

**REPORT ON THE  
2013 GRASSROOTS GRANTEE CONVENING  
OF THE  
NORTHERN CALIFORNIA ENVIRONMENTAL GRASSROOTS FUND  
AND CALIFORNIA WILDLANDS GRASSROOTS FUND**

On October 11, 2013  
Sacramento State Alumni Center

The 8<sup>th</sup> annual convening of grantees of the Northern California Environmental Grassroots Fund and the California Wildlands Grassroots Fund was held at the Sacramento State Alumni Center. Altogether 82 people attended the convening, including 71 grantees from 48 different small grassroots environmental groups. Twenty-one Cal Wildlands grantees attended, representing 13 different groups (see attached list).

**Evaluations**

For the third year, we collected convening evaluations online. In total, we receive 41 evaluations or 58% of the grantees in attendance. On a percentage basis, this is more than we received in 2012 (less than 50%) and the same that we received in 2011 (58%).

*Of those who completed an evaluation, 95% said the convening was “Extremely” or “Very” useful.*

Additionally:

- 97% said it was a “great” or “good” **opportunity to learn** (93% in 2012);
- 87% said it was a “great” or “good” **chance to be energized** (87% in 2012);
- 83% said it was a “great” or “good” **opportunity to network** (85% in 2012);
- 92% said it was a “great” or “good” **opportunity to reflect** (75% in 2012).

**Quotes from the evaluations:**

*Rose Foundation conferences pick me up and give me hope.*

*Great to share our story with people. Learned about more powerful messaging. Connecting with other activists.*

*Loved the emphasis on strategy and messaging. The circle for honing your message and the square for shutting down the opposition were fantastic - wish we had more opportunities to practice these with the pros who were there, because these are so essential. But, it's something we can bring back to our group and work with.*

*It was very useful. Essentially, it put a framework around the issues we've been dealing with in terms of honing our message and targeting our audiences....That was very*

*powerful. The speakers were fantastic too - so engaging. The day flew by and left me wanting more!*

*It was stimulating, energizing, and informative.*

*Not only did I gain useful and applicable knowledge on creating strategically viable communications strategies, but I learned that one of our funders, the Rose Foundation, actually cares about the professional development and long term impact of the programs and organizations that they are funding.*

*I liked having one overall focus or theme. In previous years, it was hard to choose among the workshops being offered and I felt I had missed out on some useful information from sessions I didn't choose. The communication GAME plan concept is very pertinent to the volunteer work I do ... as well as useful processes/techniques for me to use in other organizations. The concept of clarity of goals – or lack thereof – hit home for me.*

*For me, with limited experience in this world of programs, grants and grantees it was a BIG experience and really helps me to see how things work and to grasp the very large scope of Rose Foundation work.*

*Your design of the convening knocked it out of the park. Thank you!*

### **What People Liked Most**

*Meeting others doing similar work, sharing ideas, strategies, potential collaborations.*

*The great positive spirit and energy of staff, presenters and participants*

*The presentations - fantastic! The speakers were clear, engaging and motivating. Real examples pulled from the audience helped too, especially for messaging*

*Forced clear-eyed approach to what we want to accomplish and where we are headed in the future.*

*Energy of other attendees/sharing ideas; Lightbox Collaboration team; list of Resources*

*Incredible presenters and inspiring group of minds - so amazing that you reimbursed our expenses!*

*The amazing creativity and impromptu problem solving and emphasis on the discipline goal setting.*

### **What People Liked Least**

*Not enough variety in audience volunteers for example cases.*

*That there wasn't more time! I loved it and would have liked to work more on honing messages and the 'shut down square' with the presenters and other participants*

*Though I generally like large group sessions, I would have preferred breakouts for senior level folks.*

*Needed short summary handouts of main points of each session to take back to our group.*

*I'm not into the required (go around the room or table) "sharing" bit, although I recognize how valuable that sort of exercise/activity is for many people. I need to digest and process*

*info for a long period before I can articulate my thoughts.*

*I felt that I didn't have an opportunity to network with other tables - I made great connections at my table, but didn't have much of a chance to talk with others.*

*Too much lab time; too limited a focus on the one goal*

*More networking time would always be useful, but I understand how difficult it is to fit that time into a single day.*

*Off-point or rambling audience participation*

*Sound is a challenge for me with my hearing.*

*The cold air coming from the air conditioning when the exterior doors were open*

### **Changes Grantees Plan to Take As a Result of Attending the Convening**

We asked grantees, "What is one thing you hope to accomplish, change or do as a result of attending this convening?" Many said they were going to share the information with their board and get them more engaged in communications planning. Many said they were going to implement their GAME plan. Here are some other responses:

*Get our whole group on-board and comfortable with what our message is and be able to shut down the opposition effectively.*

*We are going to overhaul our long- and short-range plans for the future.*

*...[W]ith one presentation, the moderator hit on a deep fundamental human "reflection" – actually she did it numerous times. Those are the kinds of "analysis" that we hope to incorporate in our communications.*

*Have my Board fill out the handouts you provided and coordinate a unified GAME Plan to build more cohesion within my/our organizations.*

*To modify the message we use -- to go from defensive and negative to a more positive position. Rather than spending all the energy saying how awful the opposition is, we can state what we value about our own position.*

*Simplify website messaging!*

*As a result, we are hoping to refine our messaging to better target our audience and make the message more receptive and effective.*

### **Comments on Specific Workshop Sessions**

#### **Creating a Communications GAME Plan**

*Most useful to me: Hook people with what they might be interested in, then educate them. Tell a story, authenticity, emotion. Importance of your branding, personality.*

*I got it at the end of the day and was able to apply the whole GAME to a single issue, hat, action to plan out a successful strategy. That was my WOW moment, thank you.*

*Overall, I felt that I had to choose quite narrow goals to make the exercises work (not a bad thing, but as an organization we are already good at achieving our narrow/smaller goals).*

### **Know Your Audience**

*Focus on obstacles to audience engagement was very useful.*

*The speaker again was engaging, wasn't afraid to go off the script and offer us a worksheet not in our packets, and was not afraid to face non-profits' messaging dilemmas head on in front of an audience. Fearless.*

*Thank you for fast designing the Opposition chart. All of us have a cross to bear, an environmental issue or cause we are working on and we all have opposition. Either we start because of the opposition or we find it as we work. How to win the day, not burn bridges, not cause life long enemies is a delicate art indeed. We are all on this mud ball and we do care to transition those oppositional individuals, groups or government organization to be better stewards of this Earth.*

### **Messaging that Matters**

*Responding to naysayers strategies were really good and the points well-made!*

*I think this hit home and was my favorite session.*

*It was almost like watching a magic show – turning facts and data into message arrows that hit the target every time.*

*Excellent! At one point, Holly completed a message and everyone clapped, because it was so well done. The message wheel is very useful, and especially the idea of defining the ask first, then constructing the rest around it.*

### **Opportunities for Engagement**

*I expected more of this and really appreciate that it took a minimal part. Good information!*

*It would have been helpful to have seen more examples of the types of engagement mentioned.*

*Sorry, cannot distinguish these topics one from the other. I thought the whole day's program was helpful and important.*

### **Learning Labs for People to Work on the Things Covered by the Speakers**

One important aspect of this training was building time into the agenda for groups to take what they learned and apply it to their organizations during the convening. Most of our grantees don't have the time or money to work with communication consultants. So we wanted them to have some time during the convening to work with the consultants and to begin to draft a communication plan that they can take back to their groups to further refine.

The comments from the evaluations indicated that labs were helpful to some, but not others, especially for people who were the sole representative from their group, or

those who sat at a table with people who didn't collaborate very well. Many comments indicated that they wished that the presenters had spent more time working with them individually.

