




How YOU Can Gather Focus Group Data That Will Drive Your Work

Kacey Jones, MA, CFRE





“We’re at NASA everyone! And we’re about to go and watch them launch our rocket! Our rocket with our names on it! Why isn’t everyone more excited? We’re going to a rocket launch!”

-RockOn! Participant



“I can’t believe they let us stand there!”

“I can’t believe what we just saw!”

“I can’t believe that we built a part of that rocket, and that we are
actually here!”

-RockOn! Participants

“My Mom was really excited for me to come on this trip. She couldn’t believe that I was actually going to NASA, and she was telling everyone that she knew about it. Now that I’m here, I can’t believe it.”

-RockOn! Participants

“We were at the laundry last night and we talked with some students from some other schools. It was worth coming to this workshop just to talk to them; the way they think is just amazing. One of the guys has like a 20-year plan for his life. Another one had some pretty sketchy stuff happen to him, but he’s here too. I just learned from them. The conversation was just unreal.”

-RockOn! Participant



After this session you will be able to:

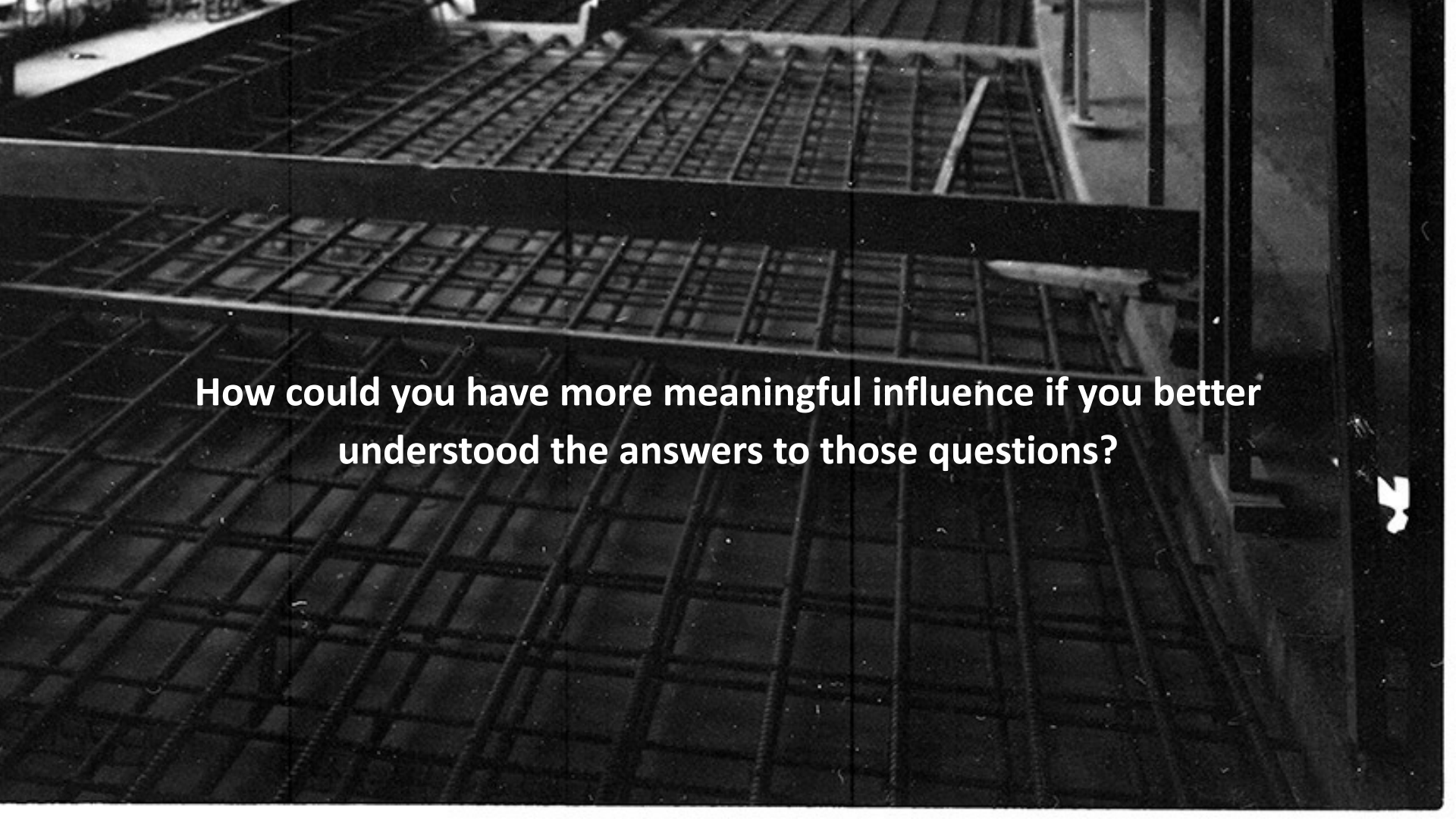
- Better understand why focus groups are an impactful data collection method for fundraisers
- Identify areas where focus group discussions can advance development work
- Utilize tools and strategies to conduct your own focus group



