

The Environmental Fundraiser's Handbook

Finding your voice

[00:00:00] **Natasha:** Welcome to the Environmental Fundraisers Handbook, a podcast from the Environmental Funders Network and the Green Fundraisers Forum. This is a [00:00:15] series about why environmentalism isn't broken. It's broke. I'm Natasha Ratter and I run the Green Fundraisers Forum.

[00:00:24] **Natasha:** And from looking after this community, I know that the need for funding has never been greater, and yet so many fundraisers are navigating a system that feels stuck, shaped by scarcity, short-term thinking, and seemingly closed doors.

[00:00:40] **Natasha:** Within this system, fundraisers juggle a lot, writing [00:00:45] bids, managing budgets, coordinating across teams, telling stories, building relationships, and so, so much more. And that's before you add in the emotional weight of the job, being responsible for the financial health of your [00:01:00] organisation, and sitting with the realities of climate and nature loss.

[00:01:05] **Natasha:** That's why the Green Fundraisers Forum exists. It's a space to tap into collective knowledge, to ask questions, and to meet with your peers. It's a place to [00:01:15] get your bearings and to get support, and this video miniseries builds on that spirit. So across this series, we're having honest, peer led conversations about what actually works and how to do it without burning out.[00:01:30]

[00:01:30] **Natasha:** Each episode explores a different part of the journey. Finding your voice, understanding the bigger picture, creating meaningful relationships, and building community and wellbeing. You'll hear real stories, [00:01:45] practical insights, and new ways of thinking about fundraising. We're recording here in The Onion Garden in Westminster, a small patch of green in the middle of a busy city, which feels like a very fitting place for these conversations.

[00:01:59] **Natasha:** This series will [00:02:00] be most relevant for UK-based fundraisers, but we hope those working internationally will find plenty here too. So

wherever you are joining from, you are very welcome and let's get into the conversation.

[00:02:12] **Natasha:** We wanted to start the video miniseries thinking about how fundraisers can communicate environmental issues with honesty, clarity, and hope.

[00:02:21] **Natasha:** Our guests are here to bring perspectives on what stories inspire action, what stories funders respond to, and what a good environmental story can [00:02:30] be. Our first guest is Rachel, Orr the CEO of Climate Outreach. Rachel has worked in communications and PR in the social justice and environment sector for many, many years, and she's an expert in identifying stories and narratives [00:02:45] that help push progressive action.

[00:02:51] **Natasha:** Welcome to the Environmental Fundraisers Handbook. Rachel, it's really lovely to have you here. Thank you. It's really lovely to be here. Amazing. So I thought we could [00:03:00] start, with a question just really about your, your journey to how you got to your current role. was there a kind of a pivotal moment that made you realise, that you wanted to work in the environment and climate sector?

[00:03:14] **Rachel:** As you say, I've [00:03:15] kind of worked in communications campaigns, for all my career, so I'm really. Fascinated in how we can take language and stories and help inspire action and inspire change. and I was actually working in [00:03:30] housing. I was working with a network of brilliant, social housing providers who were all really grappling with what it takes to upgrade all of their housing stock.

[00:03:43] **Rachel:** and I remember sitting with all these leaders of [00:03:45] these like really complex social businesses operating in some of the poorest parts of the country and saying to them like, what? What's really worrying you about this? And they were saying, well, you know, we don't have the money, but we'll find the money and we don't trust the tech yet, but like the [00:04:00] tech will come.

[00:04:01] **Rachel:** What we're trying to wrap our heads around is like, how do we bring our residents and communities with us? How do we tell people about

what this investment is gonna mean for them? Both, I think a under understanding the enormity of what they were gonna need to do [00:04:15] in terms of that kind of transformation, but helping them think through how you

[00:04:19] **Rachel:** spend time with people and listen to them and understand their kind of needs and priorities, but thinking about how you kind of, I embed those kind of stories about climate into, to [00:04:30] kind of other things that people are thinking about. and actually one of the ways I helped them do that was finding some resources written by a brilliant organisation called Climate Outreach.

[00:04:39] **Rachel:** and then thought, wow, I'd really like to do some more work with this organisation.

[00:04:42] **Natasha:** That's amazing. and [00:04:45] so this fantastic organisation, Climate Outreach, your work is kind of to support organisations and the government to kind of tell better stories about climate, the environment and nature.

[00:04:56] **Natasha:** Um, so for you and for your colleagues, what makes a good or effective story?

[00:05:04] **Rachel:** So I think it's all about the connection. and I think you need to think about both your message, but also your messenger. Our work is very much about thinking [00:05:15] about how do we listen to and understand different people from different backgrounds, different ages, different political persuasions, understand what they think and feel and know about climate and nature, and then kind of try and boil those insights.

[00:05:28] **Rachel:** down so people can think [00:05:30] about how to, to connect with people, most effectively. And I think quite often we make the mistake of thinking that communication is all about talking. And actually the the biggest thing that we can do as communicators is start by listening. start by [00:05:45] some showing some empathy, with the people that we're trying to connect with and, and communicate with.

[00:05:50] Rachel: And then think about how we can bring kind of really powerful, kind of frames or stories or messages that's gonna mean something to them. We all have a role in, in climate [00:06:00] communication. Like if you are passionate and an advocate for climate, then you, you are a climate communicator and we need you to be at your best.

[00:06:07] Rachel: So how can you be sort of telling your climate story and thinking about how you can kind of connect with people day to day?

[00:06:14] Natasha: Thank you. [00:06:15] Yeah. I feel like that's such an important message that it's not just about talking, but actually some of the most important climate communication we can do is actually listen effectively.

[00:06:24] Rachel: Yeah.

[00:06:24] Natasha: So are there any stories that particularly stand out to you? Any stories that you love? [00:06:30]

[00:06:30] Rachel: So one thing is about how do we tell people that kind of progress is happening? So one of the things we did in the Britain Talks Climate And Nature research is we said to people, the UK has reduced its submissions by about half since [00:06:45] 1990.

[00:06:45] Rachel: Did you know that? People don't know that. And then we said, how does that make you feel? Surprised, pleased. excited. So it's, I think showing that, that things are changing and things are happening. And then the other stories that people [00:07:00] really crave right now are ones that feel quite tangible and local.

[00:07:03] Rachel: So what is happening in my community or communities like mine? Because quite often climate can feel quite technical and it can feel quite remote and it can feel kind of scientific. [00:07:15] so being able to say, there's a, a brilliant organisation in Sheffield that I spent some time with called the Green Estate.

