

**REPORT ON THE
2014 GRASSROOTS GRANTEE CONVENING
OF THE
NORTHERN CALIFORNIA ENVIRONMENTAL GRASSROOTS FUND
AND CALIFORNIA WILDLANDS GRASSROOTS FUND**

Held on October 24, 2014
At the David Brower Center
Berkeley, CA

The Bucks Start Here: Getting Organized to Go For Money

The 9th annual convening of grantees of the California Wildlands Grassroots Fund and the Northern California Environmental Grassroots Fund was held at the David Brower Center in Berkeley. Altogether 89 people attended the convening, including 73 grantees from 54 different small grassroots environmental groups. Fourteen Cal Wildlands grantees attended, representing 11 different groups.

The training was led by the Institute for Conservation Leadership and was devoted to the following goals:

- approaching fundraising strategically as organizers, activists and organization builders;
- connecting with, sharing and learning from colleagues; and
- building energy and leaving with a fundraising game plan for one's organization.

Evaluations

For the fourth year, we collected convening evaluations online. In total, we receive 33 evaluations or 45% of the grantees in attendance. On a percentage basis, this is about the same as we received in 2013 and a little less than we received in 2012.

Of those who completed an evaluation, 78% said the convening was “Extremely” or “Very” useful.

Additionally:

- 90% said it was a “great” or “good” **opportunity to reflect** (92% in 2013);
- 88% said it was a “great” or “good” **chance to be inspired and energized** (87% in 2013);
- 84% said it was a “great” or “good” **opportunity to network** (83% in 2013);
- 84% said it was a “great” or “good” **opportunity to learn** (97% in 2013).

Quotes from the evaluations:

Overall the convening was incredibly well organized, welcoming, and energizing. The presenters were confident and prepared. The food was wonderful, and the Rose Foundation staff radiates. It was excellent to be able to connect to many of them and other funders. The David Brower building was the perfect setting.

It was helpful to hear from some fundraising pros about how to become more effective at securing funds for our organization. I feel that the presenters did a good job of presenting different techniques that our group can try to increase the effectiveness of our fundraising campaigns. Aside from that, just getting to meet and observe all of the folks that were in attendance was inspiring and rewarding.

I appreciated the variety of learning styles that were accommodated throughout the day, and enjoyed having a yoga/stretch component in the day. (I) would have liked to hear more success stories from organizations in the room.

It is great to integrate with other non-profit groups that are working to bring positive change to their local place. Fortunately one of my board members was able to attend and that gave us an opportunity to brainstorm and to come up with new ideas that we will be working to implement in the near future. I like to hear what other groups are doing to overcome the obstacles that they are presented with.

The unfortunate reality is that organizations have to spend quite a bit of time and focus on fundraising rather than on delivering program. Getting more effective and efficient allows for more focus on the reason why we do this in the first place.

The training allowed me to see where gaps in my knowledge and capabilities were.

I got to understand the ubiquitous nature of our own issues and what groups are working on to resolve.

I left feeling so excited about being a part of a powerful movement.

Your are doing a great service to compromised communities by supporting and educating grassroots groups concerned about making their communities better and safer. This will be even more important given the recent election results.

What People Liked Most

The networking was excellent, and having the long lunch provided for that to happen. (multiple comments)

It was helpful to have time away from to do lists to reflect.

I learned some great models for fundraising, particularly for organizations that have grown past the grassroots level.

The material presented got me reviewing what strategies our organization implements effectively for fundraising, and what strategies we could be utilizing more. I came out of the convening with a renewed commitment to better connect with and cultivate our major donors.

I appreciated the energy and involvement of participants. The audience was clearly energized, which gave a fun atmosphere to the room.

I picked up some very good ideas and specific suggestions or connections in our topic discussions toward the end of the day. The work sheets are useful and we are bringing them back to our board.

I enjoyed connecting with other people who are thinking about the same kinds of questions, as well as the expertise of the presenters and the ideas of the other people attending.

The quality of the entire day – material covered, excellence of participants and presenters, care & concern of the Rose Foundation staff.

Appreciated that you gave participant list by geographic area AND issue.

What People Liked Least

The lack of respectful behavior by a significant percentage of the attendees resulted in many, many side conversations taking place so loudly and with such a lack of consideration that the lessons and techniques that Peter and Amy were sharing were often drowned out or difficult to fully grasp. It was not a problem of microphones. It was a lack of responsive attention by many of the participants.

There were times where I felt frustrated for the presenters who kept having to speak over the room and wait for them to pay attention. I would have liked to see someone step up and ask the room to be respectful to the presenters who had traveled all the way from D.C.

There was too much time taken up with setting the stage in the morning. The opening remarks were too many and too long. The workshop didn't begin until 10:30. Might the introductions have taken place during the breakfast? (several comments)

What I would have appreciated learning more on was specific techniques we could implement, or in depth detail on some of the topics that were covered with what seemed to me to be a broad brush.

I would have wanted a little more peer-to-peer time, to change tables at least once. I only was able to work with folks at one table and as a result I did not get to interact with as many folks as I would have liked to.

The Swap Meet was what I liked the least.

Disposable eating materials.

The room was too noisy for the small group interactions.