*Well-focused content was engagingly presented. Good job of involving the audience. Appreciate the flexibility of the presenters in recognizing our needs and making modifications.*

*An important exercise to do WITH the support of the pros....a little chaotic. Loved the use of information presenters had gleaned from specific participants' web sites.*

*I felt my group was not necessarily using the time as well as we might have to learn the approaches being presented. If someone had spent 5-6 minutes with us, it could have helped.*

*Unfortunately, I was at a table that didn't collaborate well. I still appreciated the labs because it allowed us to take the first steps toward an applicable communications strategy.*

*Although we didn't fit the profile 100%, we used strategies presented on numerous subjects and made spectacular headway. Well worth the day spent.*

*I liked the combination of presentations and labs. There was too much time spent on labs (for me) as my table had organizations without much in common; we spent more time explaining our particulars than giving feedback per se.*

### **Topics for Next Convening**

The most frequently requested topic for next year's convening was to do something similar to this year's convening (11 requests). This maybe a good indication of a very successful convening.

The next requested topic was fundraising, mostly around foundation fundraising (5). Social media and web tools were requested by 4 attendees. Working with volunteers, organizational development and evaluations were request by two people each. Here are some other suggestions for future convenings (each requested by one person):

- Attracting strong board members
- Dynamic ways to organize and motivate boards
- Campaign planning
- Collaborating with other organizations
- Resource sharing from various nonprofits
- Exploring relationships with government, industry, and other environmental organizations.
- Perhaps poster presentations on a variety of topics.
- Rural challenges (e.g. broadband access, affordable housing, energy)

## **Locations for Future Convenings**

The majority of the people said that Sacramento would be the best location for future convenings (17), with the Bay Area coming a close second (14). Specifically people mentioned Berkeley and Oakland near BART as the best Bay Area locations. 5 people requested North Bay locations, especially Petaluma or Santa Rosa. Other locations mentioned included Tahoe and Calaveras County.

## **Timing of Future Convenings**

Those that attended this October convening thought that October or fall was the best time of year for the convening (25). This may be a biased result, as those who were unable to attend the convening because October is a bad time for them were not there to register their opinion. Early summer got 2 votes and late summer got 1. January, March and spring also got one vote each.

Similarly, those attending this year's convening, which was on a Friday, thought that Friday was the best day to hold the Convening (21). This also could be bias, because those who were unable to attend a Friday convening weren't there to say so. Four people said either mid-week or any day except Friday because traffic problems are worse on Friday. One person each suggested Saturday, Monday, and Tuesday.

We also asked if they would like for the convening to be longer or shorter. 24 people said that we should keep it about the same. 5 people said make it longer, specifically 2 days with 2 morning sessions and 1 afternoon session. Several people specially said don't make it longer, as they don't have the time, money or energy for a two-day convening. A couple people said to make the day slightly shorter to either avoid traffic or because the day was so high intensity that it was exhausting. Two people also suggested that we keep it the same length, but to host a convening twice per year.

## **Suggestions for Future Convenings:**

- A focus group format could be interesting, subdividing the group even more, e.g. land use, clean resources, recycling
- Q&A consultation sessions
- Role playing before and after the refinement of messaging
- Round table discussions
- More time to work with other groups, get their feedback
- Breakouts for senior level folks.
- I like the way this year we didn't have to choose among several equally interesting trainings
- Sessions for people who are a bit more advanced or with different challenges
- More time for peer workgroups to solve some of the puzzles
- Fund consultants to work with our groups or boards

- Breakout sessions
- Audience stories
- Continue with more audience participation
- More networking opportunities
- A reception that gets people mingling
- Bring back the reality grantmaking if possible
- Make it more stimulating. Mix it up with a film or video
- Perhaps 5-minute PowerPoint presentations by 5-10 participants on their topics followed by questions
- Have us move around on our feet
- Some way to switch tables, or collaborate with more of the attendees

### **Training Webinars**

We asked if in addition to the annual convenings if people would be interested in training webinars. 19 said yes, 9 said maybe depending on the topic, and 2 said no.

### **Travel Stipends**

To make the conference affordable for those traveling from far away, we offered travel and hotel stipends for those traveling from afar. We provided 44 travel stipends of up to \$200, and 7 hotel stipends of up to \$200 each. Grantee travel and hotel stipends totaled \$4,275. "Thank you so much for the incredible event and low costs – zero. This provided many concrete ideas and I will be practicing and implementing all year."

### **Accessibility**

For the first time in many years, we did not have any Spanish-only speaking participants that needed interpretation services. We did however have a hearing impaired person, so we hired two ASL interpreters. With the help of the interpreters, this person participated fully in the convening, asking great questions and even volunteering to use her group as an example for one of the exercises.

### **Video Taping of Convening**

We hired a Sacramento based taping service to audio and videotape the event. Associated Sound is apparently new to videotaping events and failed on many accounts. First they provided a camera, but no one to operate it, instead setting up the camera on a stationary tripod. The dynamic speakers often wander out of the frame. Luckily for us, one of the grantees offered to take over the camera and did a good job of following the action. But the camera ran out of "tape" about halfway through the day, and it took Associated Sound over an hour to arrive and fix the problem. Finally and most

importantly, Associated Sound has yet to produce the final product, saying that the editing required is more extensive than they thought.

In a day and age where most people can take videos with their phone, it is surprising that video taping a training and posting it on a website seems to be so difficult. This is our second year of video taping the convening (prior to that we audio-tapped the convenings and posted the recordings on our website), and this year is as problematic as last year. Last year, the recording service didn't get us the recordings for several months after the convening. When we did get them, one of the main sessions was missing from the version that was formatted to post on the web, so we had to hire someone to convert the missing session into the right format. Then, the videos were extremely large files (MB) and we were unable to post them on YouTube or Vimeo. Alternatively, we posted them on a site that was free, but that showed a brief commercial prior to playing the convening recordings.

Apparently people did watch the convening recordings, as we received numerous complaints about the commercials. As of this writing, 30 people watched the Reality Grantmaking session video, 33 watched the video on writing donor letters by Dalya Massachi, 24 people watched the video about online commutations by Misty Avila, 55 watched the video on asking people for money by Marjorie Fine, and 30 people watched the Ask the Experts video. So providing video recordings is an important tool for extending the reach of a one-day training, and people are watching.

### **Sacramento State Alumni Center**

The venue worked better this time as compared to two years ago when we held the convening at the Alumni Center. The biggest problem at the prior event was the sound bleeding over when we had simultaneous breakout session. This time, we didn't have breakout sessions, so sound was less of an issue (although one person did complain about having a difficult time hearing on the evaluation).

One person said what they liked most about the convening was the venue, stating, "The place was nice and light, and a nice size for the group. A good fit." 68% said the venue was great, and 95% said it was great or good.

The location of the venue made it difficult to find, and very difficult to get to from mass transit. But more and more people are utilizing the rideshare board that we host on our website to arrange carpools. One person said what they liked most about the convening was that it "Got me out of my usual track. Fun carpool."

Another attendee said that what they liked least about the day was "Sitting too much and getting lost to and from getting there. I have a dumb phone."

### **Logistics**

80% said the registration process was great. 46% thought Sacramento was a great meeting location. Many of the Bay Area attendees complained about having to travel so far, as did the people coming from the Mount Shasta area. A couple of people thought the location was a good mid-point meeting place. We alternate the convening location between Bay Area and Sacramento every other year.



63% said that the food was great, and 98% said it was great or good. We have been working with the same caterer in Sacramento for 3 years now, which makes planning much easier.