[00:07:22] Rachel: And they started because there was a whole load of derelict land on one of the, in one of the kind of poorest bits of inner city Sheffield. And

they had a vision to turn [00:07:30] it into a meadow. So they created this wonderful kind of inner city, meadow and then so many other things have grown from there.

[00:07:37] **Rachel:** There's volunteering opportunities, there's now some social enterprises. They're bringing school kids in to think about. you know, how they [00:07:45] can grow their own, fruit and veg, showing people that, that people are just rolling their sleeves up and, and, and getting stuck in meaning that, that people's lives can be improved, but also that has a really good kind of impact as well on the quality of the air and on reducing carbon [00:08:00] emissions.

[00:08:01] **Natasha:** I love that example.

[00:08:02] **Natasha:** So you publish some recent research called Britain Talks, Climate And Nature. what does that research tell us, and also how do, people kind of put the findings of that research into practice?

[00:08:17] **Rachel:** So this research was conducted by speaking to 7,000 people from across the country, through surveys and focus groups and, and kind of one-on-one conversations.

[00:08:27] **Rachel:** And what we really wanted to do was kind of take a temperature [00:08:30] check as to kind of where people are at, what people think and feel right now. And what we found as we found when we've done kind of previous research, similarly, is people are really worried about climate change and people really care about it.

[00:08:44] **Rachel:** Most [00:08:45] of all, people care about nature. You know, we are a nation of nature lovers, and we kind of connect deeply with, you know, our parks, our mountains, our beaches. And we notice, we notice that nature's changing and we notice that the climate's [00:09:00] changing. You know, people will talk about floods or heat or, you know, things that they're noticing in, in their day-to-day lives.

[00:09:08] **Rachel:** But what we also found is that people have an awful lot of other worries as well. You know, the, the world, the, the country feels [00:09:15] very uncertain. It feels, people feel kind of frustrated and so maybe they're not

thinking about climate change or talking about climate change as much as they have done in the last few years.

[00:09:25] **Rachel:** But we really shouldn't mistake that for not being worried and not caring. [00:09:30] and then the research really tried to kind of show people, about effective ways to, to connect and to keep on telling, a sort of positive story. and I think certainly something that I found was that, we [00:09:45] have a lot of reasons to be confident.

[00:09:46] **Rachel:** You know, people who care about progress on climate and nature. We're making a lot of progress. There is so much still to do and the progress needs to be faster. But actually often as communicators and advocates, we forget to tell that [00:10:00] story. They need to hear the stories of progress. They need to know that change isn't just possible.

[00:10:04] **Rachel:** It's happening and it's happening all around them. So I think there's. There's a huge job, but also a huge opportunity that if we can continue to show people that good things are happening and more [00:10:15] good things can happen, if, you know more of us participate or people, people can kind of join in more and, and give people those opportunities

[00:10:22] **Rachel:** people are so receptive to that, and that's the job that I think we, we have in front of us now.

[00:10:28] **Natasha:** Yeah, that feels so refreshing as well, [00:10:30] that kind of sense of momentum.

[00:10:31] **Rachel:** Hmm.

[00:10:32] **Natasha:** Um, and when we talk about communicating climate and nature, it, it sort of does feel like we're increasingly working kind of against an active opposition, who have like really compelling [00:10:45] and maybe very well funded, stories and, and come from well-funded groups.

[00:10:49] **Natasha:** So, for example, anti renewable, sentiment or kind of disinformation about climate change with the rise of social media. [00:11:00] so

how, how can we start to kind of create stories that stand against that? How do we, how do we manage the opposition?

[00:11:10] **Rachel:** So I think we should start by thinking about our side rather than the other side.

[00:11:14] **Rachel:** And I think often [00:11:15] we are dragged into responding to, our opponents. And part of that, you know, rebuilding our confidence or holding our confidence is. We've got a great story. How do we give people that sense of scale and momentum, about [00:11:30] what is happening all around us? and then I think we have to think about how we are, putting forward the positive voices.

[00:11:37] **Rachel:** So the renewables is a really good example. It's often the case that there aren't huge numbers of people who are opposed to renew [00:11:45] new renewables infrastructure, but they're really well organized. They're really loud, they're really vocal, and we don't always support voices who might be supportive of the same renewables.

[00:11:55] **Rachel:** So again, I think there's a big job to do about how can we kind of bolster [00:12:00] people who do, do think that the, this is a good thing to happen for our communities. And, and yeah, really think about how do we, we build from hundreds and hundreds of little climate stories to one that feels bigger and, and can help us to, to kind of, s show that sense of [00:12:15] momentum.

[00:12:16] **Natasha:** Thank you.

[00:12:17] **Natasha:** Um, and I wanted to bring it specifically to, funding and fundraising as well. which of course, everything that you've said already, does feel relevant to, because I think we often forget that funders are actually people as well. and that a lot of the things that just work on people will also work on funders because that's who's, that's where the money's coming from.

[00:12:39] **Natasha:** But if you kind of had one piece of advice for fundraisers to consider, [00:12:45] when kind of shaping a story about their work, maybe, what, what would that piece of advice be?

[00:12:51] **Rachel:** What's your story? I think, you know, fundraisers finding their voice about why are you here, why are you fundraising for this cause, like, what's your [00:13:00] climate story?

[00:13:01] **Rachel:** often when we talk to people, when, when you kind of try and tease out the elements of being an effective communicator about climate, people say you need to have some passion and you need to have some credibility. And I think fundraisers have those [00:13:15] two qualities, like in spades. and then the final thing is some empathy.

[00:13:19] **Rachel:** How are you kind of empathizing with your audience? So, I'd encourage that for all climate communicators, but I think, there is so much like passion and credibility and knowledge that fundraisers have that [00:13:30] sometimes isn't as much a part of that climate story, as it could be. So I'd really encourage fundraisers to, to use that as much as they can.

[00:13:37] **Natasha:** Yeah. I really, really love that because I work with a lot of environmental fundraisers and sometimes, there's this [00:13:45] feeling that actually you have to sort of make yourself smaller because it's not about you. It's about the cause and it's about the organisation, but actually it is about you and why you are doing this work and why you get up every day to kind of

[00:13:58] **Natasha:** resource, environmental [00:14:00] action.

[00:14:00] **Natasha:** Another question I had was, if you had, any message for funders, environmental funders around maybe, why funding for environmental storytelling is important or, you know, ways that they could fund this work more effectively?