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/steering committee and get them more engaged in fundraising. Many said they were going to share the handouts from the training to engage their staff and board in implementing their fundraising plan. Here are some other responses:

- Develop and implement our Major Donor campaign
- Increase our direct individual donor fundraising
- Pay more attention to large donors/donations
- Involve our board more
- Put effort into getting to know my donors before requesting funds from them
- Find some new board members that will bring new energy to our group
- Concentrate time on large donor development and divert time & energy from the mailing/phone-a-thon
- Partner with two of the organizations from the conference

Comments on Specific Workshop Sessions

Fundraising = Organizing and Activism; Fundraising Readiness

The training began with a conversation about fundraising as organizing, as a means for building and controlling organizational assets, and a strategy for social change. Then participants were asked to conduct an organizational assessment on their organization's fundraising readiness and then share their observations with a partner. The following input was received:

What I think would have been helpful is a description of three semi-real case studies with different staff sizes, the fundraising choices chosen, the inputs, and the results. Sometimes just deciding how to use limited staff, budget, and board time resources can feel daunting.

It seemed that they were trying to get a lot of information into a short amount of time and with discussions it made that very hard to do.

I don't feel the speakers knew their subject that well and instructions (were) not adequate.

Fundraising Reasons; Methods and Goals

The training continued with a handout where participants were encouraged to develop a "Case Statement" to address the following questions about their organization: "What are you fixing? Why does it matter? How can people help?" The trainers encouraged grantees to focus their efforts on GIVERS, as opposed to people who have money but not necessarily a track record of being charitable. Then a conversation ensued about the various methods to raise money and supporters.

I liked the combination of presentation and interactive exercises.

This portion of the presentation helped me to think about strategies that our group should try in the future.

It was good, useful chart to indicate what works and what doesn't in an easy to read fashion.

I would have liked to hear people in the room share their successes with the different methods of fundraising.

Fundraising on a Shoestring

For this session, participants were encouraged to match their fundraising method to their organizational goal and to ‘dig where the gold is.’ In other words, they were encouraged to be strategic about WHO they ask to support their organization based on the statistic that 20% of an organization’s donors give approximately 80% of an organization’s money. So cultivating and nurturing donors requires a lot of time and care. Then groups were asked to brainstorm how to allocate their time and effort based on their organization’s needs and donor base. Here’s the feedback from participants:

This is the one I've been telling everyone about. I think I got the most out of this one.

This was relevant to our work and it gave us some good ideas about how we can better leverage our board and volunteers to raise money.

The pie chart was an excellent idea to get a good visual.

Swap Meet for People to Discuss Priority Topics in Small Groups with their Peers

The afternoon offered participants an opportunity to explore more deeply topics of particular interest with their peers in a ‘swap meet.’ The topics included: major donors, databases, volunteers, fundraising in rural areas, boards and fundraising, and changing foundation landscape. Participants self-selected the group they joined.

The comments from the evaluations indicated that this peer networking was helpful to some, but not others.

I liked that the topics were selected based on input from participants. I also appreciated the length of these sessions. I liked being able to hear other people's problem solving suggestions.

It seemed like everyone had a different idea of what was to be discussed.

I didn't understand this session. The groupings were made up of people who all wanted more information about a topic. I expected there to be at least one person in the group who felt they had some expertise to share. It was an interesting conversation and I liked hearing about other organizations' struggles and how they addressed them but someone with expertise to guide the conversation more would have been so helpful. ... There was no expert on the subject in our group

This was probably the best part of the day.

Fundraising Action Plan

The final session of the day was intended for participants to develop a preliminary action plan to implement their fundraising efforts for 2014-2016 based on the various methods discussed earlier. The intention was to provide each participant some concrete actions to implement the lessons from the day’s training.

I really like the action plan, as everything we learned needs to lead to real actions.

It is a good exercise, and while I think we did a good job, I would have liked more time to do it.

There were too many people there for the presenters to offer much feedback but I love the idea of mailing the plans back to us! Too often trainings are forgotten and this is a great way to nudge us to implement what we planned during the day.

This is where we realized that we needed a Board of Directors before we could go forward with more fundraising.

Our group was able to come up with a good game plan right there and then.

Topics for Next Convening

The most frequently requested topic for next year's convening was to do something similar to this year's convening (6 requests), with new variations including digging more into the fundraising process, grantwriting, and cultivating donors. This may be a good indication of a very successful convening.

The next requested topic was getting the most out of volunteers and boards (4 and 3, respectively). Storytelling and branding were requested by a total of 5 attendees. A couple of people suggested grouping people by issue area so that they can learn from each other's experiences and explore opportunities for sharing resources and collaboration. Here are some other suggestions for future convenings (each requested by one person):

- Social networking and crowdsourcing
- Advocacy strategies that work for grassroots organizations
- Collaboration
- Reporting back on work people did as a result of attending the 2014 Convening
- Facilitative Leadership - planning meetings, running meetings, strategizing actions, designing pathways to achieving the actions, and enhancing the capacity of the organization's staff, board, and members

Locations for Future Convenings

The majority of the people said that San Francisco Bay Area would be the best location for future convenings (11), with several suggesting we return to the same venue. Sacramento/Davis come in a distant second (3) though four (4) respondents expressed equal support for either Sacramento or Bay Area as a venue. Other locations mentioned included Stockton, Palo Alto and Tahoe.