### **Zero Waste**

The conference was very close to being zero-waste, as all the food was served with non-disposal plates, cups, flatware and cloth napkins. Additionally, two of our grantees, Dana Frasz of Food Shift and Teri Bleckner of Winning Situations, took most of the leftover food and gave it away. Food Shift's mission is to reduce food waste, and Winning Situations' mission is to keep usable items out of the waste stream.

### **Carbon Footprint**

To offset the carbon footprint of the event, we made a donation to Solar Richmond, which provides job training and solar installations to low-income residents of Richmond, and is a former grantee of the Grassroots Fund.

## **CALIFORNIA WILDLANDS GRASSROOTS FUND GRANTEES IN ATTENDANCE**

Central Sierra Environmental Resource  
Center (CSERC)

Citizens for East Shore Parks

Community Action Project

Foothills Water Network

Habitat 2020/Environmental Council of  
Sacramento (ECOS)

Mount Shasta Bioregional Ecology  
Center

Mountain Meadows Conservancy

Northern California River Watch

Santa Clarita Organization for Planning  
and the Environment

Sierra County Land Trust

Washoe Meadows Community

Wild Equity Institute

WildPlaces

# 2013 Grassroots Convening Complete Survey Results

## 1. Please rank the convening as a whole. How useful was the convening to you?

	Response Percent	Response Count
<b>Extremely</b>	40.0%	16
<b>Very</b>	<b>55.0%</b>	<b>22</b>
<b>Moderately</b>	7.5%	3
<b>Somewhat</b>	0.0%	0
<b>Not Useful</b>	0.0%	0
	<b>answered question</b>	<b>40</b>
	<b>skipped question</b>	<b>1</b>

### Why or why not?

I have made changes to communications with my board and volunteers as a result of the convening.

It was very useful. Essentially, it put a framework around the issues we've been dealing with in terms of honing our message and targeting our audiences. The fact that the workshop was delivered by professionals also allowed us to go back to our group and say "actually, of all the ways we've talked about doing this, the professionals recommend doing it this way and here's why." That was \*very\* powerful. The speakers were fantastic too - so engaging. The day \*flew\* by and left me wanting more!

Useful information throughout the day. The way it was set up with explanation, practice, examples, and confirmation. Learned a lot.

I have been to quite a few and the material seemed familiar. On the other hand, it was new to the other people I got to come.

Very important reminders and new information on how to chose your audience. I think a lot about that now.

Not only did I gain useful and applicable knowledge on creating strategically viable communications strategies, but I learned that one of our funders, the Rose Foundation, actually cares about the professional development and long term impact of the programs and organizations that they are funding.

Good guide for organizing our future actions and plans. Helped to clarify our need to translate our emotional energy into a set on concrete, clear plans of action.

Inspiring... gave me more hope when I am so tired or working with so little help and resources Tip for future surveys.. put this at the very end after you remind everyone what they learned... I came back and changed this from very to extremely.

It explained in easy steps the processes in place and used examples from participants to illustrate the lessons for success.

Working at a non-profit puts you in the middle of a vortex of various stakeholders including- parents, community members, politicians, teachers, students, etc. Each group requires their own strategic approach to communication. It's common for a theme of a workshop to be "How to communicate with

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teenagers", "how to communicate with funders"- instead this workshop gives you a usable tool to apply to all communication scenarios. A useful professional development tool that can be applied over and over again.

The women who led the workshop were really professional and fun. The messaging training I received was really helpful for a particular project I am working on. Also, listening to other participants' stories was interesting and informative. Generally the whole day was fast-paced, which is great because I didn't lose focus.

The workshop sessions I found to be upbeat, spirited and very beneficial. Each of the presenters were very knowledgeable, adept at engaging the audience and volunteers, and entertaining. I appreciate the on-the-spot coaching to volunteers who shared their project. It was enjoyable being among so many other do-gooders with a shared passion and commitment to worthwhile endeavors within their local community, including conservation and protection against commercial exploitation. I met some individuals I will follow up with. Thanks for the handout materials, the scrumptious lunch and great snacks.

The connection between having positive messages verses negative message and the methods in communicating with your supporters or prospective supporters, very helpful.

I liked having one overall focus or theme. In previous years, it was hard to choose among the workshops being offered and I felt I had missed out on some useful information from sessions I didn't choose. The communication GAME plan concept is very pertinent to the volunteer work I do for the environmental group I support (grantee) as well as useful processes/techniques for me to use in other organizations I support. The concept of clarity of goals--or lack thereof-- hit home for me regarding two organizations I support as a volunteer.

There were some really good ideas, for which I am grateful. I'm one of those "learners" who likes lectures/talks as opposed to "experiential" exercises. Just my quirk. I came away with some good ideas.

We don't have the funds or the time in our normal schedule to get the help from the gals at LightBox. Great stuff!

I really enjoyed it and it takes me a while to digest information and new experiences. It was my first time to one of these and was very impressed by the presenters and inspired by my colleagues sitting in the room. On my drive home I thought of the many ways I could have chimed in and been more active in my participation to get more out of the convening. Perhaps next time when I know more about what I'm getting myself into?!? Also, less work specific, more interpersonal ice-breaker's could have helped break down some of the insecurity/ego barriers that prevent people from being candid and vulnerable in front of large groups.

The speakers were very motivational, and I feel I learned a lot of vital information about messaging from their discussions. My only complaint was that I wished our table had been a little more collaborative - most people I sat with just brainstormed with those with whom they had traveled to the conference.

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The topic and speaker were outstanding.

It was materials that I have been trained in before (SMART goals, know your audience). But it was presented in a different way that was helpful - good examples, tools.

I've been through this training previously, but it was good to have a refresher. It was good for new staff too.

The Light Box Collaborative was fantastic at having the audience use real-time examples to utilize in the exercises.

I was a first-time attendee. The presentation and the networking opportunities were helpful for our group to take a new look at the various parts of the GAME PLAN: message, audience, etc...

It stretched, contracted and stretched my thinking from all the hats I currently wear, to a single hat issue, to using the thinking on each of the hats. Love it.

It was stimulating, energizing, and informative.

The topic was great this year and the delivery made it simple to follow and implement. Allowed for scattered thoughts to be more organized at the end of the day.

I thought the subject was very important. I tried to follow the exercises, but not sure how much I got out of listening to the examples of others. This is not really a criticism. I don't know how else the seminar could have been conducted. But I still don't feel competent to develop strategic talking points.

It was helpful to use our own project for the exercises.

Good information about some of the issues we actually struggle with all the time. The lightbox folks gave good demonstrations about how to work with their tools and work sheets. I feel like a lot of it will be useful in trying to solve some of our issues. In addition it was good to meet the Rose Foundation staff in person and to see who you are and how you work. It was also helpful to meet and hear from other groups with similar kinds of issues and stories. Thanks John Sanguinetti

1) The communications presentations/workshop was worth the drive by itself. 2) Networking with other like-minded non-profit representatives is both productive and enjoyable. 3) Connecting with Rose Foundation staff, even for brief discussions, was also worthwhile. 4) The food was truly excellent. Thank you...

I especially liked the afternoon session on messaging and dealing with opposition.

Great to share our story with people. Learned about more powerful messaging. Connecting with other activists.

These are tools that I had no idea existed. The presenters were so professional and helpful and lucid in explaining the processes. I would totally recommend this event to the next representative from our neck of the woods!

Since I do not have a marketing background, the exercises were valuable in that they showed me a way

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to approach goals and to help clarify the goal/message/tactic.

The Convening I deem to be valuable but it will take me some additional revisit and reflection for it to sink in.