[00:14:17] **Rachel:** We are social animals. we often fall into the trap, I think in, in, certainly in climate in my experience of talking in facts and statistics and, you know, we need the knowledge, we need the [00:14:30] science, we need the policy.

[00:14:31] **Rachel:** Of course we do. but. We are social animals and facts kind of bounce off people. And actually, especially at the moment, I heard again and again in our Britain Talks Climate And Nature research people saying things like,

oh, well you can bend the [00:14:45] facts to say what you want them to say. So I think they're kind of less and less useful in our kind of public communication.

[00:14:51] **Rachel:** So we need to connect with people. We need people to think that kind of climate advocates and climate campaigners understand them and are on their side. [00:15:00] And I think we do that through storytelling. And I think in particular, how do we connect some of the kind of national organisations like Climate Outreach and others with the brilliant stuff that's happening locally and actually some of that funding for that, like [00:15:15] it's time consuming and it's quite patient.

[00:15:16] **Rachel:** You don't get a result straight away. Communication is listening and it's relationships and it's people and that needs to be a bit more patient and it needs to take a bit longer. so my urge would be for thinking about how we can fund that sort of [00:15:30] more patient and relational elements of kind of communication and trust building and connecting what we're doing at a national level to all those brilliant stories at a local level.

[00:15:38] **Rachel:** And I also think that might be how we get to some of the scale that we need. You know, spending more time making those connections. And then [00:15:45] hopefully you can, we can see some of those kind of stories coming through at at, at the scale that we need them to.

[00:15:50] **Natasha:** Amazing. Thank you.

[00:15:52] **Rachel:** The other thing that we do, we run, a brilliant website called Climate Visuals.

[00:15:56] **Rachel:** so if you're working in nonprofit or educational [00:16:00] sectors, there are thousands of images that tell stories of climate change that you should be able to access for free. So, do check out the website if you haven't already. but that resource was created, 10 years ago because a former [00:16:15] colleague of ours, his insight was why are all the pictures of climate change, polar bears on melting icebergs?

[00:16:20] **Rachel:** Where are the pictures of people? and the, the climate visuals images show, some images of, of climate impacts, but also of climate [00:16:30]

solutions. Because I think that's the other thing, people have to be able to see what the solutions look like. The solutions look like people on bikes. The solutions look like people irrigating a field.

[00:16:39] **Rachel:** The solutions look like solar panels on roofs or on the top of car parks. So showing people [00:16:45] exactly what we mean through really high quality images with people in them and with people kind of interacting with new technology or changes in in their neighborhoods, is also a key part of the puzzle, I think.

[00:16:57] **Natasha:** Amazing.[00:17:00]

[00:17:02] **Natasha:** Next up, I'd love to welcome Louise Krzan. Louise has an incredible range of experiences as a fundraiser and a huge amount of complex storytelling success under her belt. Louise recently [00:17:15] joined the Zoological Society of London, said ZSL as their Head of Philanthropy having previously worked at Greenpeace UK for many years.

[00:17:23] **Natasha:** She's joining us today to help us explore the work of translating complicated environmental work [00:17:30] into engaging stories for all kinds of audiences, including funders and more. So lovely to have you here, Louise.

[00:17:38] **Louise:** Thanks for having me.

[00:17:39] **Natasha:** So you've been working as a fundraiser for many, many years and. [00:17:45] Can you share, a bit about your journey so far, and maybe when you realised that storytelling was a big part of being a fundraiser.

[00:17:55] **Louise:** Yes, I can start with my passion for the [00:18:00] environment. as a child, I really wanted to work for a conservation or environmental charity, and I studied ecology and zoology. but soon realised it was very difficult to stay working in that scientific space. so. I ended [00:18:15] up going into marketing and from that realised I could move into the charity sector and into fundraising.

[00:18:20] **Louise:** So they became really good transferrable skills and quickly realised that I love the relationship building elements of fundraising, being in front

of people, telling those [00:18:30] stories, and persuading people to come with me on a journey of, you know, raising or donating money to, to good causes. and I think.

[00:18:39] Louise: Yeah, it's that realization of being able to communicate in a way that engages [00:18:45] people in the way that they need to hear the information that you are effectively selling to them.

[00:18:49] Natasha: How, how central do you feel that is to a fund, a fundraiser's role?

[00:18:54] Louise: I think, I think it's like the, it's the end product of

[00:18:59] Louise: what [00:19:00] makes a good fundraiser a good fundraiser, but the, the kind of the core bits underneath are having that real passion for the cause that you're fundraising for so that you can authentically talk about the work. And then through that passion you start listening [00:19:15] and collecting those stories from the people you're working with.

[00:19:18] Louise: And you know, it's that excitement of when you hear a fact or a figure, which highlights that your organisation is the best in that space, and you think as a fundraiser, well, I can use that and I can [00:19:30] help persuade someone to give money, give more money because of that fact.

[00:19:34] Natasha: Amazing. and I, have heard this from somewhere and I really, really love it.

[00:19:40] Natasha: fundraisers being described as the eyes and ears of an [00:19:45] organisation. and I also hear fundraisers described as kind of a translators. And so if a fundraiser was starting from scratch at a kind of new to them organisation, I guess as you are at [00:20:00] ZSL, what would your advice be to building a kind of compelling story as a communicator between the organisation and its funders?

[00:20:11] Louise: Yeah, I think taking time, giving yourself a bit of time, which is what [00:20:15] I'm doing right now, like really getting to know the organisation. From a strategic perspective, so you know where the money needs to go. But also

in those usps, those unique selling points, where can you find the information that really makes your [00:20:30] organisation stand out?

[00:20:31] Louise: And that's about building relationships internally. You know, who are the good storytellers within the organisation or who are the, the geeks and the people that have the facts that you can extract through having lunch or just, you know, seeing them at the coffee [00:20:45] stand. But then using your communication skills to turn those facts and figures into stories or anecdotes that you can share when you are with donors face-to-face.

[00:20:54] Natasha: So that kind of example of, of being the eyes and ears of your organisation.

[00:20:59] Natasha: Do you have any kind of stories or examples of where, where, where you've kind of put that into practice?

[00:21:09] Louise: Yeah, and I think also being the eyes and ears for the donor relationship as well. So I can [00:21:15] give an example of working with a family foundation who had given gifts of sort of 25,000 to a hundred thousand for our, protecting whales, the animals, and.

