Northern California Environmental Grassroots Fund (Rose Foundation)
California Wildlands Grassroots Fund (Tides Foundation)

2010 Grassroots Grantee Convening Evaluation

Rating System: 1 = Terrible – I hated it. 3 = Average – It was OK. 5 = Great – I loved it!

<table>
<thead>
<tr>
<th>Convening Overall</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Quality of discussion:</td>
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<td>0%</td>
<td>20%</td>
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</tr>
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</table>

Morning Panel

<table>
<thead>
<tr>
<th>3 That Grew</th>
<th>1</th>
<th>2</th>
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<th>4</th>
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<tbody>
<tr>
<td>Quality of discussion:</td>
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<tr>
<td>Relevance of topic to your work:</td>
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<tr>
<td>Quality of audience participation:</td>
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<td>9%</td>
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</tr>
<tr>
<td>Overall session ranking:</td>
<td>3%</td>
<td>2%</td>
<td>20%</td>
<td>33%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Total respondents: 66

Comments:

- This was such a key topic for me and I was disappointed. There was value in the session, but too much time was spent on start-up activities rather than the key issues of organization capacity and growth. Some overemphasis on one participant when other panelists had more experience. Please come back to this topic.
- Excellent speakers – very easy to listen to and understand.
- Was great but unfortunately the theater was uncomfortable so made it seem too long – which it actually wasn’t!
- I think these people and Tim should have had a discussion ahead of time so that it went more quickly and smoothly. We were bored, frankly.
- Muy buena informacion. Aprendimos bastante.
- Good information. 2nd presenters had the most experience to cover subject matter. Panel was managed well by narrator.
- Seemed like it went a little too long though good topic to start the day with. (Quality of Presentation) a little scattered but good. (Overall session ranking) good to take written comments.
- Good info, but I find presentation form –V- open panel is a better way for me to learn the specific information I needed today
- This was the most relevant and productive session I have attended ever.
- Inspiring to hear about their success stories.
- Barbara talk of volunteers informative. First part of Q&A with Tim → what was the point? Get to the point (Laurel). Nice people but no great insights (most of it kind of obvious)
- I simply admired the three speakers who were so giving and humble about their experiences.
- Don’t have staff
- Good set up for the day. Set tone nicely.
- Remember to let people know about the translators in the room.
- Nice way to begin.
- A great start for the day, inspirational! I like the way you handled questions, so maximum focus was on the three presenters.
• Great to hear how it was done – at first. I thought the written questions didn’t work but moderator did great at sorting/combining.
• Question cards good idea. Tim Little did excellent job – speakers great, new ideas (co-chairs good, build partnerships, recognition of volunteers/staff/donors all ideas we haven’t explored)
• The question I submitted was reinterpreted to fit the conversation and was not addressed. The panel held my attention and gave good ideas.
• Good start.
• Tim did a great job of trying to spread the expert responses around
• Session hit on topics and questions in background – making room for other things to learn.
• Enthusiastic discussions but not all questions were clearly answered. The question: “how to recruit volunteers without an office?” went way off topic and not answered
• Bigger panel
• Loved the panelists and discussion – good variety
• Note specific planning advice would be great
• I thought this was a great introduction that managed to touch on a lot of topics in a short amount of time without skimping on details. The discussion was concise and honest and spoke to many organizational aspects I am currently working on.
• Awesome
• Appreciated the variety of organization represented
• I was hoping the speakers would talk more about why/how they grew rather than their organization’s missions.
• A little too basic and general
• The panel ran fluently, questions were answered fully and to the point
• Interaction with the panelists were great, question and answer was very well done!
• You always get some nuggets. Too scattered and general.