Suggestions for Future Convenings:

Overall, the sentiment expressed by the majority of survey respondents was in favor of the format for this year's convening, with many expressing appreciation for everyone being together in the same room for much of the day. A few suggestions for improvement include: shortening the morning overview and introductions, ensuring the large group was managed appropriately to minimize disruption by people having side conversations, increasing the number of interactive, smaller-group sessions and possibly grouping the participants by issue area for part of the day's

conversation. Many appreciated the yoga offered during lunch and would like to see that return in future years, perhaps offered before lunch. Additional comments include the following suggestions:

I would like more interaction, more idea exchange, more brainstorming in groups, sharing what worked and what didn't; essentially, less theory and lecturing ... more active training.

Make sure everyone is paying attention at the same time, use a bell or some noise to gain attention. Really lay out participant behavior expectations clearly and reaffirm if needed

I would like the handouts to be indexed to the overall process. So we could easily review the data a few weeks later without confusion.

Give groups working on similar issues (food, water, energy, schools, etc.) a chance to organize by issue area and talk.

Training Webinars

We asked if in addition to the annual convenings if people would be interested in training webinars. Fourteen (14) said yes, 8 said maybe depending on the topic, and only 1 said no. Respondents did note the lack of Internet consistency in rural areas as a barrier. And another asked whether other trainers already offer webinars on related topics of interest.

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 22 travel stipends of up to \$100, and 5 hotel stipends of up to \$130 each. Grantee travel and hotel stipends totaled \$2,700.

Accessibility

Despite our outreach and sending out an invitation in Spanish, for the second time in many years, we did not have any Spanish-only speaking participants that needed interpretation services. We had arranged for two on-site interpreters and headphones but, due to lack of registrations by monolingual Spanish speakers, cancelled their services. We did not have any hearing impaired people this year, as we did have one last year.

Video Taping of Convening

We hired Crescendo Videography to document the event. The video has been edited and is a total length of 2 ½ hours. The sessions are nested within a playlist so that the day's presentations can be accessed individually or played through entirely. They are available on YouTube and are also posted on Rose Foundation's website.

As of this writing, section one has had 55 views, section two has had 25 views, and section three (which captures conversations from the various swap meet discussions and the report back) has had 16 views to date. Providing video recordings is an important tool for extending the reach

of a one-day training, and people are watching. But from the participant evaluations and debrief session with the trainers, many people including the trainers found the videographer distracting.

David Brower Center

The venue worked really well this year, with a number of respondents suggesting we return to the Brower Center for future convenings. When we did break up into smaller groups, there were opportunities to convene both inside and out and upstairs and downstairs.

There was a problem with sound, as one of the lapel microphones didn't work in the morning, and people throughout the day had problems hearing over the lively conversations that were happening in the room.

The meeting location and venue both received high marks from the survey respondents. 94% rated the Brower Center as "great" or "good" as a venue, with a number of folks suggesting we consider coming back in a future year.

Logistics

100% of the survey respondents rated the registration process favorable, with one respondent stating "*The logistics were all fantastic. Thanks!*"

There were no complaints about meeting in the Bay Area (97% rated it as "great" or "good"), possibly because those who felt it was too far to travel ultimately did not attend. As a matter of practice, we tend to alternate the convening location between the Bay Area and Sacramento every other year.

We worked with a new caterer this year and, while there were some bumps in terms of timing of delivery, the food was really well received with 100% of respondents rating the food as "great" or "good." We were able to celebrate the end of the convening with an outdoor reception at the Brower Center, which some people enjoyed so much that we had to encourage them to leave.

Zero Waste

The conference was very close to being zero-waste, as all the food was served with compostable plates, cups, flatware and napkins. This year, we decided to use compostable instead of reusable plates, cups and silverware in order to keep our food cost lower. Our staff was able to take most of the leftover food and reuse for a nonprofit event the following day.

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**

Bay Area Coalition for Headwaters

Mountain Meadows Conservancy

California Native Grasslands Association

Sacramento River Preservation Trust

Central Sierra Environmental Resource
Center (CSERC)

Sugar Pine Foundation

Citizens for East Shore Parks

Waldo Holt San Joaquin Wildlife
Conservancy

Community Action Project

Washoe Meadows Community

Habitat 2020/Environmental Council of
Sacramento (ECOS)

GRANTEE REFLECTIONS ON THE DAY

Things Individuals Liked

Interactive

Yoga

Food and coffee

Making us do an action plan

Discussion

Networking

Connecting with Rose Foundation

All in the same room

Grateful for inspiring work of all

Cross-pollination

Solidarity – not alone

Things Individuals Suggested for Change

Change tables/groups during the day

Visuals that matched handouts

Similar content

Condense intro

More time on methods

Noisy room

Use clap once if you can hear me, etc.