### 2. How useful was the Convening for you as:

	Great	Good	Okay	Not very good	Terrible	Rating Count
<b>An opportunity to network?</b>	32.5% (13)	50.0% (20)	17.5% (7)	0.0% (0)	0.0% (0)	40
<b>An opportunity to learn?</b>	64.1% (25)	33.3% (13)	2.6% (1)	0.0% (0)	0.0% (0)	39
<b>An opportunity to reflect?</b>	42.1% (16)	50.0% (19)	5.3% (2)	2.6% (1)	0.0% (0)	38
<b>A chance to be energized?</b>	48.7% (19)	38.5% (15)	10.3% (4)	2.6% (1)	0.0% (0)	39
					<b>answered question</b>	<b>40</b>
					<b>skipped question</b>	<b>1</b>

### Other ways the convening was useful to you or comments:

Helping us find ways to organize a little better

Networking is important and, perhaps, could be given a more prominent role in the convening...either around a specific exercise or with more time for it. The presentations certainly offered a lot of good information which led to some reevaluation, especially re honing messages, that was most helpful.

It was great to learn and work with 2 other volunteers from my organization at the convening.

Loved the emphasis on strategy and messaging. The circle for honing your message and the square for shutting down the opposition were fantastic - wish we had more opportunities to practice these with the pros who were there, because these are so essential. But, it's something we can bring back to our group and work with.

Got me out of my usual track. Fun carpool.

For me, it seemed like two things were going on with the participants --some were targeting funders and some working on campaigns. Might have been useful to divide the group for a time so the two different groups could focus sharply on their immediate issue, or perhaps devote an hour to campaigns of vice versa.

speakers were very skilled

My fellow group member and I were able to brainstorm ideas together for our group.

-Expanding my awareness regarding the way I communicate verbally and non-verbally. Being surrounded by like-minded individuals.

Hearing from the other members attending.

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My organization's work is at a standstill now pending the outcome of an appeal on an EIR. It is so hard to remain engaged myself, let alone try to put out engaging information to our supporters, that having a chance to be in a room full of others who are somewhere along the same continuum I've worked through for the past many years, is heartening. Having a chance to ask the expert during a break for a tip on how to re-engage people after struggling so long is an example of the 'perks' of coming to the Convening.

It helped me accept that no matter how much I like think I'm avoiding being a business person by pursuing my passion for protecting the environment, when it comes to marketing, embracing the "business person" inside of me is crucial, especially if I want to continue "being my own boss"

More networking time would always be useful, but I understand how difficult it is to fit that time into a single day.

This was a great day! I was able to take home lots of new ideas and skills that directly benefit what I do! Thank You!!

A whole day dedicated to refining and looking at big-picture strategies rather than a few quick emails and 10-mins after meetings to talk about one or two small details.

All of the above. Your design of the convening knocked it out of the park. Thank you!

I was able to come up with ways of applying some of the approaches to fundraising for the groups I work with, and to community engagement.

For me, with limited experience in this world of programs, grants and grantees it was a BIG experience and really helps me to see how things work and to grasp the very large scope of Rose Foundation work.

Sometimes seeing how others either do well expressing their messages or don't do well helps reveal how our messaging may have similar drawbacks or strengths.

Focus on messaging!

I will be able to let my compatriots know of these tools and share with them what I have learned.

It was useful in communication skills in developing our strategies and tactics.

### 3. Please rank the 1st morning session: Creating a Communications GAME Plan

	Great	Good	Okay	Not very good	Terrible	I didn't attend	Rating Count
<b>Content of presentation</b>	<b>50.0% (20)</b>	42.5% (17)	7.5% (3)	0.0% (0)	0.0% (0)	0.0% (0)	40
<b>Quality of presentation</b>	<b>62.5% (25)</b>	37.5% (15)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	40
<b>Relevance of topic to your work</b>	<b>60.0% (24)</b>	32.5% (13)	7.5% (3)	0.0% (0)	0.0% (0)	0.0% (0)	40
<b>Quality of audience participation</b>	35.0% (14)	<b>52.5% (21)</b>	12.5% (5)	0.0% (0)	0.0% (0)	0.0% (0)	40
<b>Quality of Handouts (if any)</b>	27.3% (9)	<b>51.5% (17)</b>	21.2% (7)	0.0% (0)	0.0% (0)	0.0% (0)	33
<b>Overall session ranking</b>	45.0% (18)	<b>50.0% (20)</b>	5.0% (2)	0.0% (0)	0.0% (0)	0.0% (0)	40

# 2013 Grassroots Convening Complete Survey Results

answered question  
skipped question

40  
1

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## Comments

Most useful to me: Hook people with what they might be interested in, then educate them. Tell a story, authenticity, emotion. Importance of your branding, personality.

Needed handouts. Tough to take notes to bring back to our group and participate in the action.

The speakers were wonderful and engaging.

I really enjoyed the Lightbox Collaboration speakers--especially Holly (terrific!). The stories the speakers used to underscore their content was especially engaging--I'm still thinking about adopting Highway 5 (or maybe something more scenic!) if I every win the Lottery!

Would have been good to have a copy of the presentation

I/we are a transitional mode trying to collaborate as organizations, so it is not crystal clear yet what our work is. Otherwise this session could have been very relevant. I loved (and could use more training in) the domino model of breaking our big goals down into achievable pieces.

very basic information

Handouts probably could use additional details so that a few weeks/months from now the details will be easier to recall.

Would love to also have the Power Point

Asking what success means to be, my nonprofit, is a big picture question that I focused on the end game. Which is success that our nonprofit will continue the mission and vision through generations to come, and do it naturally with the following students of all ages in a sustainable way. Then asking to put that large goal of success into the single hat audience was very confusing because no one audience accomplishes the mission. We have many hats and multiple steps going on at any single time to move and refine community to reach the success goal - sustainable. Therefore, moving to the next step in the GAME plan which further focused the single hat "audience" to message, messenger, and channels to engage remained confusing. I got it at the end of the day and was able to apply the whole GAME to a single issue, hat, action to plan out a successful strategy. That was my WOW moment, thank you.

I feel sure that my groups will not be enthusiastic about spending the time to follow this very superior template for improving our website and enlarging our outreach. It took us about 5 years to get our main work product online, in a form that is approximately user friendly! I spent a lot of time on that, and now have to turn attention to implementing another program under Rose Fnd grants. I just don't have the time (or imagination) to also work on better presentation materials on my own.

I found that I couldn't keep up taking notes, my shorthand is nonexistent, but I did manage to get some key points. I hope this material is in the links you sent. I found the material very interesting

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but it was hard to listen and pay close attention and take notes.

The IIII section was too acronymy and abstract to be helpful.

Be careful not to let one person in room dominate conversation. Invite others to participate!

Very good way to present and it stays in the mind.

Overall, I felt that I had to choose quite narrow goals to make the exercises work (not a bad thing, but as an organization we are already good at achieving our narrow/smaller goals).

### 4. Please rank the 2nd morning session: Know Your Audience

	Great	Good	Okay	Not very good	Terrible	I didn't attend	Rating Count
<b>Content of presentation</b>	<b>55.0% (22)</b>	45.0% (18)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	40
<b>Quality of presentation</b>	<b>64.1% (25)</b>	35.9% (14)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	39
<b>Relevance of topic to your work</b>	<b>57.5% (23)</b>	37.5% (15)	5.0% (2)	0.0% (0)	0.0% (0)	0.0% (0)	40
<b>Quality of audience participation</b>	30.0% (12)	<b>67.5% (27)</b>	2.5% (1)	0.0% (0)	0.0% (0)	0.0% (0)	40
<b>Quality of handouts (if any)</b>	32.4% (12)	<b>54.1% (20)</b>	13.5% (5)	0.0% (0)	0.0% (0)	0.0% (0)	37
<b>Overall session ranking</b>	<b>52.5% (21)</b>	47.5% (19)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	40
							<b>answered question</b>
							<b>40</b>
							<b>skipped question</b>
							<b>1</b>

### Comments

Focus on obstacles to audience engagement was very useful.