Morning Workshop

<table>
<thead>
<tr>
<th>Connecting Fundraising to Values</th>
<th>1</th>
<th>2</th>
<th>3</th>
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<tbody>
<tr>
<td>Quality of presentation:</td>
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<tr>
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<td>Overall session ranking:</td>
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<td>0%</td>
<td>3%</td>
<td>31%</td>
<td>66%</td>
</tr>
</tbody>
</table>

Total Respondents: 32

Comments:
• Core message very powerful. I received help from people at my table. I got a lot out of this workshop to take back with me – interesting blend of small group interaction into the presentation
• Great info & resources for a short workshop
• Exelente - me dio mas animos para poder seguir adelante con nuestras recaudaciones
• Great speaker – she was very engaging. Keeping mission statements short and sweet makes sense. Learning who donates $ informative
• It wasn’t quite Lynn Twist but the idea is very valuable. It’s a big subject and would have needed a lot more time
• Great spirit
• Good and new info – encouraging
• Funny and friendly took the fear and/or reluctance out of asking for money
• Good information
• Mission idea different – I like it. Begin with “we believe”
• Dated data – national stats may not apply to our region. Basic tenants good
• Nisa broke down the taboos behind money. I wish I could’ve attended her afternoon workshop to correspond with this workshop
• Loved the presenter – great energy. Also enjoyed time for personal application of the concepts (ie filling out a worksheet about my specific org)
• Very vibrant & knowledgeable presenter. Great hints about reassessing our approach
• Helpful information & I am glad I was able to come

Morning Workshop

<table>
<thead>
<tr>
<th>Building A Strong and Active Board</th>
<th>1</th>
<th>2</th>
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<th>4</th>
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<td>0%</td>
<td>3%</td>
<td>18%</td>
<td>79%</td>
</tr>
</tbody>
</table>

Total Respondents: 35

Comments:
• Jan is terrific – knowledgeable and responsive to questions
• Liked her comments
• Excellent presentation – clearly presented and firm control of content. Very personalized and engaging to audience
• Would have liked small group work/discussion. Jan was very knowledgeable and entertaining as well
• I learned a lot.
• Funny & entertaining; some good insights & ideas
• Great!
• Wow!
• Very dynamic speaker, knowledgeable. Full of good ideas to help and improve our board
• Jan was awesome! Thank you so much for having her, she was incredibly enlightening!
• Could’ve used more time!
• The presenter articulated issues I didn’t ever realize our board had. It was truly illuminating and provided multiple practical suggestions
• Good info – too much audience questions
• Kudos to Jan! Most inspiring & learning experience & tools
• Best presentation I have ever heard on the topic – fun, accessible, immediately usable
• Wish there was more info for handout
• Would have liked a bit more structure in order to help remember main ideas and content (and a handout with main points) but great presentation & discussion, good ideas
• Jan was a great teacher, I appreciated that she started with audience questions, gave thorough explanations and even example dialogue, and pulled questions out of jargon and into detailed and personal situations. I am in the process of building an advisory board (in our second year of programming) and found this workshop extremely useful
• Be great to reach out on a regional seminar. Ex work within conjunction of smaller communities (leadership training). Very very useful and important. Ex by counties divide seminars.
• Humorous approach kept my attention
• Great information and delivery, makes it seem so easy
• Great topic. Good interaction w/ audience. People got questions answered
• The speaker was very good at keeping it interesting, very informational.

Afternoon Workshop

<table>
<thead>
<tr>
<th>Managing Online Communications</th>
<th>1</th>
<th>2</th>
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<td>5%</td>
<td>36%</td>
<td>59%</td>
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</table>