[00:21:27] Louise: And ocean conservation. [00:21:30] And I realised, I did my research, always looking at the funder and realised that they had something buried in their accounts that they would release capital of up to a million or two, a year for specific projects. And I'd seen [00:21:45] that they had given a 1 million gift to

[00:21:47] Louise: another organisation a few years before. So I took the challenge, found out that the founder liked community based work and, coastal communities in particular. He was really passionate about [00:22:00] keeping that alive, you know, as the sort of traditional low impact fisher communities were sort of dying out.

[00:22:06] Louise: So I went back to my organisation. And I started to talk to people who worked in that campaign. What we planning in this [00:22:15] area, because I think we could secure a really big gift and various conversations later, was able to develop a pitch to make to them to fund the setting up of a European

wide organisation that would support small scale fishers in multiple countries around [00:22:30] Europe.

[00:22:31] Louise: We had a fisherman working with us at the time, so he was the voice of the fishers. We took him to the meeting, took my CEO and had written a brief and also a script for the actual ask. It was actually a How [00:22:45] to Ask For A Million Pounds course, a training course that I went on by Giles Pegram who'd run the Full Stop campaign at N-S-P-C-C and the, the kind of central

[00:22:55] Louise: winning factor was that you actually make a pitch, but you say, would you consider [00:23:00] making an extraordinary gift of, it was 1.5 million to enable this impact, basically, unfortunately my CEO bottled it and he, he just kept stalling and wasn't [00:23:15] saying those, those lines which I've been taught on this course were critical

[00:23:17] Louise: so I did jump in and use them and, and the joy of that is that it's very hard to say no to a Would you consider, so we got, we got the yes in the meeting, with a, well, obviously you'll need to follow up [00:23:30] with information and tell us more, which I was able to do. And yeah. And we did secure that money and it was transformational for both sides.

[00:23:39] Louise: It was an absolute joy.

[00:23:41] Natasha: Wow. That must have been a high Yeah, definitely. Coming out of that meeting. [00:23:45] Definitely.

[00:23:45] Louise: Yeah.

[00:23:45] Natasha: And, what a useful phrase to know would you consider? Yeah. yeah, that's a great tip. Thank you.

[00:23:53] Natasha: I know something that I, I know from working with you on a project, that we did speaking with.

[00:23:59] Natasha: [00:24:00] Wealth advisors, and, and kind of the gatekeepers of wealth and philanthropic wealth, is that you are a very good listener and I think that's probably a big part of how you tell the story so well is that

you know exactly what [00:24:15] will resonate with, the different funders and audiences that you're speaking to.

[00:24:20] **Natasha:** But I wanted to ask maybe a bit about that. that project as well. Like what were, some of the key things that you kind of picked up [00:24:30] from, from that listening work that, that we did?

[00:24:34] **Louise:** Yeah, I think there was a, there was a big piece around the barriers wasn't there, around, advisors feeling that their clients might be really, really interested and warm to supporting environmental work, but not [00:24:45] knowing where to start because of the overwhelm.

[00:24:47] **Louise:** So the overwhelm in terms of the number of organisations that are working in the space, but also the issue itself. You know, and where you access, is it at a conservation species level or is it more ecosystem systems [00:25:00] change that, that's huge. And people need support with that. And I think as a fundraiser, it's our role to, yeah, listen to where they're coming from.

[00:25:09] **Louise:** And so we're sitting at the table with them with which concern, you know, which worry, [00:25:15] do can we help them with? And then telling those stories that are gonna fit with that. 'cause there's no point, obviously in coming straight in talking about existential crisis or ecosystem collapse. If somebody is struggling with, with trying to come to terms with [00:25:30] that or with

[00:25:31] **Louise:** the scale of it and how their donation might not be enough to make a difference. You know, it's breaking it down and it's finding those entry points for them that will help them and give them hope. I think particularly for environmental philanthropy as [00:25:45] fundraisers, we need to tell stories of hope so that we can, you know, open up that opportunity for more funds to flow to our work, which is so needed.

[00:25:54] **Natasha:** Yeah, absolutely. And it was so striking how, how much that sense of overwhelm was [00:26:00] completely leading to paralysis, and not knowing where to start. And I think, yeah, that's, that storytelling and those stories of hope are so important.

[00:26:10] Louise: The other theme was around, I think particularly entry level [00:26:15] philanthropists.

[00:26:15] Louise: A bit jargony, but people who have, you know, suddenly found themselves with lots of money, we know the rich are getting richer. Wealth accumulation is real. So this is a, an untapped sort of pool of people potentially for us. and I think the immediate, [00:26:30] the immediate place that people will go to is, I've got £20,000.

[00:26:35] Louise: I wanna give it to a really specific thing because I want to know exactly how many trees you're going to protect or you know, which mangroves are going to be restored and I [00:26:45] think fundraisers have a difficult but important job to try and pull back the lens and to put together that actually is important to protect individual species, but we have to think about restoring habitats

[00:26:57] Louise: working with communities involved, [00:27:00] there's so much to think about and I think unrestricted giving is, you know, the holy grail for a fundraiser and it's really important and valuable to every organisation. I can see it at the organisation I'm at now, like they desperately need those funds so that they can [00:27:15] put their strategy into place with, with the staff in the right parts of the organisation.

[00:27:20] Louise: And that's very difficult if you've got money all in these individual projects.

[00:27:25] Natasha: So fundraisers can sometimes become, maybe quite narrow [00:27:30] in what they think a donor might fund. and they may be box themselves into quite restrictive project-based funding. so how do you kind of balance that listening and understanding the motivations of individual [00:27:45] funders, and tailoring stories without kind of putting people in boxes and maybe inadvertently really narrowing their funding into specific projects rather than unrestricted grants?

[00:27:58] Louise: The best fundraisers are [00:28:00] those that are able to zoom out, look at the whole picture, zoom back in with the particular donor and their passion, their passion project. And sometimes you do have to hook them in on that

and talk only about the project they want to talk about. But as you build [00:28:15] trust and your relationship with that donor, they will naturally, as you build rapport over time, want to hear what else you've got to say.

[00:28:23] Louise: And I think when I, yeah, when I know that we are succeeding in fundraising, it's when we are asking funders. [00:28:30] What do you want to fund? And they're like, well, you tell me because you are, you are the experts you know, you've got your strategy, you've got your ways of working. I think if you're a new fundraiser, just really like, you know, looking around, looking at those leaders around you that think strategically, learn from [00:28:45] them, and then try and have that as a lens when you are having those conversations with donors in the weeds

[00:28:51] Louise: so you can, you can try, you're always thinking, I want to sell the bigger picture to them, but when it's the right time for them to hear it.

