


2019 NEEF Stakeholder Executive Summary



Conducted by
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50% Responses rate (60/119)

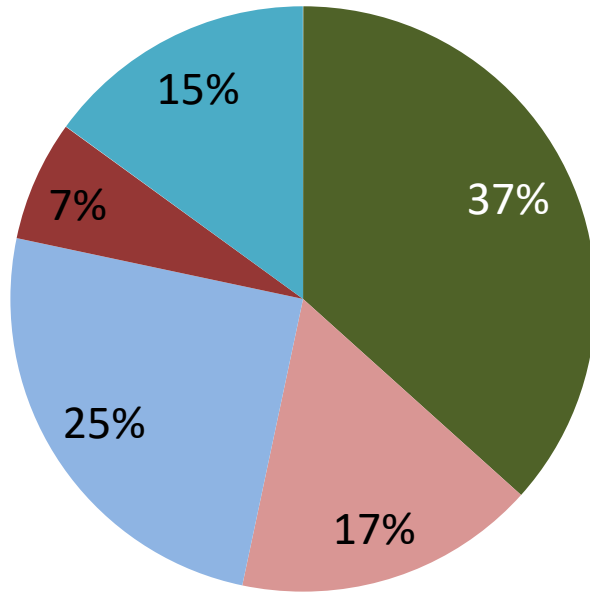
About the participants



This executive summary covers a survey of about 60 NEEF stakeholders and subsequent interviews with 23 of those stakeholders.

What is your relationship to NEEF?

Total # of respondents: 60



■ Staff

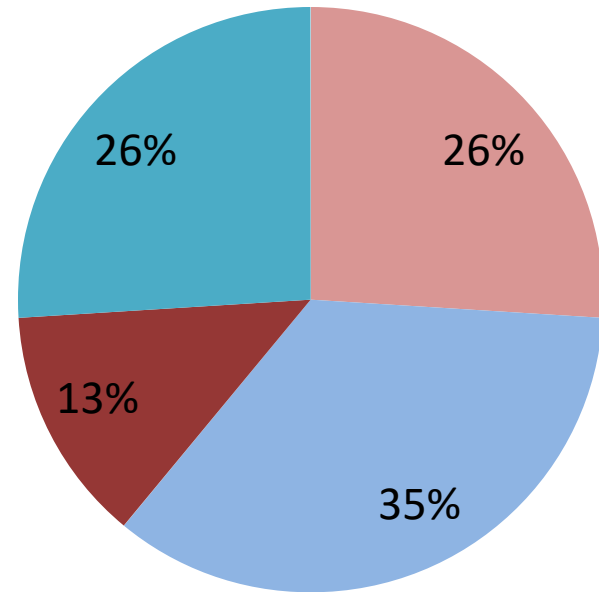
■ Board

■ Partner

■ Funder

■ Other

Total # of respondents: 23





Stakeholder Survey

Overall, NEEF is seen as:

- A reliable source for information.
 - Having a high level of integrity.
- Committed to diversity, equity and inclusion.
 - Valuing input.

Overall, NEEF meets or exceeds expectations in the following areas:

