



CAUSE & EFFECT[®]
INC.

Discover the power of questions for fundraising and strategic planning.

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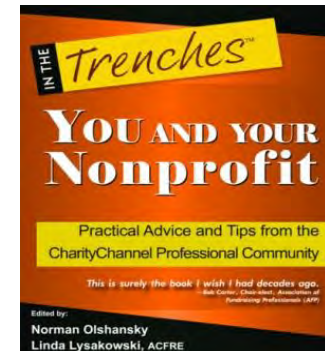
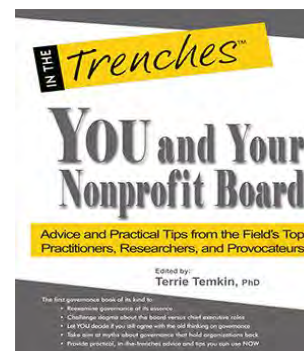
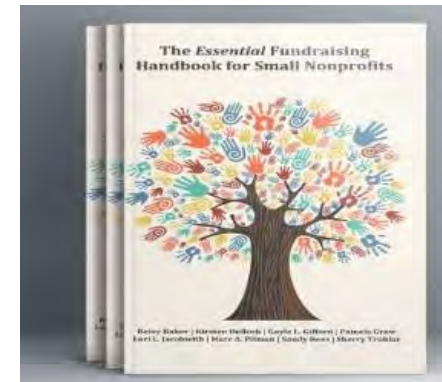
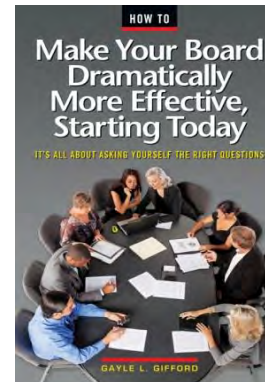


About Gayle L. Gifford, ACFRE, MS

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Workshop protocols

- This is a taste, not the whole meal.
- You get what you give.
- What matters is what happens when you leave.
- There are no wrong questions.
- Cell phones silent



The essence of this workshop

- Go meet people.
- Ask them questions, mostly about them.
- Listen to what they say.



- Why ask questions?
- What would you ask?
- Who could you talk to?
- How do you get them to talk to you?
- What to do with the information you collect?

Topics

Case: Anytown Small Land Trust

Organization:

- 30 yr. old private, 501c3 land trust in a coastal region
- Fee simple or conservation easements on 500 acres
- Stewardship of properties
- Some trail programs

Staff/Volunteers/Board

- Part time administrator
- 20 Volunteers
- 15 Board members; average age 60



Challenges

- Large scale solar developments threatening unprotected forests and farms
- Hard to attract younger members
- Hard to get all the work done
- Difficulty raising annual operating dollars
- Board president serves function as an unpaid executive director

1. You build critical abilities essential for your NPO's survival and growth.

1. To tell your story
2. To build relationships
3. To engage people and nurture their participation

2. You increase your social capital

1. Power of networks and influence
2. Access to information pipelines
3. Access to people, resources

3. You build evangelists

1. Supporters become ambassadors
2. Insights have more impact when they are generated from within
3. Board members (and others) practice outreach skills and build confidence

Three good reasons for having conversations

Interviews

One at a time, maybe two

- In person or phone or video conference

Focus Groups

Small groups

- In person or video conference

Charettes

Large group

- Longer time to ponder a question(s)

Surveys

Small or large groups

- Closed or open ended

**A few
ways of
asking
questions**

Topic 1

What questions would we ask?

About the person or organization:

- What they care about and why
- What natural places or experiences they value most
- Their current priorities

About the future

- What they are planning for
- What they are worrying about
- What legacy they hope to leave

About your cause

- What experiences have they had related to your cause
- How important it is to them
- How they think about it

About your organization

- Their history with you
- Your reputation/niche
- Advice they'd like to give
- Questions about your relationship with them

**Some
questions
to ask**

Topic 2

Who could you talk to?