[00:28:57] Natasha: Yeah, definitely. And yeah, [00:29:00] definitely something as well that you kind of, develop with practice, I would say. Yeah. Yeah. yeah.

[00:29:06] Natasha: And so, you have kind of been quite involved with the Green Fundraisers Forum, right from the very beginning.

[00:29:14] Natasha: You are kind of [00:29:15] part, when was

[00:29:15] Louise: that?

[00:29:15] Natasha: Its inception. Gosh, probably well over five years ago.

[00:29:20] Louise: Okay.

[00:29:22] Natasha: and yeah, I guess working, like in, in community, in relationship with other people, [00:29:30] like being part of a, a network peer learning skill, sharing seems to be quite important to you. yeah. I was just wondering if you could maybe share a bit about, that side of, of your work, work and kind of what working with [00:29:45] other people lens to your fundraising?

[00:29:48] Louise: I think it comes from the skills that are important for fundraisers, which is being inquisitive and wanting to know more. And so I'm always wanting to learn from others because [00:30:00] you know, you can do it one way, but there's always new ways to do things and incorporate things. So yeah, I'm always keen to reach out and to share, you know, having that two way

[00:30:09] Louise: conversation. The scale of the problems we're tackling can be quite overwhelming as fundraisers. So it's important to have [00:30:15] peers and make friends within that space to support you when things are difficult. You know, if you've had a lot of nos, you're feeling a bit down, like you need to draw from others in the space who can lift you up.

[00:30:25] Louise: And I think that the fundraising community is. Very collaborative and [00:30:30] full of people who like building relationships.

[00:30:32] Natasha: Are there any resources that you have found particularly helpful, maybe around storytelling or fundraising, like any trainings or books

[00:30:41] Louise: or podcasts? a few [00:30:45] things that I've sort of more recently found, I think.

[00:30:49] Louise: There's something around being able to tell a good story, and I've seen this with, sort of mentoring younger members of the team where maybe they don't, [00:31:00] they need to build their self-confidence in order to feel that they can tell that story with someone who may be, you know, however many decades older than them.

[00:31:08] Louise: So there's like an organisation called Gravitas that I've really rate in terms of, there's a lot of actors that alert, [00:31:15] you know, using those skills to help you to think about, you know, how you are grounded. You speak slowly and you tell stories in a way that. You know, you're connecting with someone, you're not feeling like, I'm a bit embarrassed to say this.

[00:31:26] Louise: Like all of that is storytelling. But there [00:31:30] are models of storytelling. you know, you, you can have a sort of pathway so you're, you're thinking about something you wanna communicate, think of it in terms of what's

the problem, what's the sort of solution and then what will be the benefit. And I think [00:31:45] you can do that with any story.

[00:31:46] Louise: So like when you were asking me like. What's your, what was your career path? For me, like the problem was, I was really passionate about nature and I wanted to be out on the Serengeti doing conservation, but I didn't have the money to do the masters or [00:32:00] the PhD. and then I worked out, the solution was I could get close to that work and delivering the impact of that work through fundraising.

[00:32:09] Louise: So I ended up in that space and the benefit is that I can work for organisations I'm really passionate about [00:32:15] and that. That comes through.

[00:32:17] Louise: I, yeah, I've spoken to donors and asked them, what is it about an organisation that makes you want to give to them? And most of them say it's the people. It's the people that are asking me, and it's their passion and authenticity.

[00:32:32] Louise: So yeah, the end of my story is that by having that authenticity, it makes you a better fundraiser.

[00:32:39] Natasha: Absolutely. And yeah, your authenticity definitely comes across. Yeah, it's really [00:32:45] lovely to see.

[00:32:45] Natasha: Um, so the world has changed so much over the time that you've been fundraising for environmental causes. so if you kind of had one piece of advice for fundraisers right now, what would that advice be?

[00:33:03] Louise: I think it is to follow your passion, I think. Across this charity sector. I know that people jump around in fundraising jobs quite often in major gift fundraising. I know from working with [00:33:15] donors over long periods of time, that that is a barrier for them. You know, if they're not building a longer term relationship with somebody, if there's a different fundraiser coming in every year, they're less likely to give and they won't give as much.

[00:33:28] Louise: So as a fundraiser, you know, really [00:33:30] think about what, what is the cause that really motivates you and it's not easy, but find a, you know, if you can find a way to seek out those charities, network with people in that space, whether, whether it's health or the sort of environmental crossover. [00:33:45] And yeah, make that your mission because by getting into those spaces and fundraising for those things, it will make you, much more successful.

[00:33:55] Natasha: Thank you so much, Louise, for, for coming and kind of sharing all of your [00:34:00] wisdom about fundraising. yeah. I think you're such a, a natural, fundraiser, a natural storyteller, and really lead with very authentic communication and collaboration across your organisation [00:34:15] and with funders and others in the sector.

[00:34:17] Natasha: so yeah, thank you so much for all of the work you do and all of your involvement with the, the Green Fundraisers Forum over the years as well.

[00:34:25] Louise: Thank you Natasha, and thank you to EFN. You're a brilliant organisation and I'm so glad you exist. [00:34:30] Keep doing all your great work.

[00:34:36] Natasha: Next up, we're exploring how fundraisers can find their voice and tell powerful stories. We want to help shift our climate and nature [00:34:45] stories from fear-based or overly simplified messaging towards storytelling that is values led, authentic and grounded in purpose. I'm so pleased to introduce our next guest, senior Philanthropy advisory manager [00:35:00] at Impatience

[00:35:01] Natasha: Earth. Raysa has been a fundraiser and is now working closely with environmental funders advising them around their climate funding strategies. Raysa is a compelling storyteller infusing her [00:35:15] environmental and climate work with a sense of joy and playfulness and infectious energy. Let's head over to Raysa.

[00:35:23] Louise: Thank you so much for joining us raysa.

[00:35:26] Raysa: Thank you for having me.

[00:35:27] Louise: So you are currently [00:35:30] working to advise funders

[00:35:31] **Natasha:** on environmental issues and funding at Impatience Earth. so I guess a big question to start off with, but how did you kind of get, get here and what has your journey been so far?

[00:35:43] **Raysa:** I would say that this [00:35:45] journey starts with the apartment that I lived at in my childhood.

[00:35:49] **Raysa:** So I've always felt very limited by the space, and I felt very enclosed among four walls. Part of it was because I [00:36:00] lacked access to wild areas and to this kind of free nature if I can say it this way. I'm originally from Brazil and I'm from a city called Belo Horizonte that [00:36:15] comes from a state very affected by mining.