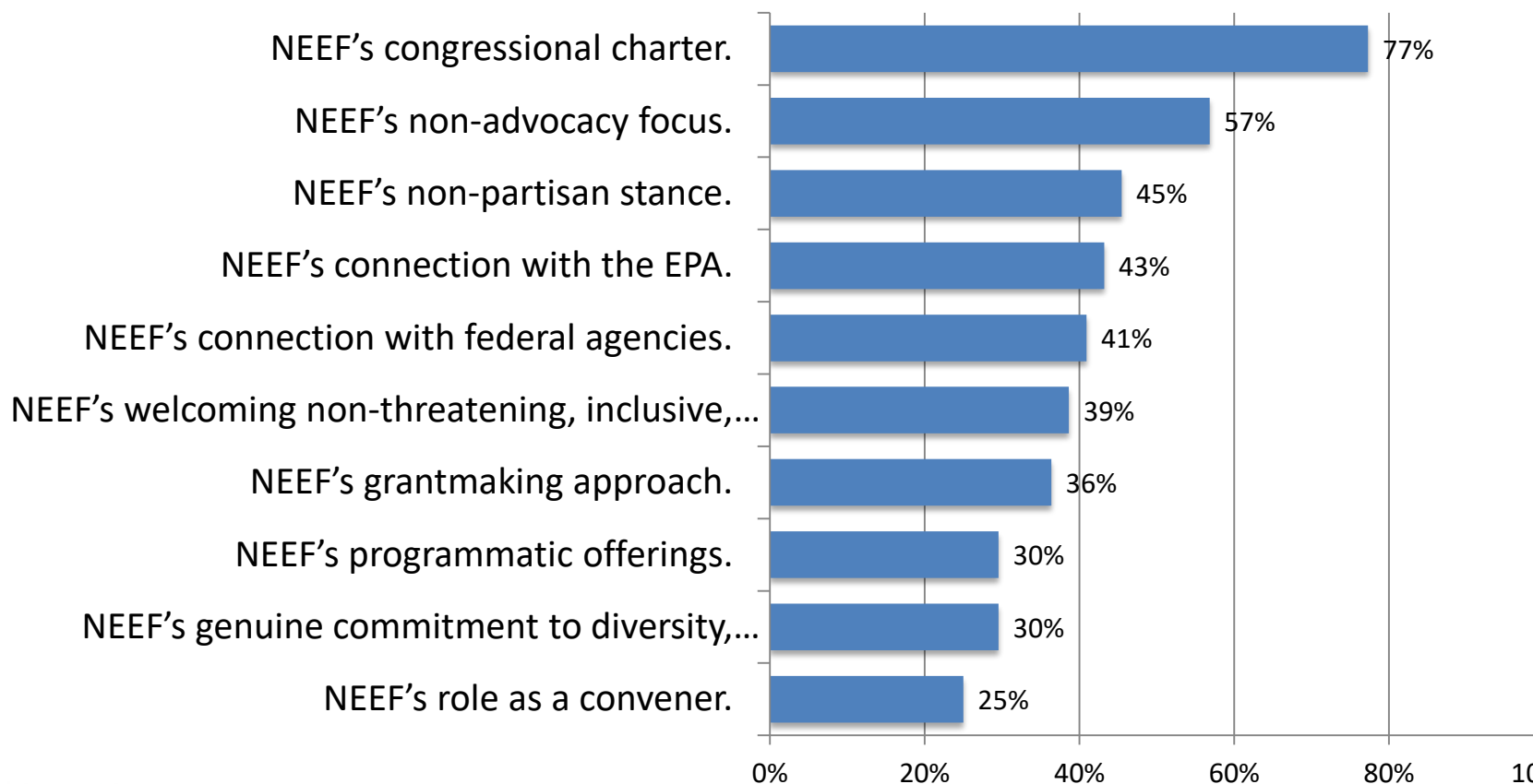
- Level of communication.
- Level of engagement on issues the participant cares about.
- Contribution to environmental education.

According to staff and board members, NEEF does not meet expectations in the following areas:

- NEEF's visibility in appropriate venues.
- NEEF's level of *leadership* in the field of environmental education.

