Room 2 round-up: chat and Q&A

Everything discussed and answered, in one place

Hosted by Nikki Bell
Room 2: Influence | Thursday 19 November 2026 | 12:10–16:00 GMT

Anonymous summary for attendees. Attendee names and details have been removed.

About this round-up

This is an anonymous round-up of the Room 2 chat and Q&A. It covers a community snapshot from the polls, the key actionable learnings and stats shared, the questions that were answered (live by speakers, or in the chat by speakers and fellow attendees), attendees' own takeaways, and the resources shared. Attendee names have been removed. Answers are paraphrased, so please check the recording for the full detail.

Community snapshot

Throughout the afternoon, attendees answered polls from the speakers. In the word clouds, larger words were given by more people.

In one or two words, what stops you from getting internal buy-in for your ideas?



28 people responded. Confidence topped the list, alongside internal politics and competing priorities.

Is your logical or emotional brain faster?



80 votes. The room was right: Andy King explained that the emotional brain responds far faster.

Name a brand you feel loyal to

M&S Yorkshire Tea Octopus Samsung Dr Martens

Lush Apple National Trust Starling Bank Sainsbury's BBC TfL Elemis

Nintendo RSPB Barbour Lidl Costa

60 people named 100 brands. Andy used them to show how satisfaction, commitment and trust build loyalty.

What is stopping you from truly backing yourself?

fear of failure fear of getting it wrong

lack of confidence fear of rejection fear

imposter syndrome overthinking fear of being judged

perfectionism lack of experience other people's opinions

worried I'll sound silly anxiety not believing I have value pressure and expectation

41 people responded. Almost every answer was a form of fear, and imposter feelings were common.

Key actionable learnings shared

Practical ideas from speakers that you can put into practice.

- **Bring the evidence.** Decision-makers are accountable to others, so give them what they need, and shape it for each audience: what convinces finance or comms isn't what convinces your own team.
- **Make buy-in stick.** Set outcomes, agree a RACI, build delivery into your objectives and get decisions in writing. If a decision slips, ask why and when you can come back to it.
- **Don't wait for someone to back your idea.** Back it yourself, and treat feedback from senior colleagues as useful rather than a knock-back.
- **Put people behind the percentages.** Say "327 children walked through our doors", not "327 attended". Pair each key statistic with a real example, and let supporters lead on telling their own story.
- **Ask "How do I make people care?"** not "How do I get people to give money?" People decide with emotion and justify with logic afterwards, so don't lose the emotion that made them say yes.
- **Win over seven people.** A corporate partnership needs buy-in from people you may never meet, so lean into your strengths: alignment, staff who will care, business benefits, an internal champion, your track record and the scale of your impact.
- **Build loyalty through satisfaction, commitment and trust.** Trust is character plus competence: know about their kids, and send the proposal on time. This applies inside your organisation too.
- **Use micro-habits for uncertainty.** From the ACCEPT framework: change your standard (decide what "good enough" looks like) and control the next action rather than the whole problem.

- **Know confidence from self-belief.** Confidence is "I trust I can do this"; self-belief is "I believe in myself". You don't need to be 100% confident to back yourself, and you can choose what you tell yourself.
- **Write down your strengths.** List what you bring and what others value in you, and come back to it when doubt creeps in.
- **Notice stress before you follow up.** You have one nervous system. Use calming (downregulating) or energising (upregulating) tools before a difficult outreach.
- **Bring donors along for the ride.** Share small progress moments, such as a quick clip or voice memo, or forward your newsletter with one personal line at the top. Every conversation needs an intention, and practise the moments that matter most.

Key stats shared

Figures quoted by speakers during Room 2. Please check the slides in the delegate bag for sources and full context.