Role play an ask

60-30-10 switch roles

Yoga before lunch

FULL LIST OF GRANTEES IN ATTENDANCE

Acta Non Verba: Youth Urban Farm Project	Movement Generation Justice & Ecology Project
All One Ocean	Occidental Arts & Ecology Center
Bay Area Coalition for Headwaters	OneFam/Bikes 4 Life
Bay Area Health Inequities Initiative (BARHII)	Parents for a Safer Environment
California Healthy Nail Salon Collaborative	Paula Lane Action Network
California Hydropower Reform Coalition	PODER
California Indian Environmental Alliance	Public Officials for Water and Environmental Reform (POWER)
California Native Grasslands Association	Richmond Trees
California Wildlands Grassroots Fund	Sacramento River Preservation Trust
Central Sierra Environmental Resource Center	Santa Rosa Southeast Greenway Campaign
Citizens for East Shore Parks	Santa Rosa Southeast Greenway Campaign/Sonoma County Water Coalition
Community Action Project	School Garden Network of Sonoma County
Community Bike Kitchen	Sebastopol Water Information Group
Community Food and Justice Coalition	Self-Sustaining Communities
Community Garden Network of Sonoma County	Sierra Club California
Ditching Dirty Diesel Collaborative	Social Justice Center of Marin
EarthTeam	Sonoma County Conservation Council
Food Shift	Sugar Pine Foundation
Friends of Garrity Creek	Sustainable Economies Law Center
Green Dragon Farms	Sutter Buttes Society
Greenaction	Tehipite Chapter, Sierra Club
Growing Together	Valley LEAP
Habitat 2020/Environmental Council of Sacramento	Waldo Holt San Joaquin Wildlife Conservancy
Indigenous-Permaculture	Walk Oakland Bike Oakland
Institute for Conservation Leadership	Washoe Meadows Community
Local Ecology and Agriculture Fremont (LEAF)	Watershed Alliance of Marin/Susan Ives Communications
Mountain Meadow Conservancy	Winning Situation, Inc

2014 Grassroots Convening The Bucks Start Here: Getting Organized to Go For Money

Presented by Institute for Conservation Leadership
Full Evaluation Results

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

Answer Choices	Responses	Number of People
Extremely	21.88%	7
Very	56.25%	18
Moderately	15.63%	5
Somewhat	9.38%	3
Not Useful	0.00%	0

Comments:

- Great to connect with other grassroots environmental groups. Lots of fundraising content and useful materials.
- The information was practical and accessible. I enjoyed interacting and learning from other grassroots activists.
- Just wish we'd had more time to delve more deeply into some of the fundraising methods presented.
- Great people, and interactions. Not so shy as in the past. Everyone warmed up to the exercises, and they turned out to be very useful (they usually do!)
- It was great to reconnect with people and hear about the work they're doing now. The presentations were clear and useful -- and pitched at the pretty much the right level of complexity.
- The way a board needs to think about fundraising with our driving mission reason for joining. The frequent chance to interact at our table so I was not on info input overload. Good venue. Discussing some of the advantages and disadvantages of different fundraising strategies. A chance to meet and hear from some of the Rose Foundation staff.
- Great interaction among attendees; super content
- We are just getting started and this showed us that we do need to get a Board of Directors to help with the fundraising and networking. The house parties sound like great ideas and the face to face asking is a little scary but it does make sense.
- Needed more information from speakers. Too much audience responses that were not helpful.
- One/Fam folks are in the middle of a 4 session grant writing training; it was interesting to hear their perspectives on fundraising generally to place our current work into an overall context. I'll be sharing material with the others.
- It was helpful to hear from some fundraising pros about how to become more effective at securing funds for our organization. I feel that the presenters did a good job of presenting different techniques that our group can try to increase the effectiveness of our fundraising campaigns. Aside from that, just getting to meet and observe all of the folks that were in attendance was inspiring and rewarding.
- Really enjoyed the presentation. I will be able to use a lot of the info.
- More examples of methods instead of talking about them in a broader sense.
- Fundraising is just such an integral part of our work.
- It was inspiring.
- Overall the convening was incredibly well organized, welcoming, and energizing. The presenters were confident and prepared. The food was wonderful, and the Rose Foundation staff radiates. It was excellent to be able to connect to many of them and other funders. The David Brower building was the perfect setting. 1. The material presented got me reviewing what strategies our organization implements effectively for fundraising, and what strategies we could be utilizing more. I came out of the convening with a renewed commitment to better

Full Evaluation Results

connect with and cultivate our major donors. What I would have appreciated learning more on was specific techniques we could implement, or in depth detail on some of the topics that were covered with what seemed to me to be a broad brush. 2. The audience was clearly energized, which gave a fun atmosphere to the room. There were times where I felt frustrated for the presenters who kept having to speak over the room and wait for them to pay attention. I would have liked to see someone step up and ask the room to be respectful to the presenters who had traveled all the way from D.C.

- It was helpful primarily in the sense that it reminded me (and probably the rest of us there) of the reality of fundraising. It helped me to focus on the best methods (which I already know) and to make a renewed commitment to move in the direction of identifying, nurturing and asking large donors! It's scary, but it's the only way.
- Our organization has been fortunate that we have a large group of very experienced people in it. It was good to find out that we are doing many of the right things related to fundraising and planning. I picked up some very good ideas and specific suggestions or connections in our topic discussions toward the end of the day. The work sheets are useful and we are bringing them back to our board.
- I am between nonprofits - so didn't have many details nor grasp of either's finances.
- The information was too basic for me. I felt that important topics weren't addressed by the experts, rather were discussed in the small groups. Information sharing is great, but most participants lacked experience and expertise, so while these small groups were fun, they were not particularly fruitful.
- Enjoyed sitting at a table with folks as opposed to break out sessions. Having the opportunity to have discussions as a group. Filling out worksheets and working with folks at my table were useful exercises.
- The timing was exactly what we needed
- The subject matter was interesting but the presenters lacked some basic group management skills and spent an excessive amount of time trying to get people's attention back between activities. This took away from their objectives and the overall flow of the day. While their knowledge seemed useful to share, the process of coordinating and facilitating the training was not up to par and took away from content being delivered in a positive way.
- The convening was exceptionally well planned, the facility was excellent, the food was very good, and the opportunity to interact with others was great. But for some reason this year, the lack of respectful behavior by a significant percentage of the attendees resulted in many, many side conversations taking place so loudly and with such a lack of consideration that the lessons and techniques that Peter and Amy were sharing were often drowned out or difficult to fully grasp. It was not a problem of microphones. It was a lack of responsive attention by many of the participants. When Peter or Amy would try to simply get people to pay attention after table discussions, some people just kept conversations going long after the majority were listening to Peter or Amy. It showed that a possible future topic for a convening would be (a) how to have efficient meetings, and (b) using non-profit efforts to set inspiring examples of community behavior (or the lack there of).
- Variety in presentations- different formats exchange of ideas was given enough time for conversation great handouts that can be used by my group it was financial strategic planning without the pain
- I met people doing exciting grass roots environmental work thereby expanding my network so I can figure out where to plug in my talents and where to donate money.