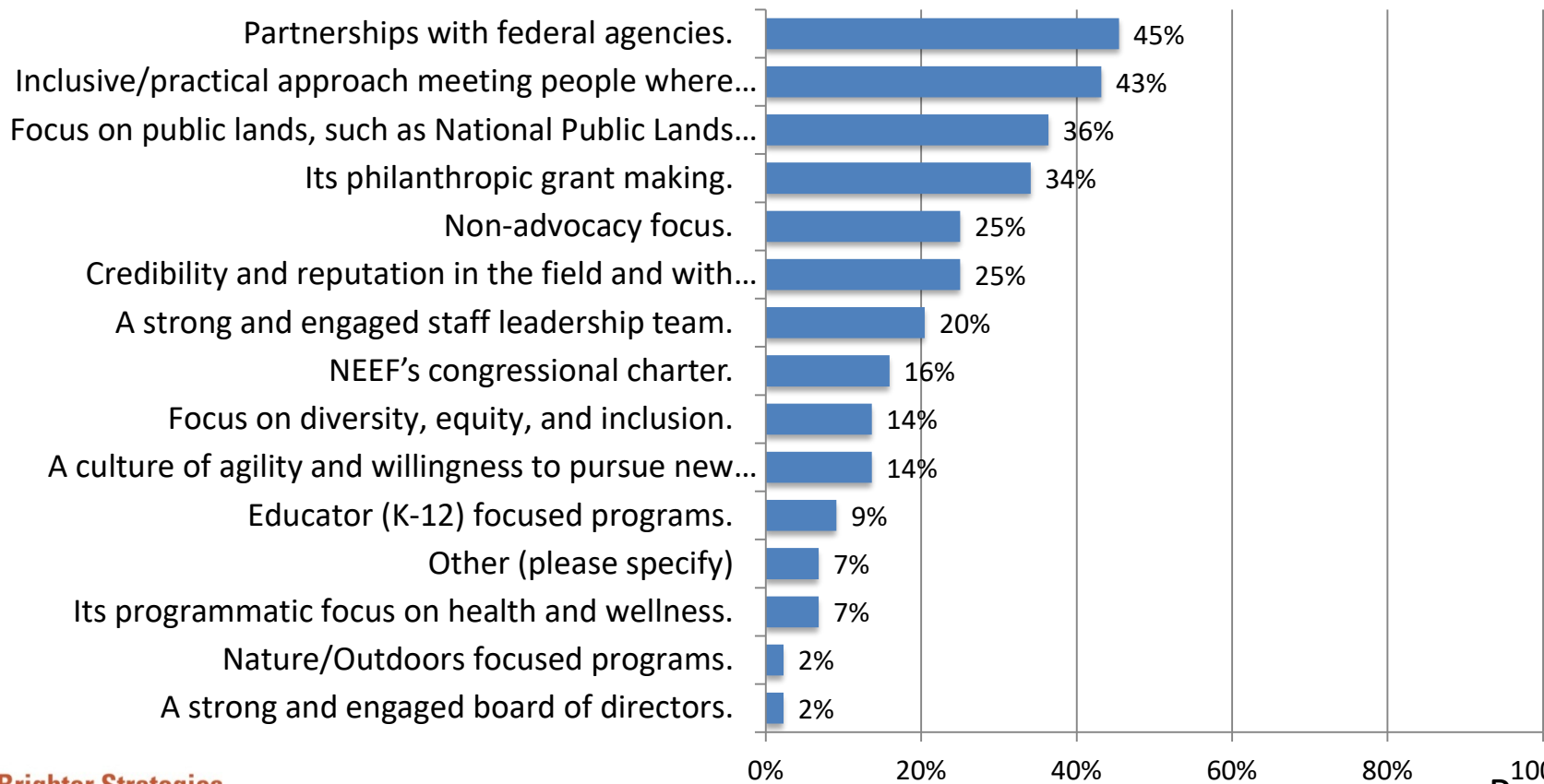
Overall, NEEF's congressional charter, and non-advocacy focus make it unique

What makes NEEF most unique from other environment focused organizations? (Please check your top 5)



Overall strengths: NEEF's partnerships with federal agencies, inclusive practices, & focus on public lands

What are NEEF's top three strengths? (Please check the top 3)



NEEF's strengths and areas of potential improvement

Public Lands is a Top NEEF Strength Across all Three Groups

What are NEEF's top three strengths? (Please check the top 3)

Staff:

- Its philanthropic grant making – 53%
- Inclusive/practical approach meeting people where they are – 53%
- **Focus on public lands, such as National Public Lands Day – 35%**

Board:

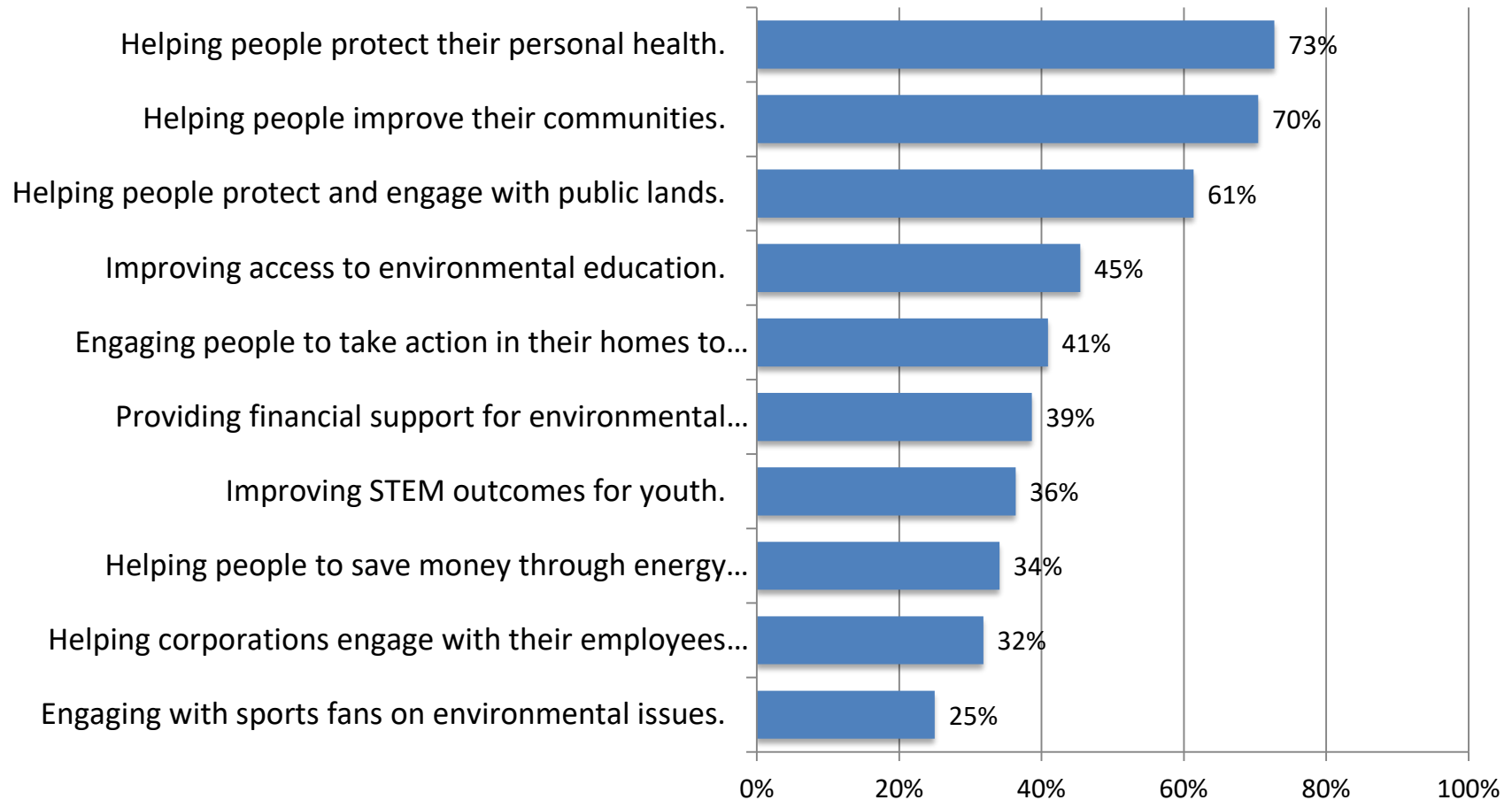
- A strong and engaged staff leadership team – 83%
- Partnerships with federal agencies – 50%
- **Focus on public lands, such as National Public Lands Day – 33%**

Partner, Funder & Other:

- Credibility and reputation in the field and with partners – 52%
- Partnerships with federal agencies – 43%
- **Focus on public lands, such as National Public Lands Day – 38%**