I thought this was very informative and relevant.

The speaker again was engaging, wasn't afraid to go off the script and offer us a worksheet not in our packets, and was not afraid to face non-profit's messaging dilemmas head on in front of an audience. Fearless.

Would have been good to have a copy of the presentation

The one-liner take-home message for me from this session was, "trying to convince your opponents is a waste of time". Living in a County that clings to its historic extractive resource mentality and still primarily run by extreme political conservatives, it is difficult for me to feel like I have the option of "not convincing my opponents." Though I agree with the one-liner philosophically.

basic info but presented in way that I was able to use/apply

Again, would love to have copies of the PowerPoint

Thank you for fast designing the Opposition chart. All of us have a cross to bear, an environmental issue or cause we are working on and we all have opposition. Either we start because of the opposition or we find it as we work. How to win the day, not burn bridges, not cause life long enemies is a delicate art in deed.

We are all on this mud ball and we do care to transition those oppositional individuals, groups or



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government organization to be better stewards of this Earth.

This was familiar, because one board that serve on does focus on these issues, but again has little time to spend on rigorous development of type recommended.

I found that I couldn't keep up taking notes, my shorthand is nonexistent, but I did manage to get some key points. I hope this material is in the links you sent. I found the material very interesting but it was hard to listen and pay close attention and take notes.

This one was not too nuanced, so didn't have new information.

We had already done this so I think the first two sessions were a little slow paced but still good.

I would have liked to see handouts entitled as they are identified in this evaluation. It was so much material that I have trouble separating them into the categories listed herein.

### 5. Please rank the afternoon session: Messaging that Matters

	Great	Good	Okay	Not very good	Terrible	I didn't attend	Rating Count
<b>Content of presentation</b>	<b>72.5% (29)</b>	25.0% (10)	0.0% (0)	0.0% (0)	0.0% (0)	2.5% (1)	40
<b>Quality of presentation</b>	<b>74.4% (29)</b>	25.6% (10)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	39
<b>Relevance of topic to your work</b>	<b>63.2% (24)</b>	34.2% (13)	2.6% (1)	0.0% (0)	0.0% (0)	0.0% (0)	38
<b>Quality of audience participation</b>	43.6% (17)	<b>51.3% (20)</b>	5.1% (2)	0.0% (0)	0.0% (0)	0.0% (0)	39
<b>Quality of handouts (if any)</b>	<b>44.4% (16)</b>	<b>44.4% (16)</b>	11.1% (4)	0.0% (0)	0.0% (0)	0.0% (0)	36
<b>Overall session ranking</b>	<b>66.7% (26)</b>	33.3% (13)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	39
	<b>answered question</b>						<b>40</b>
	<b>skipped question</b>						<b>1</b>

### Comments

Responding to naysayers strategies were really good and the points well-made!

I think this hit home and was my favorite session.

Opposition Messaging Boxes and Message Wheel are especially helpful.

I had an urgency come up that I had to leave to take care of.

Excellent session! Would have been good to have a copy of the presentation

We spent a considerable amount of time discussing how to message when faced with opponents. While this seemed to be very useful to others, I didn't find it as helpful, as our organization doesn't have clear "opponents."

This topic was very useful. Well presented - in a way that made me really analyze messaging. Really good tools and examples!

Ditto on PowerPoint

See above comments

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It was almost like watching a magic show -- turning facts and data into message arrows that hit the target every time.

Again, I found that I couldn't keep up taking notes, my shorthand is nonexistent, but I did manage to get some key points. I hope this material is in the links you sent. I found the material very interesting but it was hard to listen and pay close attention and take notes.

Excellent! At one point, Holly completed a message and everyone clapped, because it was so well done. The message wheel is very useful, and especially the idea of defining the ask first, then constructing the rest around it.

My above comment on IDing the topics applies here and below. I definitely will be using all the material though.

The presenter was quite firm that we should never use our opponents as a target audience for our messages ("A waste of time and money.") In fact, our experience is that we have opponents (both private individuals and those involved in policy) that have become our allies as the result of communication over the years. So this really didn't match our experience and made me question some of the other messages we got.

### 6. Please rank the afternoon session: Opportunities for Engagement

	Great	Good	Okay	Not very good	Terrible	I didn't attend	Rating Count
<b>Content of presentation</b>	<b>40.0% (16)</b>	<b>40.0% (16)</b>	10.0% (4)	0.0% (0)	0.0% (0)	10.0% (4)	40
<b>Quality of presentation</b>	<b>38.5% (15)</b>	<b>38.5% (15)</b>	15.4% (6)	0.0% (0)	0.0% (0)	7.7% (3)	39
<b>Relevance of topic to your work</b>	<b>46.2% (18)</b>	35.9% (14)	10.3% (4)	0.0% (0)	0.0% (0)	7.7% (3)	39
<b>Quality of audience participation</b>	<b>33.3% (13)</b>	<b>33.3% (13)</b>	25.6% (10)	0.0% (0)	0.0% (0)	7.7% (3)	39
<b>Quality of handouts (if any)</b>	32.3% (10)	<b>35.5% (11)</b>	22.6% (7)	0.0% (0)	0.0% (0)	9.7% (3)	31
<b>Overall session ranking</b>	34.2% (13)	<b>42.1% (16)</b>	15.8% (6)	0.0% (0)	0.0% (0)	7.9% (3)	38
							<b>answered question</b>
							<b>skipped question</b>
							<b>40</b>
							<b>1</b>

### Comments

I expected more of this and really appreciate that it took a minimal part. Good information!

The presenter told us this would be a shorter segment on purpose, but it seemed rushed. I would have like to have learned more about Paid Media--Google Ads, AdGrants, etc. It can be frustrating to figure all this out, so it would have been helpful to walk away with more 'how to's' .

I'm looking for real systemic changes and evolutionary approaches to increasing public participation in policy-making and genuinely representing common interests in the democratic natural resource decision-making process.

Again, would like to have copies of PowerPoint. This session seemed rushed. Not to mention being tired

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after lunch!! Very important information to pull it all together, but don't feel like a totally got it.

It wasn't rushed, but it could have used some more examples of particular group's engagement strategies. I think our group got a couple of ideas for thinking about the subject of tasks we can give volunteers, but not a lot.

Engagement on social media clearly is crucial, since all the planning for large or moderately-large gatherings tends to get squandered by a lack of media know-how. Websites require maintenance and upgrades, and money to stay online. Facebook and the phone app connectors are the only really cheap and simple options, but I don't have a smart phone (and don't want one). so it's out of my realm. The info about Facebook really did help.

It would have been helpful to have seen more examples of the types of engagement mentioned.

And again, I found that I couldn't keep up taking notes, my shorthand is nonexistent, but I did manage to get some key points. I hope this material is in the links you sent. I found the material very interesting but it was hard to listen and pay close attention and take notes.

I understand that it was intentionally limited in time, but I expect that Alexis could have gone into even more detail and provided more examples if she had another 10-15 minutes.

Also excellent. The dealing with opposition box, which I guess she made up on the spot(!) really helps to clarify and plan ahead on campaigns.

Sorry, cannot distinguish these topics one from the other. I thought the whole day's program was helpful and important.

