

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

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

Harvey McKinnon

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

Highlights of the chat transcript:**Welcome!**

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

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

Makengo Nzeza: Makengo Nzeza

Andy Robinson: Andy Robinson, presenter, Plainfield VT USA

Maran Hilgendorf: Maran Hilgendorf, GreenSync Inc., Florida

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

Savannah Donovan: Urbana, Illinois

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

Rebecca Carino: Shaw Institute, Blue Hill, Maine

Savannah Donovan: Environmental Education Association of Illinois

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

Makengo Nzeza: Makengo nzeza/ from Maine/ Newsun LLC

Taylor Bates: Taylor, Sustainability Matters Educator, Virginia

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

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

David Conrads: David Conrads

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

Kim Rillero: Kim phoenix az

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

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

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

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

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

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

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

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

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

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

Peter Rillero: Peter Rillero, Phoenix AZ, Urban Farming Education

Andy and Harvey Introductions

NAAEE Staff (Carrie, she/they): A few of Andy's books to check out:

<https://hilborn-civilsectorpress.com/products/what-every-board-member-needs-to-know-d-o-and-avoid> and

<https://hilborn-civilsectorpress.com/products/train-your-board-and-everyone-else-to-raise-money>

Rachel Saliba: Rachel Saliba, Squam Lakes Natural Science Center

Said Shikely: Hello, Said Shikely from kenya

NAAEE Staff (Carrie, she/they): And a few of Harvey's books to check out, too:

<https://hilborn-civilsectorpress.com/products/11-questions-every-donor-asks-ebook> and

<https://hilborn-civilsectorpress.com/products/how-to-create-lifelong-donors-through-monthly-giving-ebook>

What questions do you want answered?

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

Nicole Corbo: SAME

Judy Braus (she, her) NAAEE: SAME

Lisa Voelker: Looking to improve donor stewardship

Danielle Racke: Strategies for my clients

Sheryl Baumann: Ditto 😊

Heather Brake: funding for special projects

Rebecca Carino: How best to rebuild donor trust

Odessa Wilson: looking for the same

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

Viviana Briseno: Reach a new audience

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

Joy Munthali: I want to know how to ask the right questions to get more funding

Nuria Salim: how to maintain strong donor relationships long term

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

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

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

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

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

Lisa Voelker: "Age wave"?

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

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

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

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

Andy Robinson: Morgan -- me too!

Morgan Goad: Active listening!!!

Morgan Goad: Doing your research also helps!

Danielle Racke: Spot on with asking for advice VS money

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

Nicole Swedlow: Thanks for directly responding to my question. I guess I am challenged because our work is quite complex, systems thinking.... so its something that has to be explained and doesn't evoke the kind of "emotional response" of many other orgs. I like

what you are saying about finding stories... and then (in my case) relating them to systems thinking.

Rébecca Hermande Djanivenda: Good to know

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

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

Morgan Goad: Go for the flinch. 😊

Ask for Advice

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

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

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

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

How Will You Measure Results?

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

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

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

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

Amanda Alessi: Judy, I love that idea!

Nuria Salim: Amazing Idea

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

How does Your Organization Recognize Donors?

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

Stacy Cummings: Room to Read is a fantastic organization! Thank you for sharing this example. <https://www.roomtoread.org/>

Morgan Goad: The smartest donors will get it!!

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

Amanda Alessi: Do I respect you?

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

Nuria Salim: "How will I be treated?"

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

David Conrads: What was Q5 again?

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

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

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

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

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

Morgan Goad: KEY advice!!!

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

Heather Lauer: Grant makers love collaboration among grantees.

Morgan Goad: Best letter ever. 😊

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

Morgan Goad: Love a Legacy Giving Society!!

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

Morgan Goad: This is a fascinating idea!!!

Nuria Salim: that's a very interesting take

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

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



Which Questions Do You Want to Remember to ask Donors?

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

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

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

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

Danielle Racke: Will you share with our board

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

Morgan Goad: That's blowing my mind. 😊

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

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

Said Shikely: How to recognize the donor?

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

Judy Braus (she, her) NAAEE: Is it Ok to use your name and story?

Morgan Goad: It certainly seems like the pendulum is swinging toward unrestricted funding.

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

Tracking

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

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

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

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

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

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

Lee Wray-Davies: Good question Rachel!

Nuria Salim: @danielle thanks 🙌

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

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

Morgan Goad: Stories!!!

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

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

NAAEE Staff (Carrie, she/they): Love to hear that, Amanda and Lee! That's the dream, right? To build the next generation of environmental educators ❤️

Morgan Goad: And don't take those beautiful photos for granted!!! It's gold!!!

Morgan Goad: Social services do not have that luxury.

Closing Comments

Lisa Voelker: Thanks, this was so great!

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

Rachel Saliba: Thank you!

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

Odessa Wilson: This was awesome Thanjs

Amanda Alessi: Thank you all so much!

Said Shikely: This has been great

Dilafruz Williams: Wonderful! Thank you!

Sheryl Baumann: Thank you!


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

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

Andy Robinson: Thank you all!

Maran Hilgendorf: Thank you so very much!

Joy Munthali: Thank you soo much!!

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


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

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

Rébecca Hermande Djanivenda: Thank you all.

Karen Clarke: Thanks you Harvey and Andy and everyone.

Morgan Goad: AFP must have something for that.

Judy Braus (she, her) NAAEE: sofii

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