Total Respondents: 41

Comments:
• What a change from 2 years ago! World is changing! Get him back in 2 yrs!
• Dense. Did not overview social media – what is it and how does it work for you. Jumped right. Audience seemed to stay with him but I was often lost.
• I enjoyed this workshop and the way John reinforced the importance of various channels of online communication and tracking, and gave examples of sites to look for software and analytics. As a whole, the presentation moved a little too fast for me.
• Handouts: Good but too small/info & too much detail. Too much to cover in one session – needs maybe a mini-convening or break down into different topics or skill levels? He went too fast and skipped things – couldn’t absorb even though I am not a beginner re. websites/email, etc
• Speaker spoke too fast but was so cool & knowledgeable
• Too much info at once. Too advanced for my needs. Very knowledgeable presenter.
• Could have given us some better starting points, such as how to make a “group” facebook page instead of a “fan” page or personal page.
• Too much too fast – very engaging, but so much, not as useful
• Liked that speaker spoke in non-technical terms
• Handouts: A little hard to see the type on the small slides on the printout
• It was a lot to absorb if you know hardly anything about the topic
• Very stimulating relevant timely info. This was a crash course for the 21st Century nonprofit
• Fine for me, but clearly went too fast in some topics, could have spared later slides
• Rocking!
• Online communication is my business but I still wanted a lot and picked up great ideas
• Needed more time
• Fast but there seems to be a pattern of 1-2 participants from audience try to monopolize questions
• John answered audience questions very well
• Wow!
• Very helpful info – no fantastic info
• High energy/fast paced – just like modern media. Very relevant – I’d like to do it again
• As time got short the presenter started loading so much information on the screen so fast that I found it unintelligible. Perhaps if I were tech savvy it would have made sense but for a novice, I simply became lost
• Very practical guidelines
• So much info – more depth in narrow area? A more hands on approach section?
• So much information. Maybe too broad. Thanks for sharing sources to get the specifics.
• Que importante es para un campesina aprender de computadoras. Que Dios los vendiga – gracias
• Yeah!
• Great reminders – motivating, immediate benefits. John is dynamic, timely, good advice. I’m not sure about how well that presentation was organized! Seemed repetitive at the end
• Thanks for lots of info!

**Afternoon Workshop**

<table>
<thead>
<tr>
<th>How to Ask People for Money</th>
<th>1</th>
<th>2</th>
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<td>0%</td>
<td>0%</td>
<td>32%</td>
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</table>

Total Respondents: 26

Comments:
• Positive learning
• Speaker was great
• Great ideas, seems like it is hard to change fundraising style so nice to have breakouts to practice
• Loved the role playing
• She is absolutely great!
• A bit rushed, but good overall
• A well thought out presentation, and audience participation with total relevance
• Fantastic!
• Handouts: kind of hard to find which handout she was referring to but good handouts. Good audience participation – small groups & in front of large group
• Good presentation with fine understanding content. Audience participation maybe have been a little weak
• Good information
• Good ideas that gave me new ideas about funding from individuals that I had ignored previously
• Great specific financial/asking planning tools
• Participation & audience good. A little repeat of morning session but oh well
• Small group would be less intimidating
• Very uplifting attitude!
• I felt inspired to do more asking, would have liked to do more role play . . .
• Nisha is great she keeps you engaged

Afternoon Panel

<table>
<thead>
<tr>
<th>Ask the Experts</th>
<th>1</th>
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<td>0%</td>
<td>9%</td>
<td>18%</td>
<td>73%</td>
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Total Respondents: 35

Comments:
• Funny though scattered
• Good (a little unfocused)
• Good panel
• It’s a hard time of day for me. There has already been so much that’s good, and I ate too much sugar at the break
• Also great
• Jam packed good session – good timing
• Enjoyed the lively interchange
• Good dialogue – good leading questions by moderator
• Really helpful & obviously relevant to the participants. Covered lots of ground
• Liked the humor & straight talk of the experts
• Excellent & good that we got to see the presenters whose talks we missed
• This open discussion was much better than this morning because we had background info on the board and could ask direct questions
• Great conversation & information
• Dynamite
• Thanks
• Kenyon gave great info. Unfortunately Jan seemed burned out on answering questions
• I really liked the close – each panel member shared one important message
• Good to have summary – networking ideas – good mix with board members, presenters and Tim Little keeping it moving & balanced
• Fun
• Everyone was awesome

<table>
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<tr>
<th>Convening Logistics</th>
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<td>4%</td>
<td>9%</td>
<td>13%</td>
<td>74%</td>
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</tbody>
</table>
Where would you like the convening to be held next year?

- Same place – 8
- Brower Center – 4
- Here – 4
- Sacramento – 3
- Sacramento or near transit
- Sacramento or foothills
- Ironstone in Murphy’s
- Bay Area close in Oakland, Berkeley
- Berkeley
- Bay Area
- Stockton
- Sonoma
- Central California
- Tulare County
- In a natural setting
- More natural setting
- This place was great
- North Bay
- South Bay
- Palo Alto

What’s the best time of year for you to attend?