### 7. In the morning and afternoon, we had labs for you to work on your communications planning. Please let us know how useful this was to you.

	Great	Good	Okay	Not very good	Terrible	I didn't attend	Rating Count
Usefulness of labs to work on your communications plan	35.0% (14)	<b>47.5% (19)</b>	15.0% (6)	2.5% (1)	0.0% (0)	0.0% (0)	40
Usefulness of feedback from peers during labs	25.6% (10)	<b>38.5% (15)</b>	20.5% (8)	10.3% (4)	0.0% (0)	5.1% (2)	39
Usefulness of feedback from presenters during labs	<b>43.6% (17)</b>	<b>43.6% (17)</b>	5.1% (2)	7.7% (3)	0.0% (0)	0.0% (0)	39
Usefulness of worksheets	45.0% (18)	<b>47.5% (19)</b>	7.5% (3)	0.0% (0)	0.0% (0)	0.0% (0)	40
Overall ranking of morning and afternoon labs	40.0% (16)	<b>50.0% (20)</b>	10.0% (4)	0.0% (0)	0.0% (0)	0.0% (0)	40
							<b>answered question</b>
							<b>skipped question</b>
							<b>40</b>
							<b>1</b>

### Comments

Well-focused content was engagingly presented. Good job of involving the audience. Appreciate the flexibility of the presenters in recognizing our needs and making modifications. Since most of the information wasn't brand new to me, it served more to reinforce and provide focus, giving me a

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supportive environment in which to work on my organization's messaging strategy.

When we broke up into our small groups, it would have been great to have the presenters evaluate our work/progress at the end of the exercise. There were individual groups who participated as examples before the whole audience, but because we're a diverse group, some examples were more relevant than others. Since honing our message is so imp't., we would have loved the opportunity to get feedback from the presenters and the other participants as well.

An important exercise to do WITH the support of the pros....a little chaotic. Loved the use of info. presenters had gleaned from specific participants' web sites. Would some role playing make sense? I am a funder and some one is asking me for support....I am a member of the public (pick an audience) and you are trying to get me to show up or sign a petition..... maybe not.... I like hearing about successful strategies/tactics. Maybe developing a list of winning tactics that fit into certain categories...protecting a river, animal, getting funding stream,.....easy, right? 8-)

Unfortunately, I was at a table that didn't collaborate well. I still appreciated the labs because it allowed us to take the first steps toward an applicable communications strategy.

The tools were good and very relevant. I enjoyed the labs and collaboration with other groups.

I went to the workshop alone so didn't have a partner to work with, often felt lost when it was time to work on my own.

This was a great opportunity for my group to work on some issues together, but if I had been alone or if we hadn't been sitting together it might not have been as helpful. Maybe encourage groups to sit together for these sessions.

Usefulness of labs rated as "OK" because, as the only person attending from my organization, I was (again) doing communication planning in a vacuum. I was really sorry my colleague was unable to attend at the last minute. Doing an 'actual' plan with another board member would have been more valuable to me. Not sure how the Convening could have mitigated this, though. The Opposition Messaging Box worksheet is dynamite and definitely should be included in the package. I wanted to re-do my game plan after doing this worksheet. Message Wheel approach is also very good--really helps you break down a message.

We needed more focused time on this. Broader Board participation would be great too. I would love for LightBox and/or Rose Foundation to come up to Mount Shasta and work with us on our organizational cohesion and strategies.

Although we didn't fit the profile 100%, we used strategies presented on numerous subjects and made spectacular headway. Well worth the day spent.

We did not get to work with peers or presenters during lab. Unfortunately we got a bit stuck in our planning given that we chose a goal that was not as relevant to the lab. We kind of got to a dead-end. It seemed like there was too much time for the task they gave us. My suggestion would be to encourage teams to identify SMART goals for a few different areas of the organization's work. Then we wouldn't have come to a dead-end.

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It would have been helpful to have a presenter circulate the room while we discussed. I felt my group was not necessarily using the time as well as we might have to learn the approaches being presented. If someone had spent 5-6 minutes with us, it could have helped.

Needed copies of the worksheet and one to take home so that we can share this GOAL strategy with our other board members. Mine is all written up with lots of notes and way to messy to duplicate. Perhaps these worksheets could be posted on Rose Foundation's webpage.

I didn't have anyone to work with, but did get some ideas for spreading around at home. I really needed to be able to work with a pro.

As I stated above, its hard to translate the particulars of one organization into the talking points for another. I appreciated the general pointers, though.

I really found the whole program very interesting and relevant. And it moved very fast for me. Maybe i'm not as quick as I used to be and it was just hard to keep up. I really wanted to capture the material that was being presented because I felt that it would be very useful to our organization and because of that I was trying to keep up taking notes and I feel like I missed some things doing that.

By labs I guess you mean the worksheets and templates. Again, the morning session was fairly familiar and not as useful, but the afternoon was great. Thank you!

I appreciated every topic and every presenter and will use this training rigorously.

I liked the combination of presentations and labs. There was too much time spent on labs (for me) as my table had organizations without much in common; we spent more time explaining our particulars than giving feedback per se.

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### **8. Please tell us what you like most and least about the convening.**

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#### **Liked Most:**

Meeting others doing similar work, sharing ideas, strategies, potential collaborations

Learning how to structure projects

The great positive spirit and energy of staff, presenters and participants

I put it to use right away.

The presentations - fantastic! The speakers were clear, engaging and motivating. Real examples pulled from the audience helped too, especially for messaging

getting to see all the groups that the Foundation has helped. Getting to know people. Great instruction/learning

I enjoyed the practical applicability of the workshop.

Hearing about all of the interesting things going on and seeing associates learn and use what was

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presented.

Forced clear-eyed approach to what we want to accomplish and where we are headed in the future.

the exercises that help us reflect on our methods

The speakers were good and the collaboration was good with peers. Food was excellent!

The messaging training

the speaker's delivery

Each session by the three Lightbox Collaborative presenters.

Some of the topics

Energy of other attendees/sharing ideas; Lightbox Collaboration team; list of Resources

I always learn something from these--if nothing else, how "behind the times" we are.

working with the LightBox folks

Quality and professionalism of presenters

Incredible presenters and inspiring group of minds - so amazing that you reimbursed our expenses!

The speakers were fantastic and very motivational!

Main speaker and topic (I love marketing, you were speaking my language--and it was spot on); stories from audience

practice with message wheel; other organization's examples

Networking time

The Light Box Collaborative

presentation

The construction of messages that portray my issue positively in contrast to opponents

the topic this year,

Relevance to our project

The place was nice and light, and a nice size for the group. A good fit. Nice, interesting, friendly people.

key lessons learned about communications

afternoon session and food

wonderful people, great food

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The extreme amount of useful instruction.

A good choice of presenters to convey marketing basics. Overall energizing and worthwhile (thank you!)

The amazing creativity and impromptu problem solving and emphasis on the discipline goal setting.

### **Like Least:**

Driving to the event

more detail on messaging

The formats (presentations) were staged the same (teacher in front of class)...variety can spark

Not enough variety in audience volunteers for example cases.

That there wasn't more time! I loved it and would have liked to work more on honing messages and the 'shut down square' with the presenters and other participants

??

Nothing.

Though I generally like large group sessions, I would have preferred breakouts for senior level folks.

Needed short summary handouts of main points of each session to take back to our group.

distance but that's b/c I'm from the Bay Area

Going around to everyone to say what they do wasn't my favorite, but I see how it is useful to get everyone talking and thinking

sitting down for so many hours-I'm use to being on my feet and moving around

Location was somewhat far from home in Oakland

Sessions need to be on different topics.

