

**REPORT ON THE
2017 GRASSROOTS GRANTEE CONVENING**

**OF THE
NORTHERN CALIFORNIA ENVIRONMENTAL GRASSROOTS FUND
AND CALIFORNIA WILDLANDS GRASSROOTS FUND**

Held on November 2, 2017

At the UC Davis Alumni Center
Davis, CA

Building a Broader Base for Your Organization

The 12th annual convening of grantees of the California Wildlands Grassroots Fund and the Northern California Environmental Grassroots Fund was held at the UC Davis Alumni Center. Altogether 70 grantees attended the convening.

The training was led by Adriana Barboza and Jennifer Pae of Wellstone Action and explored with participants the why and how of organizing under the theme “Building a Broader Base for Your Organization.”

Evaluation

As in 2017, we opted to collect evaluations in-person at the end of the convening.

In total, we received 36 evaluations or approximately 51% of the activists in attendance. This is down compared to the 63% response rate received in 2016 and 53% response rates received in 2015.

Of those who identified themselves by name and organization, 17 organizations were represented in the responses and 18 had attended past convenings.

Overall Assessment

Of those who completed the evaluation, 83% said the convening was “Extremely” or “Very” useful. (89% in 2016 and 88% % in 2015).

Selected quotes from what respondents liked best about the convening:

The Convening brings light to issues we struggle with. In an inspiring, supportive environment, we learn and can proactive new skills to take back to our little corner of the world and make our work easier/better/more effective

Chance to step back & look at base engagement. Understanding we are already doing well & to do to improve

I find these convening extremely valuable, and really appreciate the effort you put into them. We don't have a real staff of a budget for training, and the information really helps our non-profit

I really liked to opportunity to spend a day with folks from other organizations and to hear their stories and perspectives

Selected quotes from what respondents liked least about the convening:

This one was a bit too general -- too many topics

In terms of my work, only some of the session was useful. We have to constantly think about county building a home, and it did not form anything new really.

Sometimes it felt [like] we get sidetracked by personal stories. Maybe add a segment at the end of each segment to share experiences

Some of the discussions were elementary, especially at the beginning. Presenters should keep in mind that many of us have been doing this for a long time - please don't talk down

Assessment of individual sessions

Note: Some respondents left evaluations for some segments of the training blank.

Intro to Wellstone, Power, and the Wellstone Triangle

94% rated this section as at least "somewhat useful" 69% rated it as "extremely" or "very useful."

Growing our Base: Developing Leaders (Ladder of Engagement)

92% rated this section as at least "somewhat useful" 67% rated it as "extremely" or "very useful."

Organizing vs. Mobilizing Part I

86% rated this section as at least “somewhat useful” 75% rated it as “extremely” or “very useful.”

Organizing vs. Mobilizing Part II: Moving to Action

89% rated this section as at least “somewhat useful” 75% rated it as “extremely” or “very useful.”

Volunteer Recruitment, Retention, and Leadership Development

89% rated this section as at least “somewhat useful” 78% rated it as “extremely” or “very useful.”

Ladder of Engagement (Part II)

81% rated this section as at least “somewhat useful” 64% rated it as “extremely” or “very useful.”

Future convening topics

The responses on this section displayed a great deal of diversity. Repeated responses were related to fundraising and tracking engagement and other data.