

# Analysis Process

## Objective:

Gather critical feedback from top stakeholders before launching a new fundraising program for next-generation donors.

## Process:

1. Send an initial email to book call  
Execute call; Record video and gather feedback.
2. Aggregate all feedback in an excel sheet and pull out themes or similar comments.
3. Book a call with Alyssa to debrief and determine the next steps.
4. Bring high-level findings to share at Week 2 class.

# Analysis Process

## Email

Hi [NAME],

Happy Fall! I hope this note finds you well. As you can imagine, the previous year has impacted our organization in many ways and as I set up for success with our team this Fall, I wanted to reach out to you. We decided last week that for us to move forward thoughtfully, we would like to enlist the thoughts, ideas, and experiences of those in our network, both longtime supporters and brand-new ones. That said, I'm conducting a mini listening tour to prepare for 2022 and our next phase of growth. If you're willing and able, I'd love to chat with you in September, and here is a link to my calendar. Once you book, you will receive a Zoom link and a list of interview questions. Thank you for being a part of our work and for continuing to be alongside us creating a more just and kind world. It means more than you know.

Warmly, (name)

# Interview Questions

## Objective:

Sample interview questions for your conversations with Millennials/Next Gen. Tailor as you see fit per each individual relationship. Seek to end each conversation with gratitude and a reflection as to how this helps you in thinking more about your organization's marketing and fund development effort.

## Process:

1. Why did you take this call today?
2. What are the top three causes you care most about? Why? How has this changed over the past few years?
3. If you're willing to share, I'd be curious your views or values as it relates to wealth, power, and impact. Do you work to align your values with your resources? What are examples of that for you? In doing so, what values rise to the top for you?
4. Do you attend events? Virtual? In-person? What motivates you to attend those events?
5. What has been your best experience as a volunteer/donor? What has been your worst?
6. Where do you work? Does your company/profession take an active role in community engagement/philanthropy/social responsibility?
7. If you could be a part of a new community (or a new nonprofit) in the next few months, what would it have to be focused on for you to commit to it fully?
8. Would you ever get involved in an organization like ours? Why or why not? What do you find most unique/compelling about our mission?

# Interview List

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