How useful was the Convening for you as:

	Great	Good	Okay	Not Very Good	Terrible	Total
An opportunity to network?	37.50% 12	46.88% 15	15.63% 5	0.00% 0	0.00% 0	32

Full Evaluation Results

An opportunity to learn?	59.38% 19	25.00% 8	9.38% 3	6.25% 2	0.00% 0	32
An opportunity to reflect?	38.71% 12	51.61% 16	9.68% 3	0.00% 0	0.00% 0	31
A chance to be inspired and energized?	53.13% 17	34.38% 11	9.38% 3		0.00% 0	32

Other ways the convening was useful to you or comments:

- I appreciated the variety of learning styles that were accommodated throughout the day, and enjoyed having a yoga/stretch component in the day. Would have liked to hear more success stories from orgs in the room.
- Our group was able to come up with a good game plan right there and then.
- Great models for fundraising, particularly for organizations that have grown past Grassroots level.
- Team-building
- Left feeling so excited about being a part of a powerful movement
- It was good to hear about other groups experiences and ways of fundraising and getting grants. How you can work with other groups to pool your resources and make money stretch farther.
- The unfortunate reality is that organizations have to spend quite a bit of time and focus on fundraising rather than on delivering program. Getting more effective and efficient allows for more focus on the reason why we do this in the first place.
- It is great to integrate with other non profit groups that are working to bring positive change to their local place. Fortunately one of my board members was able to attend and that gave us an opportunity to brainstorm and to come up with new ideas that we will be working to implement in the near future. I like to hear what other groups are doing to overcome the obstacles that they are presented with.
- I got to sit next to a very successful watershed executive director and that made all the difference. Plus, I got to understand the ubiquitous nature of our own issues and what groups are working on to resolve.
- Receiving the packet, then receiving the email that followed with all the blank documents which we can now use to prepare our plans was very important for me.
- Allowed me to see where gaps in my knowledge and capabilities were.
- Taking back exercises to do with my whole team, including our interns.
- Reminder to balance left and right brain.
- The networking was excellent, and having the long lunch provided for that to happen.
- Loved meeting the Rose Foundation staff - it helped make a connection with the supporters of my project Appreciated that you gave participant list by geographic area AND issue.

Please rank the early morning sessions: Fundraising = Organizing & Activism and Fundraising Readiness

	Great	Good	Okay	Not Very Good	Terrible	I didn't attend	Total
Content of presentation	15.63% 5	68.75% 22	6.25% 2	6.25% 2	0.00% 0	3.13% 1	32
Quality of presentation	21.88%	65.63%	6.25%	3.13%	0.00%	3.13%	32

Full Evaluation Results

	7	21	2	1	0	1	
Relevance of topic to your work	35.48%	51.61%	9.68%	0.00%	0.00%	3.13%	31
	11	16	3	0	0	1	
Quality of audience participation	25.00%	53.13%	9.68%	9.38%	0.00%	3.13%	32
	8	17	3	3	0	1	
Quality of Handouts (if any)	22.58%	61.29%	12.90%	3.23%	0.00%	0.00%	31
	7	19	4	1	0	0	
Overall session ranking	26.67%	60.00%	3.33%	6.67%	0.00%	3.13%	30
	8	18	1	2	0	1	

Comments:

- Would have loved more focus on grassroots fundraising/organizing. Also the presenters knowledge of social media/crowdfunding seemed a bit dated.
- I wish there was more information available to learn more about some of the topics the presenters weren't able to go into. They mentioned making some of these available but I didn't see them in the Dropbox folder and just checked again today (11/6).
- Best part was table introductions. Instructions were a little vague.
- Needed floating mic, which eventually appeared.
- One of the hardest things to plan for in a small organization is the amount of resources, energy that different fundraising approaches will take. How many can a small organization of a half-time staff and busy board do. How to check in and take care of at least minimal potential donor nurturing when the board gets distracted by life. What I think would be helpful is a description of 3 semi-real case studies with different staff sizes, the fundraising choices chosen, the inputs, and the results. Sometimes just deciding how to use limited staff, budget, and board time resources can feel daunting.
- It seemed that they were trying to get a lot of information into a short amount of time and with discussions it made that very hard to do.
- Don't feel speakers knew there subject that well and instructions not adequate
- I have to do more thinking about Major Donor fundraising; regret not going to that afternoon discussion group.
- This session was helpful although I think that it would have been better if there were more opportunities for us (the attendees) to get to know each other and become better integrated. I only was able to work with folks at one table and as a result I did not get to interact with as many folks as I would have liked to.
- I wish more ideas were shared in a big group. Question and answer style
- Could have used better sound control and laser pointer for power point presenters could have used a whistle to call group back together. Working on a case statement now so information was timely