87% of children and young people at SELFA reported improved wellbeing, and 95% improved social connection. Behind every percentage are real stories.
Emma Pears, SELFA Children's Charity

80-mile round trips to mental health appointments were faced by some children in rural areas, a statistic Emma used to find the human stories behind it.
Emma Pears, SELFA Children's Charity

£500 to £650,000: SELFA's growth over 20 years, from its first cheque to its current annual income.
Emma Pears, SELFA Children's Charity

2,000 times faster: the emotional brain compared with the logical brain, according to behavioural science studies.
Andy King, Fireside Fundraising

7 people sign off the average £25,000 corporate partnership. Most attendees guessed far fewer: the middle guess in the chat was four.
Andy King, Fireside Fundraising

Questions and answers

Questions answered live by speakers, or in the chat by speakers and fellow attendees. Unanswered questions aren't included.

Managing Up: Winning Internal Buy-In for Your Work

12:10 | Olivia Andrews

Q: What can managers and leaders do so that people from under-represented backgrounds don't have to push so hard to be heard?

Managers should understand neurodiversity and the extra effort self-advocacy takes. Create a culture of learning and testing, drop the assumption that good ideas can't come from junior staff, and be open about what you've learned from more junior colleagues.

Asked by the host, answered live by Olivia Andrews

Q: What if the person you need to convince just isn't ready to listen?

Olivia uses a tip from Genelle Aldred: picture people on a scale of one to ten. Don't try to turn a one into a ten; aim to get them to a five, with evidence, examples and sector voices they respect. And if pushing isn't serving you, step back and find where your work will be valued.

Asked by the host, answered live by Olivia Andrews

Q: We've had theoretical buy-in before, but people slip back into old ways. How do we make it stick?

Set outcomes and agree a RACI, then build delivery into your objectives so accountability runs up the line. Get things in writing. If it's paused, ask why and when it can be revisited: document, summarise, follow up.

Answered live by Olivia Andrews

Turning Stats Into Stories: Communicating Numbers

12:45 | Emma Pears (SELFA Children's Charity)

Q: Some funders now use AI to screen applications. Is there a risk that more emotive language misses their priorities?

A lot of funder work is relational, so Emma phones funders first to find out what they're open to. There's a place for both: be succinct, use your figures well, and use storytelling language and the story template in the delegate bag.

Answered live by Emma Pears

Q: How do you make stories emotional for a system change or policy charity?

Find your key statistic, then the human story behind it. Emma used the 80-mile round trips some rural children make for mental health appointments as a way in. Reach out to frontline organisations and people affected, and go into "media mode": who are these people, and what story needs telling?

Answered live by Emma Pears

Q: How would you use statistics that are more negative, such as "1 in 3 people can't get care"?

In the same way: they still tell an emotive story by highlighting a need.

Answered in the chat by a fellow attendee

Behavioural Science: Why People Give, Say Yes, and Stay Loyal

13:30 | Andy King (Fireside Fundraising)

Q: How can you tell whether you've really moved a supporter?

In person, watch their body language: they lean in, relax and soften. In writing, look at how quickly they reply. Telling other people about it is a sure sign. If they mention another charity straight away, they may be more emotionally invested there.

Asked by the host, answered live by Andy King

Q: How do you repair trust when it's been broken with a supporter?

Let them complain. People want to feel heard, so even if they emailed, pick up the phone and ask them to talk it through before you respond. Being heard and receiving a genuine apology goes a long way.

Answered live by Andy King

Q: Our lottery players are very loyal despite little contact. Could more communication backfire?

Score them out of ten on satisfaction, commitment and trust. Long-standing players are probably high on commitment but may be low on satisfaction if they rarely hear from you. Use your first messages to raise satisfaction before making any ask.

Answered live by Andy King

How To Get Comfortable With The Unknown: The Uncertainty Toolkit

14:05 | Yvette Gyles (Management Centre)

Q: How do you check in on your emotions when you're just so busy?

Give yourself permission. Try a five-minute micro-habit, such as stopping five minutes before the end of the day or checking in at lunchtime, and sit with uncomfortable moments before acting. Habits drop off; just pick them back up.

Answered live by Yvette Gyles, with additions from the host

Q: I'd love to change my standard, but "good enough" can feel like I'm not doing well. Any tips?

Olivia Andrews shared that she's challenging herself to aim for good enough, and to trust that she is good enough at fundraising that she doesn't always have to give 150%.

