

# What is Your Audience Thinking?

Nonprofit Learning Lab  
December 20<sup>th</sup>, 2021



**Why don't our occasional  
supporters donate regularly?**



Why don't more of our  
followers donate?



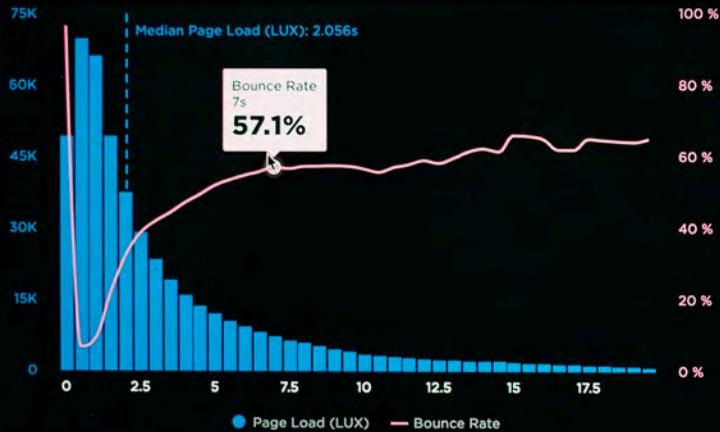
What would make people outside  
of our core audience more  
supportive of our work?