I'm not into the required (go around the room or table) "sharing" bit, although I recognize how valuable that sort of exercise/activity is for many people. I need to digest and process info for a long period before I can articulate my thoughts.

working on my own on the labs; really could have made much more use of it by working with someone else (from my team)

It was a long drive...

Sitting too much and getting lost to and from getting there. I have a dumb phone. I didn't see getting there from I-5 as an option on the directions you provided, and my Google Map directions were useless.

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I felt that I didn't have an opportunity to network with other tables - I made great connections at my table, but didn't have much of a chance to talk with others.

Last presentation (of course, it was the end of the day; and this is the stuff we do 'first' :))

too much lab time; too limited a focus on the one goal

off-point or rambling audience participation

Instructions for finding the venue were unclear

The cold air coming from the air conditioning when the exterior doors were open!

It's a long way from home (Mt Shasta), sound is a challenge for me with my hearing. It wasn't too bad or good here.

no down side to describe

morning session

Hard to keep track of the handouts and a bit hard to immediately apply to my situation, although I will be able to use it at a more measured pace.

Few attendees in our general NP sector; slightly too much unstructured time.

### 9. Please rank the following:

	Great	Good	Okay	Not very good	Terrible	Rating Count
How was the registration process?	79.5% (31)	17.9% (7)	2.6% (1)	0.0% (0)	0.0% (0)	39
Was the Sacramento State Alumni Center a good meeting space?	67.5% (27)	27.5% (11)	5.0% (2)	0.0% (0)	0.0% (0)	40
Is Sacramento a good location?	46.2% (18)	25.6% (10)	25.6% (10)	2.6% (1)	0.0% (0)	39
How was the food?	62.5% (25)	35.0% (14)	2.5% (1)	0.0% (0)	0.0% (0)	40
					<b>answered question</b>	<b>40</b>
					<b>skipped question</b>	<b>1</b>

### What is one thing you hope to accomplish, change or do as a result of attending this convening?

create a messaging strategy to those who traditionally don't engage in local land use issues

Refine all messaging using the GAME plan. First big message to craft is to potential board members. Will emphasize values, emotion, and the positive with a much briefer script than originally planned.

Get our whole group on-board and comfortable with what our message is and be able to shut down the opposition effectively.

Be able to take the information and our worksheets back to the Steering Committee and the marketing Communication committee which I intend to attend

To create a strategic communications plan that focuses on key stakeholders, demographics, and leads



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to more effective relationships with our communities.

I am hoping to incorporate words and concepts that mean something to my audience while conveying our message about regulating the proliferation of vineyards into our redwood forests and oak woodlands. The public and the decision makers and consumers. I hear myself say things/write things that don't work and others say things that might be said better. I would like Light Box to come to my Board meeting 8-) !!

We are going to overhaul our long- and short-range plans for the future.

Focusing on the way we are messaging

I think we got some tools for fund raising. It was very helpful.

I hope that the training I received can directly impact some of the projects I am working on.

My office is located in Berkeley-so Sacramento was far for me. I appreciate the ride-share page during registration.

Use the GAME Plan concepts when preparing statements or arguments in support of a position. One challenge will be to persuade organizations to consider and adopt recycling encouragement ideas and techniques for their Website.

Change the way our group speaks to a positive approach when we are getting the message across that we don't want more traffic or a commune

I hope our organization(s) can communicate more effectively. I can't remember the context, but with one presentation, the moderator hit on a deep fundamental human "reflection"--actually she did it numerous times. Those are the kinds of "analysis" that we hope to incorporate in our communications.

continue to strategize

To implement our GAME plan!

Have my Board fill out the handout's you provided and coordinate a unified GAME Plan to build more cohesion within my/our organization's

I now feel very confident about conveying clear, precise messaging to the appropriate audiences

identify a strong, simple message for our stakeholders

Assist the non-profit I volunteer for to get more focused and drive them to move forward on goals.

To modify the message we use -- to go from defensive and negative to a more positive position. Rather than spending all the energy saying how awful the opposition is, we can state what we value about our own position.

Think much more carefully and critically about how to communicate the missions of the organizations I work with, and their importance.

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Get my thoughts in the right order to be successful in receiving some grants and then to implement the strategy in an organized way.

Improve our group's messaging skills.

Tune up our messaging to emphasize audience benefits.

Upgrade the level and quality of planning in our organization.

Yes, I plan to use the message wheel and opposition box to focus our work and be more efficient.

simplify website messaging!

I will be using all the formulas in finding a solution to issues of land ownership, water agreements, etc for one of my community gardens now at risk due to some snafus at the City and School District levels.

I look forward to sharing what I learned with my fellow board members. It has inspired me to spend an hour or two just thinking about goals and timelines and messages and how they overlap (or don't).

As a result, we are hoping to refine our messaging to better target our audience and make the message more receptive and effective.

### 10. Please help us envision the 2014 Convening.

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#### Topics to be covered?

Rural challenges e.g. broadband access, affordable housing, energy,

I'm a newbie - I thought you chose very well so I'm not sure what I can add.

getting ready for fundraising

Web tools - have really benefitted from this in the past. Also, perhaps poster presentations on a variety of topics.

a focused social media block pick one---twitter FaceBook others that are good but less corporate.

same type of approach to how get your passions regarding a problem focused to accomplish something.

how to inspire volunteers to join stay committed.. is this ever possible? How to find funders and fundraising methods that are most suitable for our specific programs

Exploring relationships with government, industry, and other environmental organizations

resource sharing from various nonprofits

Continue getting your message across in a positive way. and hearing more from groups

Communications, org development for small non-profits (board development, how to keep records, becoming political, developing effective marketing, etc.)

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We're so far behind with Facebook. Just when we think we've got it, something changes. We can't keep up with social media....

Evaluation and benchmarking tools

Just like this year, a focus on messaging and intent - rather than execution of your GAME plan - is very helpful.

grant writing, attracting strong board members; developing volunteers (I used to work at Nonprofit Resource Ctr, and these are the best attended topics)(I was offering a free class to those associated w/Delta & found many had never had a grant writing class.)

organizational assessment - help us assess what our org most needs at a given time

campaign planning

Maybe taking one of the sessions and expanding on it

similar topic please

How to research foundations (esp online)

messaging and possibly collaborating with other organizations, how to be an effective and efficient organization

Social media tips

Same topics plus. Other foundation and funding sources that we might approach.

I always like to hear about communications.

I'll have to think on that one!

Perhaps a little more detailed work, if even text descriptions to be read later, on the Game Plan and Smart

I think the topics this time were great so could do a partial or complete repeat for next year.

---

### Alternative format?

Round table discussions

A session focused on helping one group resolve a problem

Good format. Would have liked more time to work with other groups, get their feedback.

attracting volunteers and developing relations with key people in community

Breakouts for senior level folks.

I loved the format Light Box roaming and working and checking in and involving some audience input

---

## 2013 Grassroots Convening Complete Survey Results

I like the way this year we didn't have to choose among several equally interesting trainings

I enjoyed the Lightbox collective's format

alternate presenters from the crowd to share their knowledge and approach

Continue with more audience participation

I'd like a little more lecturing and little less time on the exercises, but I do see the value in them. People at our table were very excited about the process.

Love break out sessions and audience stories

smaller group sessions; breakouts; Q&A consultation sessions with experts would be helpful!

more networking opportunities, and bring back the reality grantmaking if possible

A focus group format could be interesting, subdividing the group even more, e.g. land use, clean resources, recycling

This worked very well

The plenary session was good for a change, but breakout groups for diff topics has been OK too.