Answered in the chat by Olivia Andrews

Q: How long does it take for a micro-habit to make a difference?

The research conflicts, and it depends on you, how much you need it and how determined you are. Visual reminders help.

Answered live by Yvette Gyles

Q: How can sole fundraisers without colleagues build a network to lean on?

Build your squad: cheerleaders, champions, straight talkers and wise advisers. Regularly check which relationships are cooling, and open the door for others as well as asking for help. Community is give and take.

Answered live by Yvette Gyles and the host

Q: Any tips on asking for clarity without coming across as confrontational?

State your intent: "I'm asking this because…". People often react to tone more than to the question itself. Sharing a "manual of me" with colleagues, explaining how you like to communicate, can help too. Attendees added their own approaches: "I'm just making sure I've understood this correctly" and repeating it back, or telling people up front that you're neurodivergent and may come across bluntly without meaning to.

Answered live by Yvette Gyles and the host, with additions from attendees

The Confidence Session: What It Really Takes to Back Yourself

14:50 | Judith Sabah

Q: How can managers help quieter team members back themselves?

Notice them. Bring them in, explore their strengths in one-to-ones and offer stretching opportunities. If they hold back, listen to what isn't being said, find the barrier (training, support, fear) and focus on what they need rather than what they want.

Asked by the host, answered live by Judith Sabah

Q: Once confidence starts to build, how do you keep the momentum going?

Treat it like a muscle. There will be good days and bad days. Let yourself feel the bad ones, then choose what you tell yourself the next day.

Asked by the host, answered live by Judith Sabah

Q: How do you navigate the extra layer of self-doubt that comes with being a Black woman and not seeing yourself reflected in many opportunities?

Judith focused on what she was great at, got support where she needed it, stayed true to herself and did everything from a place of excellence. Own who you are: it's your superpower. In the chat, she added: have a goal, be ready to take the next step even if you don't know the whole route, lead with your strengths and keep your self-talk in check.

Answered live and in the chat by Judith Sabah

Q: How do you keep developing your own self-confidence?

Be like a sponge: always be willing to grow and learn, one step at a time. Start by owning what you bring to the table.

Answered in the chat by Judith Sabah

Q: How do you ask for what you want and deserve in spite of fear?

Think of it as telling a story: what outcome do you want, and what are the beginning, middle and end? Use data, because data tells and sells the story. Choose what you tell yourself: the worst outcome is a no or a maybe. You can be fearful and still make the ask.

Answered in the chat by Judith Sabah

In attendees' own words

Anonymous takeaways shared in the chat, session polls and post-event feedback.

"Evidence is key, network & research to develop ideas."
On Managing Up

"Let the supporter lead on telling their story, they might share something you're not expecting"
On Turning Stats Into Stories

"People make decisions with their emotional brain, then the logical brain tries to justify the decision"
On Behavioural Science

"Focus on controlling the next action during times of uncertainty"
On The Uncertainty Toolkit

"Some really good ways to reframe doubt. "I trust I can do this. I believe in myself""
On The Confidence Session

"Practising and muscle memory are the ones I will take away"
On The Art of Staying In Touch

Resources shared

- Slides for every session are in the delegate bag, along with extra resources from our partners.
- Sector voices Olivia Andrews mentioned, shared in the chat: Martha Awojobi, Andy King, Keith Wilson and Caroline Richardson.
- Emma Pears' story template is in the delegate bag.
- Fireside Fundraising's Five Steps to Storytelling guide is in the delegate bag, and its research on why companies give is on the Fireside Fundraising website.
- Management Centre's handout and extra FAQs: scan the QR code on Yvette Gyles' slides or find it in the delegate bag.
- Members can book funded one-to-one coaching with Judith Sabah through the members' portal.
- Mallory Erickson mentioned her free stress management course at the end of her session.

Missed a session? The full recording of both rooms is available on demand now through your original joining link, and individual session recordings will be added early in the week of 23 November. You can watch until 19 December 2026. Fundraising Everywhere members also have every session in their on-demand library.