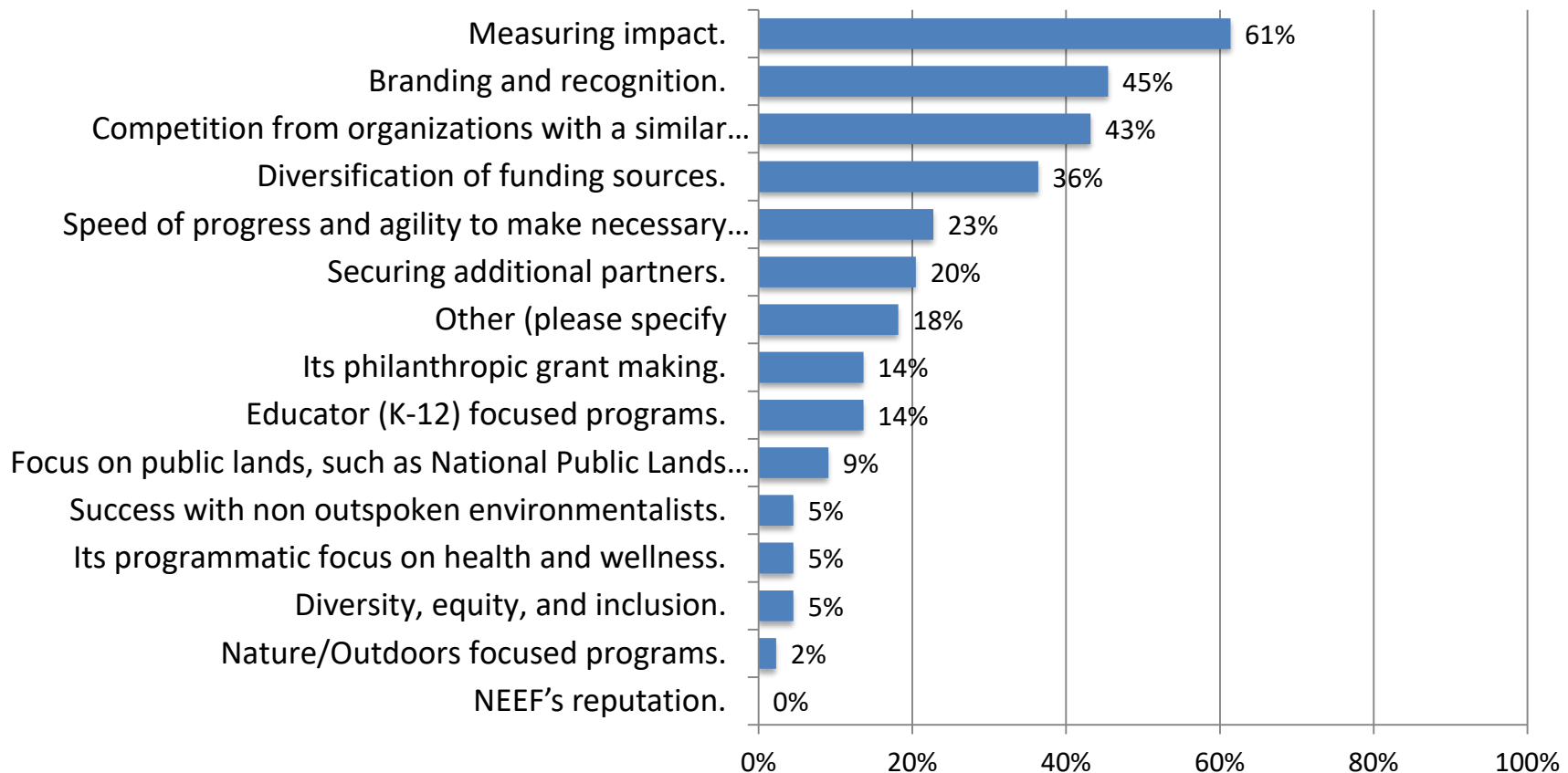
Top mission delivery focus areas: help people protect their health and improve communities

Please check your top 5 mission delivery focus areas.



Strategic planning focus: measuring impact and brand recognition

What are NEEF's top three challenges that their strategic planning should address? (Please check the top 3)



Stakeholder Interviews

Overall Impression of NEEF

- Very positive.
- Important.
- Authentic/credible/genuine.
- Inclusive, meets people where they are, reaching all Americans.
- Mission driven organization and staff.
- Effective in their mission and efficient, gets a lot done for its funding level.
- Known for NPLD and environmental education.
- Excellent staff.

Critical issues NEEF needs to face over the next three years

1) Fundraising and generating revenue:

- Getting more corporate funding--“4 Toyotas.”
- Leveraging the BOD for fundraising.

2) Branding:

- Increase awareness and visibility of NEEF.
- Recognize connection between branding and generating revenue.

3) Climate, climate and weather, climate change:

- How can NEEF work on the behavior change component of climate change without moving into activism?
- It's not a side issue, it's THE issue.

The Elephant in the Room

The EPA and the Administration

- Manage this relationship better—MOU is good, but need a long-term strategy.
- Can't ignore federal trends undermining our work.
- EPA is diminishing and becoming less credible, should NEEF plan for this?
- Should NEEF go completely private and eliminate the headache of EPA?
- BOD is becoming very small. Figure out how to manage the hurdles with EPA.

Most Important Measures of Success

- Measure impact, not just number of people touched.
- Funding and revenue.
- Brand recognition: Do people know about NEEF and consider it a resource?