# USERS: LAST 7 DAYS USING MEDIAN ▾



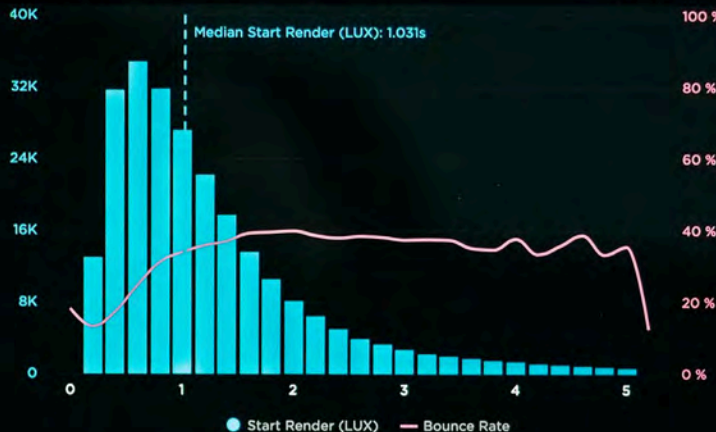
### LOAD TIME VS BOUNCE RATE

⚙️ OPTIONS



### START RENDER VS BOUNCE RATE

⚙️ OPTIONS



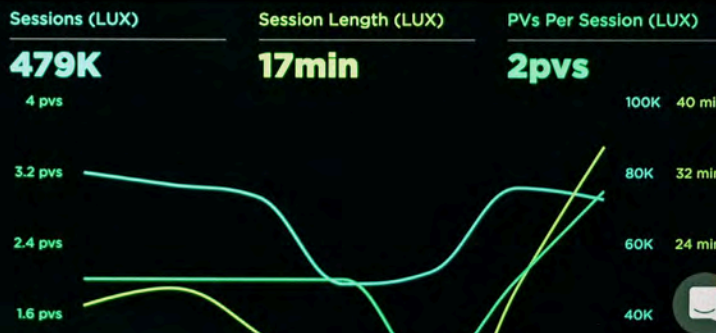
### PAGE VIEWS VS ONLOAD

⚙️ OPTIONS



### SESSIONS

⚙️ OPTIONS





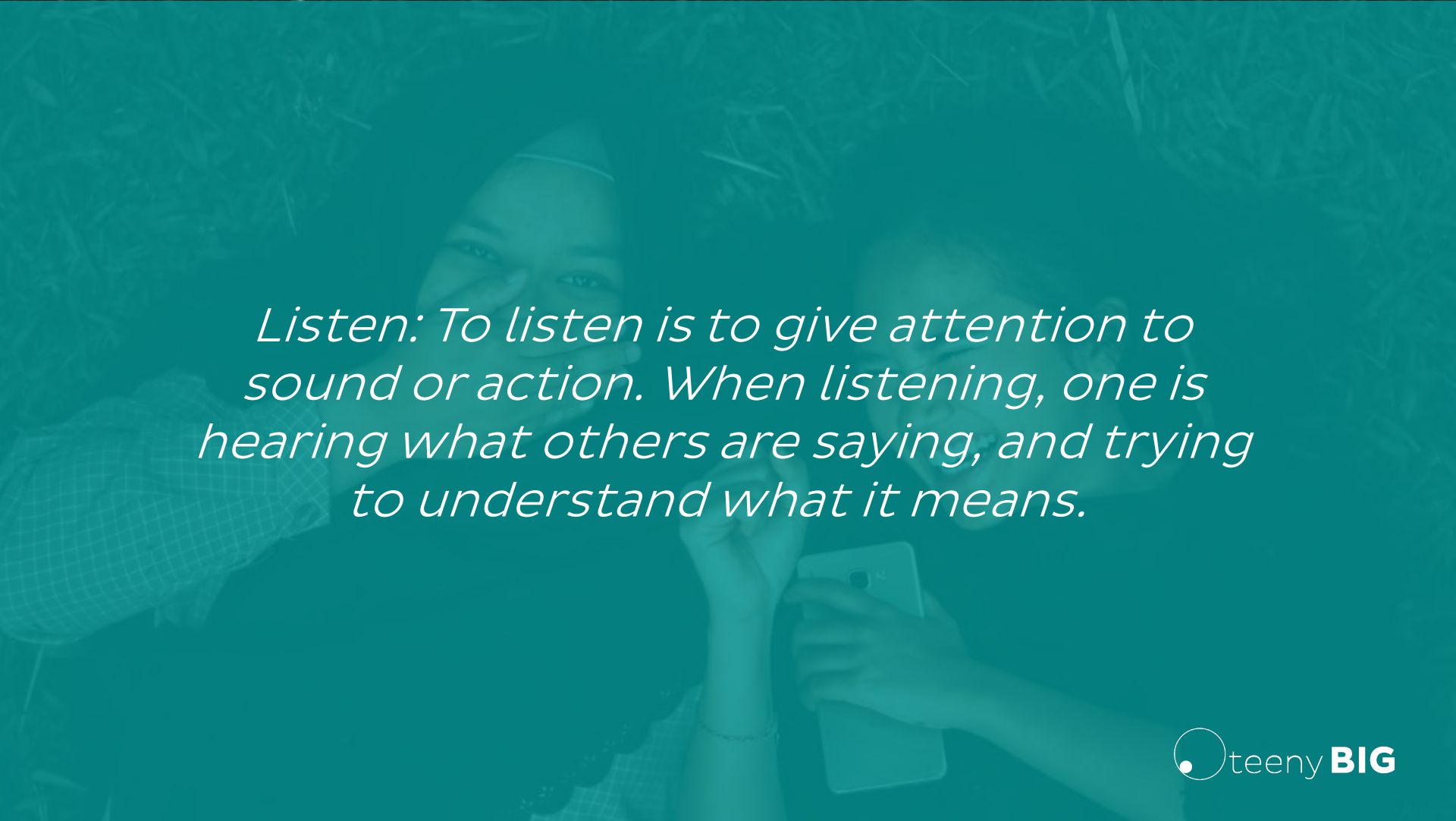
A young girl with dark hair and a pink backpack is holding hands with a white, humanoid robot. The robot has a round head with blue eyes and a blue circular light on its forehead. It is holding a tablet computer in its other hand. The background is a blurred city street with lights and buildings. The text "YOUR DATA NEEDS CONTEXT." is overlaid in the center in a teal color.

**YOUR DATA NEEDS CONTEXT.**

A photograph of two young women lying on their stomachs on a bed of straw, laughing and looking at a smartphone. The image is overlaid with a teal color filter. The woman on the left is covering her mouth with her hand, while the woman on the right is holding the phone and laughing heartily.

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?

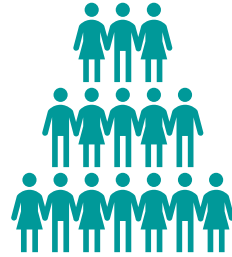
**We don't know what others  
are thinking.**



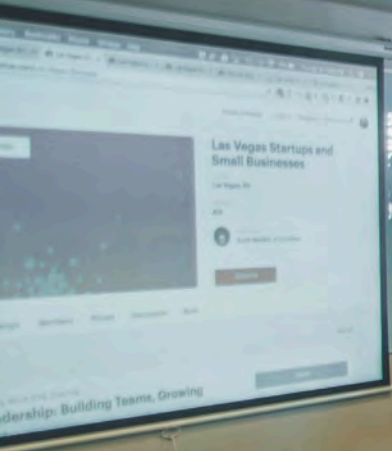
Listening allows us to better understand each other.