[00:36:17] **Raysa:** So the very first, Portuguese colonizers, when they came there, they found minerals and since then, the whole history of the state has been about mining and extractivism. And I [00:36:30] think that shaped the sense of limitation that I've had. That was very much feeling emotionally limited, but also very limited by lack of access to nature.

[00:36:40] **Raysa:** And a big shift for me was moving to Finland when I [00:36:45] was, when I came for my masters and when I experienced this whole, expansion of just going to forests whenever I wanted, and then the way that I see money and that I started working with money in philanthropy was seeing [00:37:00] how it can be the kind of, very powerful resource to unlock this action.

[00:37:05] **Raysa:** So if we are thinking of accessibility, if we are thinking of possibility on an emotional level, but also on a practical level and concrete [00:37:15] solutions, money and finance can unlock a lot of that. We cannot have public transportation without finance and without movements making making a change. Making a demand.

[00:37:28] **Raysa:** We cannot have access to nature [00:37:30] without having cultural frameworks that say this is important. Without having media that tells us how important it is, and that makes us feel connected to it. so all of this can be made possible with philanthropic [00:37:45] capital, and I think this is how I connect my, my journey all the way from this small apartment feeling limited by the city, feeling emotionally limited, feeling limited by a working class background

to understanding now how all this abundance of [00:38:00] philanthropic capital can actually make a change.

[00:38:02] **Natasha:** Gosh. what a beautiful way to tell your story.

[00:38:05] **Natasha:** Something you've previously kind of shared about your storytelling approach is the importance of doing like the invisible internal work to tell better stories. so I was wondering if you could share a bit more about this and, and kind of what, what that means to you.

[00:38:23] **Raysa:** I can tell about something that I recently seen on TV and I was watching this series. I dunno [00:38:30] if you know about this, Natasha. It's called The Comeback. It's on HBO.

[00:38:34] **Natasha:** No,

[00:38:34] **Raysa:** it's a very silly premise. And the main premise is, the same actress of Phoebe in France. it's Lisa Kudrow. Yeah. She makes this [00:38:45] almost kind of like character based on herself and she's very much mocking herself and how she's always having a comeback that flops.

[00:38:53] **Raysa:** And, recently they had a new season and they made the whole new season based on the premise of creating a [00:39:00] new series. And the series is written by AI. So it's kind of like the first Hollywood series written by AI. But there was one moment, and there was one thing that one character said that really struck.

[00:39:13] **Raysa:** And they were basically saying [00:39:15] the AI machine thing, you can see that it's really not my, not my area of work. created some jokes that were laying really flat with the audience, and the main character was saying, I don't understand why it's not working. It should [00:39:30] work. Why it's not working? Why are people not laughing?

[00:39:33] **Raysa:** And the director said, because when you have a writer's home room, you have this person. For example, someone who's gay and did a lot of work to accept themselves and [00:39:45] even after 20 years, they feel this pain

and then they put the pain in their joke. someone who's been a working mom, who struggled with money and finance, they take this pain and they put in a

[00:39:59] **Raysa:** joke.

[00:39:59] **Raysa:** So I [00:40:00] feel like, the amazing thing that we can do as humans is to take our pain, to take our emotions, to take our joy, and we put this into our work, to take our ancestors, to take our biographies and histories, and then we can bring [00:40:15] it to the storytelling. I think this is the invisible work that I feel it's very important to do, and you want to do more storytelling because if you don't do it, it's gonna be like AI.

[00:40:27] **Raysa:** And the way that I do this is that I do a lot of [00:40:30] therapy, like normal talk therapy. Sometimes I feel that I'm gonna think about something or a memory is gonna come up of me and my grandpa in a farm, and I'm gonna note this memory in a box. [00:40:45] And 10 years later, this memory is gonna make sense for a project that I'm doing for a pitch that I'm giving

[00:40:50] **Raysa:** for a climate solution that I am advocating for. So all these kind of things are treasures, and it's very important that we do this invisible work. Even if it looks like [00:41:00] it's not leading nowhere, it's essential.

[00:41:03] **Natasha:** Another very clear aspect of your storytelling approach is, the kind of joy and playfulness that you bring to your work.

[00:41:12] **Natasha:** and of course the importance of pop culture. [00:41:15] so why is joy? So important to you?

[00:41:19] **Raysa:** I think if I can be very honest with myself and very honest with you, I think one of the main reasons is just because I don't want the [00:41:30] dreadfulness to win somehow. something that we hear a lot growing up, or at least I heard a lot growing up, is that you need to obey authority.

[00:41:40] **Raysa:** That disobedience was a bad thing. And I feel that my [00:41:45] choice to centre joy is an act of disobedience with everything that is going on. So I feel it's, this is my way of resisting and saying. You can throw whatever you want at me. I'm still gonna stand and I'm gonna [00:42:00] choose to be joyful. We have

so many reasons to be hopeless, and I think all these reasons are very valid and they are very legitimate reasons, and there is a lot of space for grief and for just being, just suffering with [00:42:15] all the changes that are happening.

[00:42:16] **Raysa**: It's also strategic because we can convince more people if we are not promoting sadness and just, difficulties. And, if you're not saying that climate action is hard, [00:42:30] and if you're thinking from the point of view of fundraising, we don't want to bring a donor only based on urgency, because urgency doesn't change systems.

[00:42:40] **Raysa**: If we are just driving on urgency, scarcity, and [00:42:45] fear, we may get this kind of, once kind of gifts, but it's not gonna lead to this durable change. So it's, it's very strategic for fundraisers and for people working the sector in general, but it's also [00:43:00] disobedience.

[00:43:00] **Natasha**: I absolutely love that answer.

[00:43:03] **Natasha**: I know as well that you are really committed to climate justice work and kind of weaving

[00:43:09] **Natasha**: this into your storytelling. so how are you approaching this and do you have any [00:43:15] advice around how we might be able to kind of centre justice more effectively in our storytelling?

[00:43:21] **Raysa**: I need to say that, in the spirit of vulnerability and honesty, that I don't manage successfully to show the climate and justice links at [00:43:30] all times.

[00:43:32] **Raysa**: and I think one of the reasons why is that it can feel like an escape of the mission. It can feel like you are broadening things too much. It can make it feel like we already have all these social issues to [00:43:45] solve. And now you're bringing a climate lens that is not only climate, it's also about diversity lens, to my pile of worries.