More time for peer workgroups to solve some of the puzzles. Fund consultants to work with our groups or boards.

a little more rigor, perhaps alternate sessions for people who are a bit more advanced or with different challenges

Cannot suggest anything at this juncture.

I think it might be helpful to have some role playing before and after the refinement of messaging.

---

### **Make it shorter or longer (multi-day)?**

longer

same

One day is good.

I understand why you do it in 1 day, but it would be awesome to have the option of a workshop day to expand on what we covered - more practice sessions but guided and evaluated by a presenter.

same

One day is perfect ; it would be nice to get out before traffic. It was a very long day. 14+ hours away on road or at event.

---

## 2013 Grassroots Convening Complete Survey Results

one day is good but maybe more often...our budget would not permit over night stays

one day

multi day.. maybe 2x/year?

Same-length was perfect.

Maybe a slightly shorter afternoon and more official networking session afterwards, I felt like it just fizzled out, but not sure how to get people to stay other than just ending a little early and maybe having more snacks and drinks.

same amount of time- but have us move around and be more active

Fine as is.

split sessions to different topics

Not sure...one powerful day seems good.

Shorter would help for us. We have far too many irons in the fire(s) to take a whole day out of our schedules.

one day is good

One-day is great, multi-day would get exhausting (the energy level was high!)

timing was perfect; do not make it more than 1 day

one day is good!

one day is good

Would love to have two morning to early afternoon sessions just so we can stay fresh

same

One day worked very well

I probably couldn't do more than one day

one day is the easiest

one day is fine

same again

Could work with a program that was more stimulating. Mix it up with a film or video.

one day works best for me/our group

one day is good

## 2013 Grassroots Convening Complete Survey Results

one day is perfect

I appreciated the one day format but it was SO much material and so fast paced I have no idea of what could be done. More than one day is hard for most people though.

I liked the one-day format.

The length is about right.

---

### Location for next year?

- Calaveras County
  - same or Berkeley
  - Love Sacramento.
  - Sacramento was fine.
  - Napa? Petaluma? Sacramento
  - Bay Area is good
  - Sacto central for everyone
  - Berkeley close to BART
  - San Francisco
  - I prefer the Bay area but it's whatever works for everyone else
  - Whereever is the most central location for most
  - Bay area
  - Anywhere not too congested/easy to get to and park. I like Sac. for these reasons even though it is a long drive for me
  - Sacramento works fine. Also, there are some good venues at McClellan Air Park (Lions Gate used to be very reasonable, and parking is free).
  - SF Bay Area
  - Bay Area
  - Sacramento is a nice, centrally-located destination
  - Sacramento is central and easy access
  - Sacramento
  - Bay Area
  - Sac State was great
  - Sacramento is excellent
  - Sacramento or SF Bay Area are the easiest
  - Oakland
  - north bay
  - Sac, Bay Area, Tahoe ?
  - Berkeley again?
  - great location, although SF or Oakland would be great.
  - Sacto or EBay or Marin or Santa Rosa
  - Closer to SF would be better for us (but I trust that RF looks at the geographical spread of
-

## 2013 Grassroots Convening Complete Survey Results

grantees). Sacto was OK.

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### Best time of year?

- Spring
- same
- Autumn
- October is good
- same
- Oct is fine
- Oct.
- This was a good time
- before the start of the next fiscal year, for us its June-July time
- Fall is fine.
- fall
- Oct. is good
- Early fall or late summer
- ?
- November
- mid to late October good
- October was fine
- I thought this was good, after summer vacations and before the fall and winter holidays.
- Middle of October works well
- October is good for avoiding holidays, vacations, also January, March
- Same time
- late summer early fall
- Not a bad time.
- this was a good time of year for our center
- October is fine
- this is great
- Now is good
- This is fine.
- No preference.

### Best day of week?

- Friday
  - same
  - Friday worked out well
  - Tuesday is good
  - same (attached to weekend)
  - Friday or Monday
-

## 2013 Grassroots Convening Complete Survey Results

- Friday
- Fridays work well because many of the people I networked with had families they need to see on the weekends
- Any
- Any weekday
- Friday
- Friday is good
- Friday commute traffic is never pleasant. To end around 5 means we're going to be stuck right in it. I'd suggest trying for midweek, a shorter lunch, get out maybe closer to 4 pm, and have optional "socializing" for those who can/want to stick around.
- ?
- Friday
- Friday is great!
- Fri is great.
- Fridays are good
- Friday was fine
- Friday works well
- Friday is usually clear
- Friday
- Friday
- Fri, Sat
- Friday was good
- Friday is fine
- mid week might be better
- Mid week there may be less traffic.
- Not Friday. Traffic was tough (but maybe that is true everyday? who knows?)
- Early in the week.

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### Any other comments?

Keep up the good work!

Thank you!!!

thank you so much for the incredible event and low costs - zero. This provided many concrete ideas and I will be practicing and implementing all year.

Rose Fdtn Conferences pick me up and give me hope.. thank you so much

thank you for having me

Traffic out of Sacramento was horrible. Took 3hrs and 15 minutes to get to Oroville where we were going

I like that the Convening remains open to grantees from years' past. The day is well organized. Thank

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## 2013 Grassroots Convening Complete Survey Results

you!

The organization of the day was extremely well planned. Very much appreciated.

have PowerPoint handouts also available

none

reception that gets people mingling? After the session, but not too late. Maybe for an hour and a half

How to use video and or power point for max effectiveness. Maybe if Rose had an in-house expert on websites, facebook etc, that your grantees could consult with and be advised/helped with those type of issues. Also a Media/communications consultant for to work with?

very organized, great staff!

I did hear some comments that the presentations targeted those with less experience but that was not my perception.

Very appreciative of the RF's aid and support.

---

### How can we make it better next year?

Minor logistical things: Have a master list to check off attendees as they arrive, if break runs late, hold break food longer.

Bring in another group like this one

Perhaps 5 minute powerpoints presentations by 5-10 participants on their topics followed by questions.

see above - also a few tips on board development or dynamics-ways to organize motivate Boards

Slightly more structured, with handouts

Your conferences are always great

have us move around on our feet

Good question

Get out earlier or later to avoid commute traffic

Maybe something to deal with our adversaries/opponents more effectively--this is where we're getting beat up.

more networking time?

Some way to switch tables, or collaborate with more of the attendees

Mix it up among the attendees. Have it last a day and a half with the second day for working with the

---

## 2013 Grassroots Convening Complete Survey Results

presented material.

no bottled water!

As I wrote above, labeling the handouts and giving a graphic schematic of the topics covered would help me.

Use of role playing can be valuable for experiencing and working out problems.

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### Would you be interested in attending online webinars in addition to the 2014 Convening?

- Yes
- Maybe
- Yes
- Possibly - depends on the topics
- Perhaps - again esp for executive level folks
- yes
- yes when I have time
- Sure
- Maybe, depends on what topics they covered.
- of course!
- Possibly
- yes
- Yes, depending on topic. If need to dial in over phone, please have toll-free numbers
- ALWAYS--yes!!! They are extremely helpful, especially for those of us who live in the "back woods"--we don't have to travel at all! Count us in for webinars! Thanks for all you do for us small nonprofits.
- maybe, I have so much to do and even though I have intentions of attending, reality steps in
- Definitely!
- Yes
- Possibly, depends on subject.
- yes!
- probably not
- yes
- sure -
- Yes
- yes
- Yes
- no
- Yes. for our whole board.
- depends on topic
- Probably, depending on topic.
- yes
- Definitely! And all those involved with me would be able to participate.

## 2013 Grassroots Convening Complete Survey Results

- Possibly. Would depend on topic. A physical meeting forces me to pay attention :-)
  - Yes.
-