Please rank the later morning sessions: Fundraising Reasons, Methods and Goals

	Great	Good	Okay	Not Very Good	Terrible	I didn't attend	Total
Content of presentation	31.25%	59.38%	9.38%	0.00%	0.00%	0.00%	32
	10	19	3	0	0	0	
Quality of presentation	37.50%	53.13%	3.13%	6.25%	0.00%	0.00%	32
	12	17	1	2	0	0	
Relevance of topic to your work	34.38%	59.38%	3.13%	3.13%	0.00%	0.00%	32
	11	19	1		0	0	

Full Evaluation Results

Quality of audience participation	25.81% 8	54.84% 17	16.13% 5	3.23% 1	0.00% 0	0.00% 0	31
Quality of Handouts (if any)	25.81% 8	58.06% 18	12.90% 4	3.23% 1	0.00% 0	0.00% 0	31
Overall session ranking	34.38% 11	53.13% 17	9.38% 3	3.13% 1	0.00% 0	0.00% 0	32

Comments:

- Sessions were important to getting participants keen on further interactions during lunch.
- I arrived late to the morning session so I missed quite a lot. The part I attended was quite good.
- I liked the combination of presentation and interactive exercises.
- This portion of the presentation helped me to think about strategies that our group should try in the future.
- Just wish we could have bounced more ideas off of one another.
- The opening remarks were too many and too long. The workshop didn't begin until 10:30. Might the introductions have taken place during the breakfast?
- good, useful chart to indicate what works and what doesn't in an easy to read fashion

Please rank the afternoon session: Fundraising on a Shoestring

	Great	Good	Okay	Not Very Good	Terrible	I didn't attend	Total
Content of presentation	33.33% 10	50.00% 15	10.00% 3	3.33% 1	0.00% 0	3.33% 1	30
Quality of presentation	40.00% 12	43.33% 13	10.00% 3	3.33% 1	0.00% 0	3.33% 1	30
Relevance of topic to your work	46.43% 13	35.71% 10	10.71% 3	3.57% 1	0.00% 0	3.57% 1	28
Quality of audience participation	30.00% 9	43.33% 13	16.67% 5	3.33% 1	3.33% 1	3.33% 1	30
Quality of Handouts (if any)	34.62% 9	38.46% 10	19.23% 5	3.85% 1	0.00% 0	3.85% 1	26
Overall session ranking	35.71% 10	42.86% 12	14.29% 4	3.57% 1	0.00% 0	3.57% 1	28

Comments:

- We didn't end up having enough time in our breakout group to deeply explore these different methods. Would have liked to hear people in the room share their successes with the different methods of fundraising.
- This is the one I've been telling everyone about.
- The one downfall of all the audience participation is that it needs to be better managed in terms of time etc. other wise great.
- I think I got the most out of this one as this is where we are. We are trying to grow and do a good job planting trees but we have to find a happy medium between always planting trees, canvassing and fundraising.

Full Evaluation Results

- This was relevant to our work and it gave us some good ideas about how we can better leverage our board and volunteers to raise money.
- Looking back, it's a little hard to rate each session differently. I saw the day as a whole and thought there was a logical movement from one topic to the next. Of course, recognizing what we need to do and being a little unsure about how to actually do it creates some anxiety. Also, talking about fundraising is not "fun"
- By the afternoon, the trend towards "at-table" conversations versus focused attention to Peter and Amy had degenerated to the point that Amy had to limit the number of questions taken because she and Peter had a hard time getting through their lessons or getting folks back on task after table discussions. When Peter was trying to get a sense of who would go where for which topics for the peer learning Swap Meet, that was another time when so many conversations were happening that Peter ended up "working through" the situation instead of having participants respectfully engaging with him with full attention.
- Pie chart was excellent idea to get a good visual

Please rank the Swap Meet peer learning session

	Great	Good	Okay	Not Very Good	Terrible	I didn't attend	Total
Relevance of topic to your work	40.00% 12	33.33% 10	16.67% 5	0.00% 0	0.00% 0	10.00% 3	30
Content of peer conversation	36.67% 11	23.33% 7	26.67% 8	3.33% 1	0.00% 0	10.00% 3	30
Quality of group participation	30.00% 9	36.67% 11	23.33% 7	0.00% 0	0.00% 0	10.00% 3	30
Quality of Handouts (if any)	25.00% 5	25.00% 5	30.00% 6	5.00% 1	0.00% 0	15.00% 3	20
Overall session ranking	32.14% 9	32.14% 9	21.43% 6	3.57% 1	0.00% 0	10.71% 3	28

Comments:

- I liked that the topics were selected based on input from participants. I also appreciated the length of these sessions.
- Liked being able to hear other people's problem solving suggestions.
- I didn't understand this session. The groupings were made up of people who all wanted more information about a topic. I expected there to be at least one person in the group who felt they had some expertise to share. It was an interesting conversation and I liked hearing about other organizations' struggles and how they addressed them but someone with expertise to guide the conversation more would have been so helpful.
- Seemed a little difficult to organize at first. I went to a lumped session; suggested during the organizational phase. It was very helpful.
- My session started out with very few people but as people joined it got more and more interesting
- There were only 2 of us and we both didn't have a clue of where to look for volunteers to fundraise or to be board members.
- It was my idea, so I wish it had been more fruitful for me. As I mentioned earlier; wish I'd gone to the major donor group.