[00:43:53] **Raysa**: So I think from the point of view of storytelling, it's very difficult and complex to make this all happen. the [00:44:00] approach that I'm using with this specific presentation and that it would be my piece of advice is that I start by

addressing fears. So what might be the fears that, people, people have when we bring this, when we bring [00:44:15] this world of climate justice? How we can respond to these concerns with stories or cases and what kind of different tools you're gonna use to address them.

[00:44:23] **Raysa**: One of the intersections that we talk a lot about at Impacience Earth is the disability [00:44:30] and climate justice nexus. And sometimes when I make presentations or I talk about it, it feels very abstract to say disabled people are more vulnerable. it's [00:44:45] because of the barriers that already exist in society.

[00:44:49] **Raysa**: I searched for stories. and for example, I found this, journalistic report that had made an overview in Brazil of [00:45:00] how deaf people were affected by floods and, the stories they show how there were multiple failures of the system in a way that, I'm not saying just. we failed with schools and education.

[00:45:14] **Raysa**: We failed [00:45:15] with finance, we failed with, communications infrastructure. And instead you go through the story of this couple, how they never got any warnings that were not audible, how they didn't get data in their [00:45:30] phones, how they were not properly rescued because one of them besides having hearing issues also had mobility issues and how all these things, and when they finally got rescued and went to, went to the centre, they didn't have accessible [00:45:45] infrastructure in the reception centre, and the volunteers were not trained for this.

[00:45:49] **Raysa**: So when you go through the story, everything suddenly is way more visible. So I would say think of the concerns, think of the potential fears, and, go look for [00:46:00] the evidence or, or the stories that could help you show this in a very careful and ethical way, and respectful also of people's living experiences and lived experiences.

[00:46:13] **Natasha**: If you had, [00:46:15] one piece of advice for fundraisers about storytelling, what would that be and why?

[00:46:21] **Raysa**: I will give three pieces of advice. the first one is. if you are starting, so if you're not doing this already, [00:46:30] start small. Everything I'm sharing here, it's maybe take a long process, take it slow, small steps.

[00:46:39] **Raysa:** And there there's gonna be so many moments where it's gonna feel meaningless or it's gonna feel [00:46:45] like this doesn't matter. This doesn't make a difference. Why am I doing all this inner work? Especially with fundraising. We need, we need results, we need the money. so start small and persist. The second thing is, consistency is [00:47:00] key.

[00:47:00] **Raysa:** Very often it's just about having 10 minutes a day, 15 minutes a day, maybe five minutes a day, two minutes a day. Being in touch with your creativity can do wonders. It can be storytelling. It doesn't need to be writing. It can be you recording yourself on [00:47:15] your phone if you find easier to say things out loud.

[00:47:18] **Raysa:** But consistency is very important. And the third thing is wellbeing. I learned by burning out that this is not gonna lead us far if we are running on no fuel [00:47:30] and we can't really do creativity or storytelling when we are empty ourselves. So wellbeing is super important. This would be my third piece of advice.

[00:47:39] **Natasha:** I feel I have to ask you about the children's book that you are writing, [00:47:45] which just sounds absolutely amazing. I'm so intrigued to know. yeah. if that creative project has maybe impacted or influenced your day-to-day work with funders?

[00:47:57] **Raysa:** I'm writing a book for my nephew and niece because they're [00:48:00] super far away from me.

[00:48:01] **Raysa:** The whole idea and the premise of the book is that they are the main characters and they are the heroes. And they go on a journey to uncover a gift that's being lost. And they deal with the grief of the gift being lost. And, throughout the [00:48:15] journey, they learn from nature how to deal with this feelings and emotions, and how to find peace with what they lost.

[00:48:22] **Raysa:** If I could find one thread that connects everything in this book is loss and grief. [00:48:30] And this is something that is coming across every kind of person. We will all go through some sort of loss, we'll all grieve people, places, things, objects, connections, memories, [00:48:45] and through this grief I'm learning, I'm learning how to explore the grief, even if it's indirect, even if we are

not saying it explicitly that it's grief, that it's moving the conversation with donors and with funders, but, but [00:49:00] it's there.

[00:49:00] **Raysa**: So I'm learning how to be more in touch with, with this very human side. At the end of the day, funders are humans, and I think having a project like this helps me connect to this very human side, the very soul and heart to heart kind of connection. [00:49:15]

[00:49:15] **Natasha**: Amazing.

[00:49:16] **Natasha**: Um, one thing that I, notice when I'm kind of reading, children's book with my two little very little children, is that they are all very beautifully illustrated.

[00:49:31] **Natasha**: And it always makes me wonder why we lose that at a certain point. Like we start to take away the, the imagery and the colour and the tactile things. and obviously a big part of storytelling. [00:49:45] It is not just doesn't come down to words. There's so much in nonverbal communication, how we're moving our bodies, but also, colour.

[00:49:57] **Natasha**: and I'm just looking at your bright [00:50:00] yellow jacket and the beautiful scene behind you. And I've seen presentations you've done before that are pink and yellow. so yeah, I was just wondering, how yeah, where the kind of non non-verbal [00:50:15] communication, is also a big part of how you kind of tell stories and communicate?

[00:50:20] **Raysa**: I would say that a voice, it's a very important part of my work, and I think a lot come also from my Brazilian background. from my own [00:50:30] kind of personality. So I would definitely say to people to really tap into their ways of being and the ways that they want to kind of like show. and something that I come to of like, what is my voice?

[00:50:42] **Raysa**: I try to think of the voice I had as a child. [00:50:45] when I was happy and playful and doing things. So whenever I feel limited in my voice or I feel scared because I'm in an environment with a lot of men, or everyone is a native English speaker, or everyone is high class and they're gonna [00:51:00] realise that I, I'm poor.

[00:51:02] **Raysa:** All, all these kind of things, I, I try to tap into this. Like, okay, if, if it sounds so silly, I know it sounds completely silly, but what kind of voice would I have if I would just be playful and enjoying and just. [00:51:15] Like, no, the, like the voice that knows no boundaries or societal. requirement. So voice is very important to me.

[00:51:24] **Natasha:** Yeah. Wow. I love that. And also how much, thought [00:51:30] and creativity and yeah consideration you're putting into all of the details. and it really, really comes through.

[00:51:39] **Raysa:** it can feel very easy to, to be overwhelmed by everything I'm saying. And if I would be [00:51:45] listening to this podcast, I would be like, oh my God, that's so intense.