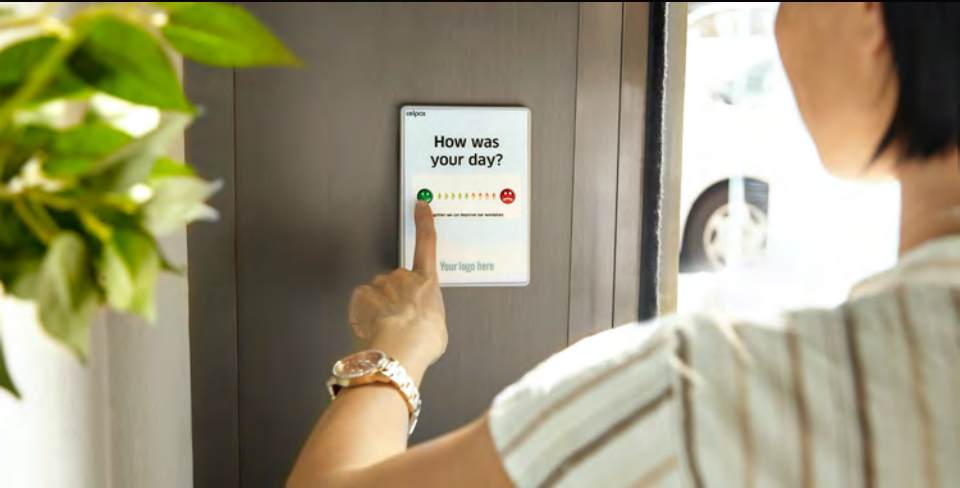
# When do you listen?



Talk less, listen more?

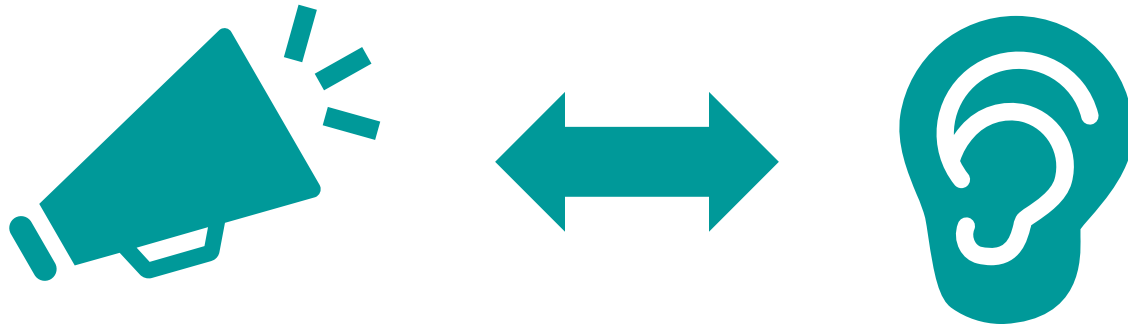


# Talk less, listen more?





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**We listen by;**

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- Gathering feedback (through surveys and forms)

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- Asking questions (through interviews and polls)

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- 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

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- 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

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teenyBIG

# EMILY TAYLOR > teenyBIG

Strategic Listening for Nonprofits



# EMILY TAYLOR > teenyBIG

Strategic Listening for Nonprofits



American Academy  
of Pediatrics



AMERICAN MARKETING  
ASSOCIATION



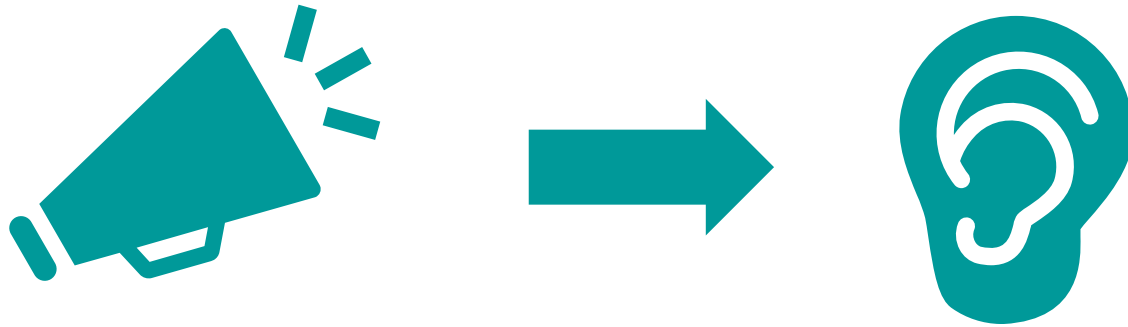
MY BLOCK  
MY HOOD  
MY CITY™  
★★★★

# 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





# Repeating the experience with others

## Make A Difference

3 people

### How to spot

- Feel an urgency to get more people to understand the effects of climate change
- Want to teach 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



## One With Nature

7 people

### How to spot

- Talk about how being in nature 'recharges' them
- They see the Arboretum is an 'oasis'
- Nature is a clean slate, how things should be
- See a restorative aspect to being in nature
- They feel being in nature 'slows you down'

### Motivating Experiences

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



## Mission Insider

3 people

### How to spot

- Reason out why the Arboretum started or changed a program
- They appreciate that the Arboretum makes decisions that grow their membership while meeting their mission
- Enjoy learning about Joy Morton's vision

### Motivating Experience

- Hearing about 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
- Seeing general and special event attendance go up
- Being able to give feedback for improvements



## Learning Lover

8 people

### 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 (ie. 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.