Who to talk to

Stakeholders:

- Gain or lose from your work
- Can accelerate or block your work
- Have particular expertise or insight



- Political leadership
- Naturalists
- Government officials
- People who know everyone
- People who know everything
- Business interests
- Your peers
- Faith leaders
- Outdoors users
- Current, future or past supporters/donors
- Economic development - business interests
- Renewable energy interests
- People who have access to young people
- Your adversaries

**Some
types of
people to
inquiry
with with**

Topic 3

Getting folks to talk to you



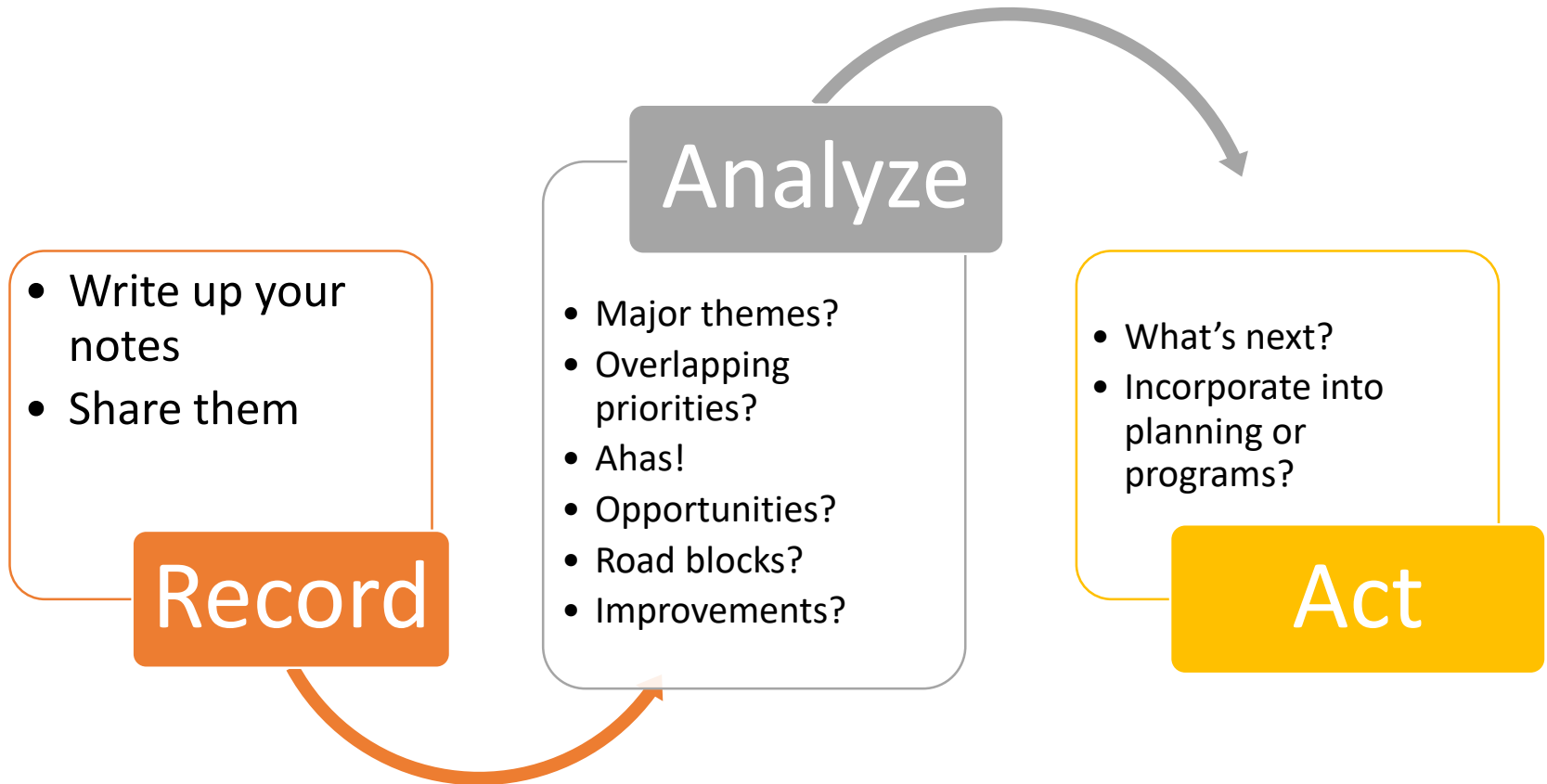
**Process. Preparation.
Execution.**

- Make it important
- Engage an intermediary if needed
- Match the right people
- Make it easy for them
- Send a “formal” request
- Follow up right away to schedule
- Remind them of date
- Have your questions prepared and practiced
- Have a conversation, not an inquisition
- Thank them

Topic 4

What to do next

Act on what you learned



QUESTIONS