Full Evaluation Results

- Our breakout session was helpful because it gave us a group of individuals to work with that were grappling with similar issues. That was my favorite part of the session.
- There was no expert on the subject in our group
- Really liked the one on one and that people were more relaxed about sharing in the afternoon.
- This just didn't seem to be very helpful. We're all struggling, especially those of us in rural areas.
- Participants were asked what they wanted to learn, but then these topics were limited to small group discussions. Perhaps the topics once suggested, could be ranked and those that people most wanted to learn about would be discussed by the experts, then perhaps further discussed in peer groups.
- Probably the best part of the day.
- Because of the challenge of rush hour traffic leaving the Bay Area on a Friday afternoon, we left before the Swap Meet at the break out.
- There was confusion about the topic - seemed like everyone had a different idea of what was to be discussed. I got a few good ideas from one member of the group but it was not on topic I had planned to discuss. Oh well... Guess we should have appointed a facilitator at the beginning to do a check in and clarify early.

Please tell us what you liked most about the convening.

- Meeting other leaders
- The inspiring fundraising ideas!
- fundraising framework action plan
- The perspective on how little organizations like ours in a poor rural community can raise funds and get projects done in the face of institutionalized resistance.
- Connecting with other people who are thinking about the same kinds of questions
- audience/peer participation; presenters ability to answer q&a; yoga (before lunch); lunch
- not too much, not too little content, inspiring, interactions
- Time away from to do lists to reflect
- interaction among attendees
- Networking
- Integration with people, location, socializing, coffee and food
- Networking
- networking to seek better direction and inspiration to refocus goals and useful volunteer and grant energy
- The building
- Learning new things, mingling
- Group of dedicated souls
- getting the handouts which will be useful as we start our new approach.
- Timeliness of the topic for the sessions
- The sharing of examples from the audience for the topics.

Full Evaluation Results

- Interactivity
- Swap Meet
- Getting together with many inspiring grantees and working on a start to a clear action plan for fundraising.
- Energy and involvement of participants
- The chance to network.
- extremely well planned, well organized, and appropriately located
- Quality of the entire day- material covered, excellence of participants and presenters, care & concern of the Rose Foundation staff
- Group Dynamics; presentations involved audience

Please tell us what you liked the least about the convening.

- Presenters -- I thought they were good, but could have been better (perhaps with more culturally relevance for our group)
- Swap Meet
- video taping
- Not tight enough control of group sessions. always tough to do.
- a little more peer-to-peer time; change tables at least once
- nothing comes to mind
- Disposable eating materials
- fairly basic content
- hm. . . can't think of anything
- Parts of the workshop seemed like they did not facilitate group engagement
- house party concepts
- I missed the yoga session.
- Not enough time to do reverse of exercise RE: Mission
- swap meet
- I was pretty confused by the names used in this survey - and which worksheet goes with which topic.
- Speakers talked a lot and seemed diffused. I'm not sure what I came away with. Room was very noisy.
- The introduction was too long
- Too much time taken up with setting the stage in the morning.
- The presenters and the loud room. It was very challenging to hear in the group activities and the presenters did very little to stop extended group chatting sessions between activities.
- the lack of someone giving a compelling request to participants to give 100% attention and respect to presenters so that those who were interested in learning could gain the most possible.

Full Evaluation Results

- Longing to get to know some of the participants better who had interesting thing to say but not opportunity to sit down and talk to so many!
- hard to hear speakers in audience and people at my table due to acoustics; sometimes hard to hear presenters

Please rank the following:

	Great	Good	Okay	Not Very Good	Terrible	Total
How was the registration process?	90.32% 28	9.68% 3	0.00% 0	0.00% 0	0.00% 0	31
Was the Brower Center a good meeting space?	78.13% 25	15.63% 5	0.00% 0	6.25% 2	0.00% 0	32
Is Berkeley a good meeting location?	75.00% 24	21.88% 7	3.13% 1	0.00% 0	0.00% 0	32
How was the food?	81.25% 26	18.75% 6	0.00% 0	0.00% 0	0.00% 0	32

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

- make money for our organization
- Develop and implement our Major Donor campaign.
- As an intern I was looking to gain knowledge about how non-profits differ in fundraising and networking
- We went out and organized a group of citizens to bring the community together to support a program to bring environmentally-minded visitors to our region and increase the tourist business in a way that gets the business community invested in keeping the quality of our environment high.
- Brower is too acoustically live for group discussions. I could hardly hear what the person next to me was saying. Rooms we were in need acoustic tiles on walls and ceilings to absorb all the reflected sound.
- One of the coalitions I work in will be doing some direct individual donor fundraising
- More attention to large donors/donations -- but don't underestimate events & mass mailings.
- diving in more with the fundraising plan from the day, thin it down a little to make it more doable.
- Involve our board more
- Be more confident in my fundraising ability; appreciate our internal fundraising strengths
- Growing as a group and getting a board to support what we are doing/
- Most important message is know your donors before requesting funds from them
- Had a good conversation about membership with another CLP person; want to carry that forward at One/Fam. Also need to think about the major donor issue.
- I hope to be able to find some new board members that will bring new energy to our group.
- Building membership
- Acquire a major donor
- Make an "ask!"
- I would like more success in obtaining grants!

