

# Analysis Process

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

**Process:**

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

# Analysis Process

**Email:**

Hi *(name)* ~

Happy New Year!

I hope this note finds you well. As you can imagine, the previous year has impacted our small organization in many ways and as I set up for success with our team in 2021, 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 our network, both long-time supporters and brand new ones. That said, we are engaging in a mini-listening tour to prepare for 2021 and our next phase of growth. If you're willing and able, I'd love to chat with you in January or February, 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 peaceful, kind world. It means more than you know.

Warmly,  
*(name)*

# Interview List

Name	Email	Notes