Why don’t our occasional supporters donate regularly?
Why don’t more of our followers donate?
What would make people outside of our core audience more supportive of our work?
**USERS: LAST 7 DAYS USING MEDIAN**

**LOAD TIME VS BOUNCE RATE**

- Median Page Load (LUX): 2.056s
- Bounce Rate: 57.1%

**START RENDER VS BOUNCE RATE**

- Median Start Render (LUX): 1.031s

**PAGE VIEWS VS ONLOAD**

- Page Load (LUX): 0.7s
- Page Views (LUX): 2.7Mpvvs
- Bounce Rate (LUX): 40.6%

**SESSIONS**

- Sessions (LUX): 479K
- Session Length (LUX): 17min
- PVs Per Session (LUX): 2pvs
YOUR DATA NEEDS CONTEXT.
Are you listening to your audience?
Listen: To listen is to give attention to sound or action. When listening, one is hearing what others are saying, and trying to understand what it means.
Poll: How are you currently listening to your audience?

- Surveys
- Interviews
- Interacting on social media
- Observing behaviors
- Other
Why do we listen?
We don’t know what others are thinking.
Listening allows us to better understand each other.
When do you listen?
Talk less, listen more?
Talk less, listen more?
Talk less, listen more?
We listen by;
We listen by;

• Gathering feedback (through surveys and forms)
We listen by;

• Gathering feedback (through surveys and forms)
• Asking questions (through interviews and polls)
We listen by;

• Gathering feedback (through surveys and forms)
• Asking questions (through interviews and polls)
• Observing behaviors (through testing & analytics)
We listen to;
We listen to;

• Reduce assumptions
We listen to;

• Reduce assumptions
• Learn perspectives
We listen to;

• Reduce assumptions
• Learn perspectives
• See if new ideas work
What organization have you recently donated to that is important to you?
What questions would you ask?
What could you learn?
YOU DON’T KNOW WHY PEOPLE ARE SUPPORTING YOU IF YOU DON’T TALK TO THEM.
YOU DON’T KNOW WHY PEOPLE ARE SUPPORTING YOU IF YOU DON’T TALK TO THEM.

• The words they use
YOU DON’T KNOW WHY PEOPLE ARE SUPPORTING YOU IF YOU DON’T TALK TO THEM.

• The words they use
• The stories they care about
YOU DON’T KNOW WHY PEOPLE ARE SUPPORTING YOU IF YOU DON’T TALK TO THEM.

• The words they use
• The stories they care about
• The interactions that are important to them
EMILY TAYLOR
Strategic Listener + Problem Solver
EMILY TAYLOR
Strategic Listener + Problem Solver
EMILY TAYLOR > teenyBIG
Strategic Listening for Nonprofits
EMILY TAYLOR > teenyBIG

Strategic Listening for Nonprofits
"Two years later, we are still referencing what we learned about engaging our audience from teenyBIG’s work - it’s given us a deeper understanding of them, more so than we’ve ever gotten from surveys and focus groups."
TALK LESS, LISTEN MORE?
5 METHODS FOR LISTENING
Know what you are looking for.
Ask the right questions.
Don’t be an expert.
Be unbiased.
Ask ‘Why?’
An example.
Turning passions into long-term support
‘Why’ do you support us?
Discovered 5 motivational drivers

- One With Nature
- Learning Lover
- Make a Difference
- Mission Insider
- People Person
Repeating the experience with others

Make A Difference
How to spot:
- Feel an urgency to get more people to understand the affects of climate change
- Want to betch the next generation to be stewards of nature
- See ‘screen time’ as a disconnect from nature

Motivating Experiences
- Meeting Arboretum scientists and understanding their work
- Seeing staff respect and engage the next generation by answering their questions.
- Learning about Arboretum exhibits and international efforts that focus on the impact of climate change

Mission Insider
How to spot:
- Reason out why the Arboretum started or changed a program
- They appreciate the Arboretum makes decisions that grow their membership while meeting their mission
- Enjoy learning about Jay Meek’s vision

Motivating Experience
- Understanding how the Arboretum’s research innovations and status
- Understanding how the Arboretum tweaked or changed its programs for better impact
- Seeing something behind the scenes, such as a new building tour
- Getting general and special event attendance go up
- Being able to give feedback for improvements

One With Nature
How to spot:
- Talk about how being in nature ‘recharges’ them
- They see the Arboretum as an ‘oasis’
- Nature is a clean slate, how things should be
- See a restorative aspect to being in nature
- They feel being in nature ‘grows you down’

Motivating Experiences
- Walking the grounds
- Seeing the flowers make plants change over the seasons
- Enjoying opportunities to be alone with the environment
- Seeing the Arboretum closely follow its mission

Learning Lover
How to spot:
- Love interacting with Arboretum teachers
- Take a wide variety of classes
- Love to hear what people spotted on the grounds and search for it
- Enjoy hands-on experiences
- Volunteer as a way to learn more

Motivating Experiences
- Taking a class from a teacher that gives a new perspective
- Finding a class where they can learn something unique
- Getting others (e. students) out into nature vs. just listening
- Discovering a new animal, bug, or plant or seeing it in a new way
Bird’s eye view

- Know what you are looking for
- Ask the right questions
- Don’t be an expert
- Be unbiased
- Ask ‘why?’
Q&A

What’s on your mind?
5 Ways Not Listening Fails
And how you can build support by listening
Thank you.