

2019 Stakeholder Interviews



Conducted by
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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:

- Balancing federal and corporate dollars.
- Getting more corporate funding “4 Toyotas.”
- Preparing for a diminishing EPA.
- Leveraging the BOD for fundraising.
- Sustainability.

Critical issues NEEF needs to face over the next three years

2) Branding

- Increase awareness and visibility of NEEF.
- Improve marketing of NEEF.
- Recognize connection between branding and generating revenue.
- Cross program branding: Respondents speaking on one issue couldn't answer broader organizational questions.

Critical issues NEEF needs to face over the next three years

3) Climate, climate and weather, climate change

- How can NEEF talk about this without losing credibility?
- “We’re not going to take a side” doesn’t work anymore.
- 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.
- “It’s impossible to be any kind of environmental organization without addressing climate change.”
- What are we doing about Climate Change?

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:
 - Measure behavior—are people following through with NEEF's recommendations? How?
 - Measure program outcomes, KPIs.
 - Sustainable impact including operations, research, and technology.
 - Move students from the attitude to behavior change spectrum.
 - Improving quality of life.
- Funding and revenue.
- Brand recognition: Do people know about NEEF and consider it a resource?
- Still measure the number of people touched:
 - # docs, nurses, website hits.

Other Themes

- Communication:
 - Find tactile metrics.
 - Create a story we can tell.
 - Find students where they are; social media.
- Partnership: continue to grow and expand to leverage NEEF's brand; be a partner for corporations that can be leveraged.
- Develop transition and succession plans.

Program Comments

Focus, go deep in stead of wide; demonstrate impact with targeted programs strategically chosen.

- Specific program notes:
 - NPLD: clearly the most visible and most loved program; seen as driving people to NEEF.
 - Health: some people's favorite programs; others don't understand why NEEF is doing it or what it accomplishes.
 - Sports: Some noted it as a great program with lots of potential; others don't understand what NEEF is getting from it.
 - EE week: highly visible but too much regurgitating content.