

LISTEN for GOOD

OVERVIEW

WHAT IS LISTEN FOR GOOD?

Listen for Good (L4G) is an initiative of Fund for Shared Insight dedicated to building the practice of listening to the people we seek to help, especially those whose voices are least heard.

2016-
2018

Nonprofits participating in Listen for Good (L4G) receive a capacity-building grant and access to technical assistance to help them build internal systems and expertise for collecting and responding to feedback from those they serve. Since 2016, Shared Insight has made 158 L4G grants totaling \$7.7 million, elevating the voices of more than 59,000 individuals served by nonprofits nationwide.

2018-
2020

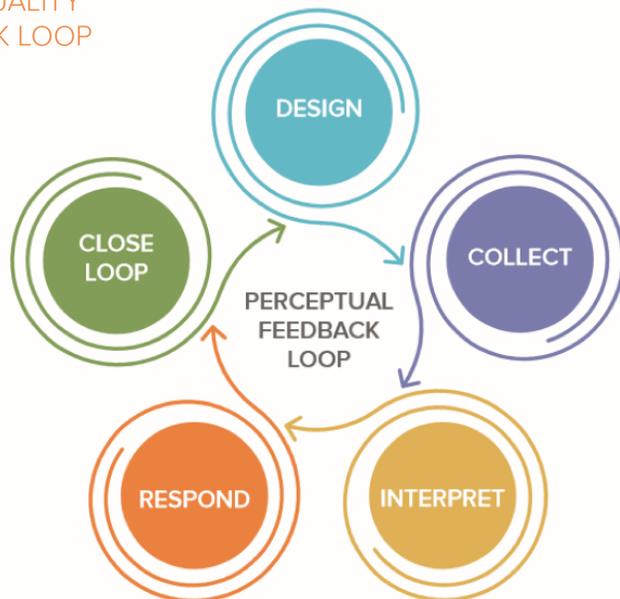
L4G will be sharing its learnings and tools more broadly, leveraging a strategic partnership with SurveyMonkey. Our aim by 2020 is to have a publicly available set of resources and tools that any nonprofit can use to systematically gather and respond to feedback from those they seek to help. While we piloted L4G with U.S.-based direct-service organizations, we are pursuing opportunities to extend high-quality feedback infrastructure to advocacy organizations and to the global context.

WHAT DOES A HIGH-QUALITY FEEDBACK LOOP LOOK LIKE?

We believe that for feedback systems to thrive, they need to:

- Be **simple yet flexible**
- Support **repeated data collection**
- Provide **actionable insights** that inform decision making
- Leverage **benchmarks** so that feedback can be put into context
- Include a **closing-the-loop** process where feedback is shared back with constituents

THE 5 STEPS OF A HIGH-QUALITY FEEDBACK LOOP



WHAT DO NONPROFITS DO AS PART OF LISTEN FOR GOOD?

L4G nonprofits implement a semi-standard survey instrument that includes five core questions:

- 1 How likely is it that you would recommend [...] to a friend or family member?
- 2 What is [...] good at?
- 3 What could [...] do better?
- 4 Overall, how well has [...] met your needs?
- 5 How often do staff at [...] treat you with respect?

Grantees see their results benchmarked relative to peer organizations on these five questions. Organizations can select up to four optional experience questions, three demographic questions, and add up to five questions of their own. Grantees can choose to implement the survey using mobile phones, tablets, or paper. L4G can support survey-taking in multiple languages.

HOW ARE WE DOING?

We have increased the capacity of more than 150 nonprofits to systematically collect and act on feedback data from the people they seek to help.

Nearly 80% of agency leaders report that their involvement in L4G contributed to an increased organizational focus on the ultimate beneficiaries of their work. Participation in L4G is helping nonprofits to gain new insights, make changes to programs and operations, build capacity for implementing feedback practices, and foster cultures of responsiveness and attentiveness to constituent needs. After 12 months, more than 35% of nonprofits say that they had already made (and at least 40% more plan to make) adjustments to their operations or their programs based on feedback gathered through L4G.

We have developed a reservoir of client data enabling client feedback benchmarks across nine distinct issue areas, including health, education, basic and emergency aid, and community and economic development.

Eight additional unique benchmarks are expected to open in 2018. Our feedback and benchmarking systems will become even more robust when we open the tool on SurveyMonkey's public platform in 2020.

We have pioneered a simple five-question tool based on the Net Promoter System (NPS) that has been proven effective.

Central to the L4G survey is the NPS question, which has been widely used in customer feedback circles to measure customer satisfaction. L4G is the largest experiment applying NPS to the nonprofit sector. Third-party analysis of our dataset in 2017 confirms that the NPS framework can capture important information about respondents' experiences. We continue to explore potential adaptations of this framework for the nonprofit sector.

We have engaged 60+ funders in supporting, using, and valuing constituent feedback by structuring L4G as a co-funding/matching grant opportunity.

Sixty-nine co-funders have joined L4G, with three funders nominating portfolios of at least 11 organizations. Per recent evaluation results, L4G is helping funders generate new ideas and consider potential changes for enhancing their work internally, their work with grantees, and their relationship to the beneficiaries of their grantees.

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We are learning how to utilize feedback from our program participants to adjust our programming in a more targeted way.

PROGRAM MANAGER

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I like what they have done, and I also like – just as much or more – that they did all these things because we had the chance to say, ‘This is how it might be better,’ and they listened.

CLIENT

“

It's one thing to hear from your grantees that things are going well and programs are working, but it's always better to hear the real stories and validation of the impact directly from people participating in the grantee's programs and services.

FUNDER

L4G SNAPSHOT: SECOND HARVEST FOOD BANK

Second Harvest Food Bank of Santa Clara and San Mateo Counties began implementing L4G in 2016. In its first round of survey data, the group found that Asian clients have a less positive experience at the food bank than clients of other backgrounds. Since this revelation, staff and volunteers have been using a translation app to communicate with non-English-speaking clients. The food bank also invested in providing a wider variety of Asian foods, staff trainings, and translated informational materials that better support non-English speakers.

Marciela Gutierrez, coordinator of a food distribution site, believes the app and training have started to make a difference. “In the last few months, we have seen an increase in the Asian population coming to our site,” she says. “We think it’s word of mouth, people telling their friends that they are welcome here.”



WHAT IS FUND FOR SHARED INSIGHT?

Founded in 2014, Shared Insight is a funding collaborative working to improve philanthropy by elevating the voices of those least heard. Our goal is for foundations and nonprofits to be more meaningfully connected to each other and to the people and communities they seek to help, and more responsive to their input and feedback.

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