Full Evaluation Results

- Get our steering committee more involved in fundraising with the organization.
- Working with our steering committee to plan and stick with our fundraising goals.
- power map our prospective major donors
- We will take lessons tied to fundraising and better organize, strategize, and measure success based on lessons from Amy and Peter.
- Concentrate time on large donor development and divert time & energy from the mailing/phonathon.
- I will partner with 2 of the organizations from the conference.
- The logistics were all fantastic. Thanks!

Help us envision the 2015 Convening

Topics to be covered?

- Fundraising is always good; collaboration; story telling
- more on fund raising and organizing communities for action
- Various Roles of Boards of Directors - models
- It's been great to have trainings on communication and fundraising -- which are always challenges for every organization. If there's any thought to go in a different direction, how about something on advocacy strategies that work for grassroots organizations, or on community-based research?
- wildlife habitat conservation; riparian forests
- the fundraising process, decision making with existing resources, how long it took, bumps and wins, etc.
- messaging
- Recruiting Volunteers
- Developing a strong Board; Branding
- Storytelling, crafting media content, public engagement
- grant writing tips
- Big group discussions
- How to encourage staff, BOD, partners and volunteers do what they promise to do?
- Part of it like the shares Separated by issues facing - Watershed Groups; Social; Food Justice
- Assuming that many groups will return next year, perhaps have a format in which people can describe the work they did as a result of attending the 2014 Convening.
- getting the most out of volunteers, leadership for accomplishing tasks
- cultivating donors, managing information, designing campaigns, the interrelationship of programs, communications, fundraising
- Making the in person ask, Donor databases,
- Facilitative Leadership - Interaction Associates in S.F. a number of years ago provided a great course in planning meetings, running meetings, strategizing actions, designing pathways to achieving the actions, and enhancing the capacity of the organization's staff, board, and members

Full Evaluation Results

- volunteer recruiting & management, grant & foundation research

Alternative Format?

- I liked the format.
- It has worked 2 years in a row for me.
- have at least some outside?
- this was good. one day, interaction
- Same
- More interaction with participants
- As I mentioned in the session, I would like the handouts to be indexed to the overall process. So we could easily review the data a few weeks later without confusion.
- Enjoyed the tables. Enjoyed the swap meet.
- I thought the format was great.
- I thought this format was great

Location for next year?

- David Brower Center
- oakland, palo alto
- Sacramento is a shorter drive for me
- No opinion
- Stockton
- like the bay area and this venue
- Same
- Tahoe? Davis?
- Berkeley
- Same
- Sacramento is nice and central
- not important to me...just no further away (130 mi.)
- Berkeley/Oakland/ San Francisco
- I'm fine if it is at the David Brower building again.
- Location was good, but room was too noisy for the small group interactions.
- Somewhere with free parking.
- East Bay
- N. California
- Sacramento is excellent, but Berkeley is excellent, too

Full Evaluation Results

- doesn't matter to me though I like Berkeley/Oakland- convenient

How can we make it better next year?

- Change Swap Meet section and be sure to post all the handouts promised during the day.
- more active training, less lecturing
- Preassign seats so groups are split up???
- nothing comes to mind, maybe looking at the social networking and crowdsourcing a little, what has worked so far
- various grades?
- Larger meeting Room
- Dance party
- More interaction
- More idea exchange
- More brainstorming in groups, sharing what worked and what didn't, less theory
- Allow like purposed groups to convene.
- Was sorry to "overlook" the yoga. Offer the yoga before lunch
- Make sure everyone is paying attention at the same time, use a bell or some noise to gain attention. Could get more done by saving time.
- Really lay out participant behavior expectations clearly and reaffirm if needed
- I honestly am not sure - it was great. Perhaps a bit less time in the morning for intros, etc. It's nice to give recognitions and meet the folks doing all the work but time is scarce!

Would you be interested in attending online webinars in addition to the 2015 Convening?

- 12 -+ Yes
- 5 – Maybe
- 1 - No
- For us rural folks internet consistency is always a problem (it was down most of the morning today)
- I think these may already exist from other trainers
- If I am available
- not sure...have never participated in one. Might feel a little overwhelming.
- perhaps - I have found them to be interesting when I have done them.

Any other comments?

- The yoga session was a great idea although I'd do it before lunch. I was too full to do the whole session but loved the chair yoga.

Full Evaluation Results

- You are doing a great service to compromised communities by supporting and educating grassroots groups concerned about making their communities better and safer. This will be even more important given the recent election results.
- You guys are great!
- great work everybody!
- Thank you, again!
- Thank you for offering these sessions
- Thank you all so much for this event, it was my first, and I hope to be able to attend next year. Rose Foundation is amazing!
- I didn't have a chance to meet all the watershed groups. I would have liked that.
- I am grateful that the Rose Fdn puts these seminars on, and I always learn important methods and info.
- Thank you!
- Thank you!
- Thank you guys!!!