- Fall is good – early fall
- Fall – 6
- October – 2
- ok
- Anytime
- Start a little later, Check in 9-9:30, begin at 10:00
- Same – 6
- This time is good – actually perfect!
- Winter – 2
- Later in Oct may be better
- This timing is good since fiscal year is about to end
- Not summer – 2
- Worth working it into schedule
- This is a good time of year
- With enough notice, any time
- Not at the height of election mailings
- Doesn’t matter – 2

What day of the week (or weekend) is usually best for you?

- Monday – 3
- Tuesday – 3
- Wednesday – 6
- Thursday – 4
- Friday – 27
- Saturday – 2
- Any day – 2
- Easier on Sats for volunteers board members to attend
- Today not good
- Most weekdays
- Never on a Thursday
- Good
- Beginning or end of week
- Weekday anytime
- Perfect
- With enough notice, any day

If you received a travel scholarship, did it adequately cover your costs? YES: 85% NO: 15%

Overall Comments:

- Downstairs room had poor sound quality
- This was the second year my org received the Grassroots Fund Grant, and I missed the convening last year, but thoroughly enjoyed it this year and found all the panels & workshops I attended very informative
- I liked the location but did feel cramped and overwhelmed by noise. Logistics on food & drink didn’t always work. (Food/Bev) uneven, baked goods hard on some of us
- (Food/Bev) Easy. (Registration process) Easy
- (Food/Bev) Need gluten/wheat free options. Wonderful, very helpful, thank you!
- Lunch looked good, but wasn’t great tasting. Caterers seemed to be behind schedule at break/lunch
• I appreciated y’all picking a restaurant who values local, healthy food
• No glasses/cups downstairs in morning break. Lunch good but service could be improved. Need serving spoon for snacks in afternoon
• (Food/Beverage) Gluten free options! Please.
• (Food/Beverage) Breakfast went away – not available at break.
• Very worthwhile – good job!
• Don’t like Bay Area traffic; great location otherwise (Brower Center)
• Good that venue is near Bart
• Thanks
• Thank you!
• Just can’t do even a four hour one day commute two ways and go to an all day seminar w/o overnight (at least one). But conference worth paying for it
• Pleased there was a close hall to our overnight stay
• Holding it in early October is perfect because summer’s over and it’s time to buckle down seriously – this really helps!
• Thank you, this made it happen for us
• Worthwhile experience. Leaving with a lot of information that I will implement into my week plan
• This was a really pithy, relevant & helpful day! Thank you
• This is such a great offering and opportunity
• Thank you for this wonderful stimulating event

What did you like best about the convening and why?
• Materials were great. Jan!
• Highly useful information. Hope to purchase CDs
• Atmosphere and stall fostering a learning opportunity
• Rich discuss, good presentation. Practical info not much complaining or war stories
• I liked best being surrounded by other people in similar organizational processes working on a small scale, putting a lot of themselves into their work, sometimes struggling. I think it’s easy to feel isolated even when you work with a lot of partner orgs because you often still do a lot of work by yourself. Being in a room full of other small projects reminded me that I am a part of a huge network of incredibly dedicated and amazing small projects
• All
• Presentation and networking
• The workshop leaders/speakers you bring in
• Speakers generally very on target with my needs & motivating me with specific things to do
• Enthusiasm of the presenters & networking with funders & other groups
• Learning about other grassroots organizations and what they do
• Meeting other small non-profit activists
• Being with colleagues
• Location – conference & convenient parking
• The fundraising trainings because it’s what we all need & can improve on always
• Networking, panel w/ participants involved
• Refreshed old skills, learned new skills
• Meeting good people with the very best motives
• Everything was executed perfectly, workshops were riveting, panels were very interesting
• Get to meet others
• Relaxed atmosphere yet very professional
• Relevant information, compadre
• Break out sessions were very informative
• Inspired sessions, great networking, good take home resources. Great feisty moderation by Tim
• Speakers
• Very dynamic, engaging speakers. So close to Bart – yea!
• Information & ideas learned @ workshops & panels
• Great info – small nuggets & hints – seeing everyone from other places
• Information in workshops
• The breadth of information – covered all my key concerns
• Well-organized, excellent speakers even if I couldn’t follow everything. Would recommend. Good use of my time – worth traveling for
• Workshops. They had information that I will use
• Speakers
• Quality of workshop presenters was very good. They were effective in conveying their approach to growing groups
• Excellent presenters
• Sharing, time, speakers
• Good presenters. Good time keeping appreciate the concern to help us grantees succeed
• Third convening – best yet
• The experience of tremendous dedication of the grassroots to making this a better world – against huge odds, but it’s clear that the spirit is alive and powerful
• Important topics & lots of good audience participation/questions/interaction
• The presenters were wonderful, full of energy and inspiration
• Great presenters. Good choice of topics. Very relevant
• Great speakers
• It was so practically helpful. I leave with many ideas I can explore and/or implement soon
• Intimacy, knowledge of presenters
• Great flow/presentations
• It kept me engaged all day
• This event was empowering and allowed excellent networking opportunities among non profit folks, & was quite collaborative
• Great knowledge of the presenters & ability to ask questions
• All of it

