amanda and Lee! That's the dream, right? To build the next generation of environmental educators 😊
Morgan Goad: And don't take those beautiful photos for granted!!! It's gold!!!

Morgan Goad: Social services do not have that luxury.

**Closing Comments**

Lisa Voelker: Thanks, this was so great!

Morgan Goad: Thank you all so much!!!!

Rachel Saliba: Thank you!

Nicole Corbo: Such a great webinar!! Thank you so much!

Odessa Wilson: This was awesome Thanjs

Amanda Alessi: Thank you all so much!

Said Shikely: This has been great

Dilafruz Williams: Wonderful! Thank you!

Sheryl Baumann: Thank you!

Lee Wray-Davies: Thank you very very much- that was a great session.

Morgan Goad: Absolute gold. The best fundraising webinar I've ever listened to.

Andy Robinson: Thank you all!

Maran Hilgendorf: Thank you so very much!

Joy Munthali: Thank you soo much!!

Judy Braus (she, her) NAAEE: Thanks, Andy and Harvey! You are so fantastic! And thanks to the great chat chatter! :-) 💜

Andy Robinson: Appreciate all the chat activity...!

Harvey McKinnon: Thanks for all you do to protect our environment

Rébecca Hermande Djanivenda: Thank you all.

Karen Clarke: Thanks you Harvey and Andy and everyone.
Morgan Goad: AFP must have something for that.

Judy Braus (she, her) NAAEE: sofii

Morgan Goad: Thank you all so much!!! Fantastic!!