[00:51:49] **Raysa:** I just want to apply for a grant or I just want for my NGO to be fine. I don't want to go to 10 different museums and forests and take pictures and have an archive and [00:52:00] the therapy and be in touch with my pain and suffering. so you don't need to do all of that. And many of the things that I do are kind of chaotic, and everywhere.

[00:52:12] **Raysa:** So it's also okay to [00:52:15] just take like one small thing. And do them slowly.

[00:52:19] **Natasha:** Yeah, I think that's very, very sage advice and wisdom. so yeah. Thank you so much, Raysa I feel like, that has just been, [00:52:30] just the most joyful conversation. I feel very inspired and uplifted. so thank you so much for your yeah

[00:52:38] **Natasha:** joyful, refreshing, justice centred approach to the

[00:52:43] **Louise:** work that you do. I think it's. [00:52:45] Yeah, very inspirational and thanks so much for joining The Environmental Fundraisers Handbook.

[00:52:55] **Natasha:** We'd now love to bring in Andy and Chloe from Change in Nature to guide [00:53:00] us through a short nature connection exercise. Andy and Chloe have been wonderful collaborators with us here at the Green Fundraisers Forum, and they facilitate our annual nature retreat for environmental

fundraisers. They will help ground us in today's [00:53:15] themes of storytelling and finding your voice.

[00:53:18] **Natasha:** Helping us reflect on what we've heard and explore how we might want to integrate some of the learnings into our work. So over to you, Andy and Chloe.

[00:53:28] **Chloe:** Hi, I'm Chloe.

[00:53:29] **Andy:** I'm [00:53:30] Andy.

[00:53:30] **Chloe:** And we are Change In Nature and I am personally very pleased that we're sitting around a fire today.

[00:53:38] **Andy:** So am I,

[00:53:38] **Chloe:** because as you know, I love fire.

[00:53:40] **Chloe:** And it's highly relevant to today's episode because [00:53:45] humans have been sitting around fires for about 400,000 years at least, and it will have been the act of sitting around a fire many people think was where we started to develop [00:54:00] more sophisticated language and the ability to entertain each other with stories.

[00:54:05] **Chloe:** And I love that.

[00:54:06] **Andy:** And the stories that have been shared through the generations, through the millennia just being passed down like a baton from fire to fire to fire find that's so [00:54:15] inspiring.

[00:54:15] **Chloe:** Yeah. So we're gonna do a little practice now that's around storytelling and I'm gonna ask you to close your eyes, Andy.

[00:54:25] **Chloe:** And, yeah, just bring to [00:54:30] mind a special place in nature that you have a relationship with. And it could be somewhere from your childhood. It could be somewhere from your adulthood. It could be somewhere

that you've quite recently [00:54:45] built a relationship with, but it feels special to you. It's not any old spot.

[00:54:53] **Chloe:** It's somewhere that for whatever reason, you just, you gravitate [00:55:00] towards and just imagine the, the sounds, the colours, the textures, the other living beings that are there, [00:55:15] and in particular, how that place makes you feel? What does it, what does it, yeah awaken in you? Now, if you could give us a very short and sweet little [00:55:30] story about where you went to.

[00:55:32] **Andy:** I went to my childhood growing up in London, and I went to this willow trees. I used to live in this Close, and there were these two willow trees and me, my sisters, my next door neighbour, his [00:55:45] sister, the kids across the street. We'd all just kind of meet there randomly and make dens. We'd climb the branches, we'd swing from the tree, and it was just so much fun.

[00:55:59] **Chloe:** Great. [00:56:00] Thank you. And yeah, maybe just giving us a little bit more, like what do, what sort of feeling did you feel was awoken in you from being there? What did it. Why did it feel like a special place? [00:56:15]

[00:56:18] **Andy:** so there was a sense of freedom. Yeah. That sense of, just not even knowing the time and not having anything to do really in free play.

[00:56:30] And, you know, maybe kicking a football as well, coming up with new games. But yeah, that, that, just that sense of almost nostalgia for childhood.

[00:56:40] **Andy:** And real sense of freedom and space.

[00:56:44] **Chloe:** [00:56:45] Great. Thank you.

[00:56:47] **Chloe:** And yeah, I think what we just heard there from Andy is something that, a facilitator who, whose work I really respect, an author, Priya Parker. She calls us a Sprout speech, so she differentiates between two different modes of communication and she says there's the stump speech, which is the one that we've like.

[00:57:10] **Chloe:** Told a million times before we've rehearsed, you [00:57:15] know, it's just, it's, it's become lifeless through repetition. It's like, you know what all

the words are. They're there. You're trotting them out, but you are not even really curious about what you're, how you're saying, what you're saying is evolving. [00:57:30] and then there's the "Sprout" speech, which was what you were just demonstrating there, which is like, you don't quite know what you're gonna say and you go back to a place and it's, it's, yeah, it's from lived experience.

[00:57:41] **Chloe:** It's from sensation, it's from memory. [00:57:45] And you can just speak quite spontaneously and freely and each time you tell it, it might be very different. and yeah, the relevance, to environmental fundraisers is making sure that [00:58:00] we're well also renewing our own sense of relationship and connection to nature so that we can speak about it in a really alive way.

[00:58:07] **Chloe:** We're talking about a relationship that is active, that is real, that we still feel strongly about. [00:58:15] and yeah, and maybe like practicing speaking in kind of less rehearsed ways and from, from memory, from the feeling that we have, towards nature.

[00:58:27] **Andy:** Yeah. What's coming up for me is to be in that [00:58:30] "Sprout" speech.

[00:58:31] **Andy:** It, it does take trust 'cause you dunno what you're gonna say. And I think there's part of me that just wants to rehearse, wants to know what I'm saying.

[00:58:41] **Andy:** And I think this is a practice of just letting that go. And it [00:58:45] does take practice, but just trusting in the Sprout speech, trusting that what's gonna emerge in the moment when I'm really like authentic and in my integrity, like will be more powerful.

[00:58:56] **Chloe:** Hmm.

[00:58:58] **Chloe:** So that's the practice for this week that we're inviting you into. If you are listening to this or watching this, the practice is to revisit somewhere in your mind, in your imagination, in your memory, somewhere that's in nature that's really special to you. And, yeah, then maybe share with somebody about it, and it would be really lovely if you also ask them, you know, you could even guide them through something like this.

[00:59:26] **Chloe:** Really take them back into that kind of sensory place. Help
[00:59:30] them reconnect with something that's meaningful to them, and then let
them be a sprout, not a stump

[00:59:37] **Andy:** Sprout not a stump. Give it a [00:59:45] go.