What did you like least about the convening and why?
• Our group is all volunteer & lack the bandwidth to do much of what we have learned – but it is very useful in charting the road ahead
• Any day like this is a bit too much sitting
• Audience participants who monopolize conversation
• See Afternoon Workshop comment: As time got short the presenters started . . .
• Sitting. Just not my thing.
• Zero. Loved it.
• I would have liked more background info for the topics you highlighted – ie a table w/info on basic background board development info
• I liked it all, but I feel we need to address how to cope better with these overwhelming tasks that never end
• It’s all good
• I actually wanted to attend both afternoon workshops but had to choose one
• Morning panel – wasn’t too relevant
• The food – would prefer plainer more down to earth food (eg steamed veggies or veggie burgers – not so much California cuisine)
• Too basic opening panel. Willing to help plan – Portia
• Only got half a sandwich
• This isn’t a dislike – but I’d love more time w/ other groups. I guess this was too much on getting $
• The drive and the traffic
• Needed water at the end of the day. (No big deal, but you asked)
• Food
• Difficult to sit for so long
• Everything was as it should be, great
• All good!
• Easier for me to go to Sacramento but parking & ease of finding this facility fine
• The first session was a bit dry & detached from audience
• Choosing between panels
• Length of workshops without a break
• Morning snack/break inaccessible. Lunch high on bread, low in protein. Noise & feeling of being crowded
• All was excellent
• All great
• I can’t stay for the mixer due to a board meeting
• Not enough time for small group discussion

Looking Ahead: What topics would you like to see included in future convenings?
• Continue with practical knowledge & tools. Maybe survey the cohort for ideas
• Maximizing volunteer coordination
• Marketing your nonprofit, finding major donors, board enhancement
• Media (I know, been done before), grassroots advocacy organizing
• What is sustainable small non-profit? How to deal with problem volunteers. Size and success. How to get size goals for your org to maximize efficacy
• How to create good letters, newsletters. How to connect org members to nuture to inspire issue campaigns
• Membership recruitment
• Specific planning workshops
• Member mobilization
• Facilitation techniques, effective volunteer recruitment & retention
• Electronic communication
• Dealing with politics both internal & external, planning organizational growth
• How to find the most compelling way to describe your work
• What to look for when seeking legal advice, 501(c)(3) dos & don’ts
• Personal ecology, Burnout, Personal Leadership Development
• Dynamics of forming a new group
• Basics of creating a website → hands on lab. Surviving the first year or two before you get donations flowing
• Partnership & cooperation w/ other organizations
• Cooperation/coordination among nonprofits seeking funding
• You seem to know what I needed this time. I’ll trust you for next time
• How to work with difficult people or situations
• How to motivate volunteers and how to communicate or work with organization w/out having them feel we are fighting or working against them
• Event planning for fundraising efforts
• More fundraising, technical
• Renewing ourselves for the long haul
• How to change status quo of an organization that’s been around for a long time but needs to be energized
• Volunteer recruitment
• Effective strategies for doing local work that is progressive in very conservative counties. Effective ways organizations have found to create dialogue
• Grant funding, advocating with local governments
• Recruiting younger people on “boomer age” boards