**Consider a singular element of your current work you
wish you understood more clearly.**

ZION - Mt. CARMEL HIGHWAY
ZION NATIONAL PARK.

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S. E. C.



How could you have more meaningful influence if you better understood the answers to those questions?



"Your overall goal is to collect the richest possible data."

-John Lofland & Lyn H. Lofland
Analyzing Social Settings



"Face-to-face interaction is the fullest condition of participating in the mind of another human being...you must...'take the role of the other' to acquire social knowledge."

-John Lofland &
Lyn H. Lofland

Analyzing Social Settings

"Focus group discussion is frequently used as a qualitative approach to gain an in-depth understanding of social issues. The method aims to obtain data from a purposely selected group of individuals."

-Tobias O. Nyumba et al. (2018)

The Use of Focus Group Discussion Methodology





The Rhino
Who Swallowed a
Storm



by LeVar Burton
& Susan Schaefer Bernardo
Illustrations by Courtenay Fletcher

"Conduct focus groups with donors every year. "

-Simone Joyaux & Tom Ahern

Keep Your Donors p. 138





"Market research can be either quantitative or qualitative, and both types are valuable to fundraisers.

"A qualitative study might...provide an organization with some of the compelling words or imagery that may end up in a case statement."

-Aja May Pirtle & Margaret M. Maxwell

Achieving Excellence in Fundraising (5th edition), p. 191



#cedarbreaks @zionforeverproject

ENHANCE THE VIEW

WITH YOUR CEDAR BREAKS STORY

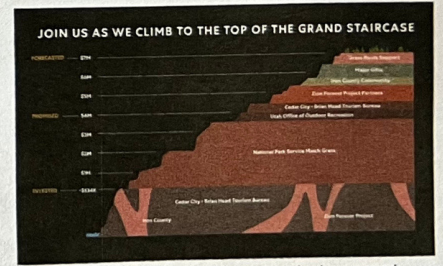
With your fee dollars and support, we are building a Cedar Breaks gateway that will welcome generations.

You are standing on the future site of the new Visitor Education Center, with construction scheduled for 2022. On your next visit to Cedar Breaks, you will have a new place to sit on a bench under a covered outdoor

classroom, experience the universe through a night sky program, and visit indoor exhibits where experts help craft your in-park experience. Include your page in the story, Visit zionpark.org.



Photo by Shanti Edrington



"Themes that arise through focus group discussions can be tested more broadly with a quantitative survey to determine if these impressions can be extrapolated across a broader group of donors."

"Unpacking an issue through...focus groups can provide a richer understanding of the 'why' behind survey results."

-Aja May Pirtle & Margaret M. Maxwell

Achieving Excellence in Fundraising (5th edition), p. 191





COLLABORATIVE STORYTELLING





Take the first step to change

CHCC Diabetes Prevention Program
928/283-2897





STORYTELLING GATHERING

for past participants of
Camp Kwiyamuntsi and Camp Yevingkarere

Saturday, October 12th, 2019



“A lot of the kids . . . their parents didn’t grow up learning a lot of their culture and traditions. So when they come to camp, this is their first time hearing a lot of this stuff, and so their spirit is thirsty . . .



... It's hungry for this kind of knowledge. Coming to these camps, they get a chance to learn a part of their culture and their history and ancestry. They learn they are related to each other... they are like a sponge and must soak it all up and it's something they'll always remember...



... You're gaining all this knowledge to pass it on because one day, all of us Elders are going to be gone and it's going to be you teaching the youth. Thirty, forty years from now, maybe you'll be sitting back here teaching kids in this circle. You are going to be our Elders one day and you need to learn everything you can about your history, your culture, your language.” — Paiute Elder, Camp Kwiyamuntsi Storytelling 2019





PROJECT:

“You are Going to be Our Elders One Day”

GIFT REQUESTED: \$15,000

Welcoming 19 youth representing four bands of the Southern Paiute to Camp Kwiyamuntsi, a tribal Elder encouraged everyone to stand and proudly introduce themselves as brothers and sisters. “We may come from different bands, but we are all the same family,” he proclaimed.

With reservations dispersed across Utah, Arizona, and Nevada, Camp Kwiyamuntsi is one of the only opportunities some Paiute youth have to gather with each other and connect with Elder leadership.

Circled around evening campfires, youth learn traditional songs, share personal struggles, and absorb lessons centered in Paiute understanding of geology, plants, wildlife, and water. Concurrently, agency leaders from the National Park Service, the U.S. Forest Service, and the Bureau of Land Management (BLM) team with tribal Elders to conduct hands-on science-based activities and traditional practices, offering meaningful mentorship for Paiute youth interested in public lands careers. “Prepare yourself,” an Elder encouraged 2019 youth, “You might have spiritual experiences here, because this will be a time of great learning.”

Rotating each year to a different region of the Southern Paiute ancestral homelands, the Zion Forever Project remains a committed, long-term partner of this top-priority project. A gift for Camp Kwiyamuntsi supports the collaborative vision among Southern Paiute tribal leaders and Zion, Cedar Breaks, Pipe Spring, BLM, and the Forest Service to train tribal youth as future Elders and public land leaders. Reflecting on her experience in 2019, one participant explained what Camp Kwiyamuntsi means to her and fellow Paiute youth, “K Camp is a sacred place to me. K Camp makes me feel proud of who I am, no matter what.”

The 7 “Rights” of Focus Groups

1. Right OBJECTIVE
2. Right QUESTIONS
3. Right ETHICS
4. Right PARTICIPANTS
5. Right FACILITATOR & ASSISTANT
6. Right LOCATION
7. Right INCENTIVE

-Nyumba et al. (2018)



Data Collection Essentials

1. Decide on TWO methods for recording
2. Explain the purpose and rules (desire for all to participate)
3. Ask key questions and follow-ups, watch for verbal cues
4. Distribute incentive (this is a place where you can be creative)

-Nyumba et al. (2018)







After the Focus Group

1. Code transcripts to identify ideas, repeated themes
2. ACT by identifying next steps



LET'S DO ONE LIVE!



**What was your
first experience
at a National
Park?**



A photograph of a narrow, deep canyon with layered rock walls and a river at the bottom. The rock walls are composed of distinct horizontal layers of sedimentary rock, showing various shades of brown, tan, and grey. The canyon floor is a river with clear, turquoise water, surrounded by a rocky shoreline. The lighting is dramatic, with warm, golden light illuminating the left side of the canyon and cooler, blueish light on the right side, creating a sense of depth and scale.

**What are your
favorite things
to do
when you visit
National Parks?**

What factors are most important to you when you consider making a donation to a nonprofit organization?



Zion Natl Park
Forever
Project

VISITOR CENTER
ZION NATIONAL PARK



A scenic landscape featuring a river flowing through a valley. The river is surrounded by lush green trees and vegetation. In the background, there are rugged, rocky mountains under a sky with soft, warm light, suggesting sunset or sunrise. The overall scene is a mix of natural beauty and rugged terrain.

What did we learn that could be used to further development work?

the camp is a sacred place
to me. the camp makes me
feel proud of who I am
no matter what.





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