

LISTEN for GOOD

Advancing the practice of feedback loops in the social sector

An initiative of *Fund for Shared Insight*

Overview

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. We invite nonprofits and funders to join us in exploring a simple but systematic and rigorous way of getting feedback from the people at the heart of our work.

Listen for Good is focused on applying a semi-standard survey instrument, which includes using the Net Promoter SystemSM (NPS[®]) employed widely in customer feedback circles, to the nonprofit beneficiary context. Organizations implementing L4G are all customer-facing nonprofits. Since 2016, we have made 158 L4G grants supported by 69 nominating co-funders.

In the spring of 2018, Listen for Good is offering one last grant round that will require a nominating co-funder providing matching funds. **The deadline for proposals: June 29, 2018.** Later this year, Shared Insight will introduce new grant opportunities and a program model that will allow even more nonprofits to participate.

For the final co-funded grant round, L4G grantees will receive \$30,000 for an 18-month grant period (\$15,000 from Shared Insight and \$15,000 from a nominating co-funder), as well as access to technical assistance to guide implementation efforts. The core feedback tool is simple, consisting of five standard questions* that all participating L4G organizations are required to ask:

- ▶ 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. How much of a positive difference has [...] made in your life?
- ▶ 5. How often do staff at [...] treat you with respect?

In addition, organizations can ask four optional demographic questions and add up to five custom questions to their survey.

* *Survey questions ©2015 SurveyMonkey*

Purpose of Listen for Good

With the Listen for Good initiative, Fund for Shared Insight aims to:

- ▶ **Support** diverse, customer-facing nonprofits to initiate or improve their practice of systematically collecting and using feedback from the people they seek to help whose voices are least heard. By “diverse”, we mean nonprofits of many budget sizes, issue areas, populations served, and geographies. By “the people we seek to help,” we are referring to the beneficiaries of a nonprofit’s work, the people from whom feedback will be collected. For example, these might be families visiting food pantries, youth attending afterschool academic and enrichment programs, residents living in public housing, recent immigrants using legal-aid services, or individuals participating in job-training programs. People whose voices are least heard refers to people who

are the least heard in our society due to historic inequality and enduring structural barriers, including, for example, people of color, people with disabilities, LGBTQ people, and people living in poverty.

- ▶ **Accelerate** the building of infrastructure needed for strong beneficiary feedback loops in the social sector, including technology, analytics, reporting, and access to tools and benchmarks.
- ▶ **Experiment and learn** about applying/adapting the Net Promoter System to the beneficiary feedback context – including by determining what survey questions work best for organizations and building out benchmarks in key issue areas (e.g. food insecurity, community and economic development, health).
- ▶ **Engage** more funders in supporting, using, and valuing beneficiary feedback by structuring Listen for Good as a co-funding/matching grant opportunity.
- ▶ **Capture and share** lessons learned with grantees, co-funders, and the field to positively catalyze the feedback field and inform the work going forward.

How Nonprofits Participate

In order to participate in Listen for Good at this time, a nonprofit must be nominated by a current funder (existing or new). If the nonprofit(s) a funder nominates is selected to participate in L4G, the nominating funder will contribute \$15,000 of the \$30,000 grant total for each nonprofit selected. Grantees receive \$30,000 for an 18-month grant period (\$20,000 in the first year and \$10,000 in the final six months). Fund for Shared Insight will accept proposals from funder-nominated nonprofits for our latest grant round until **Friday, June 29, 2018 at 11:59 p.m. Pacific time.**

How Funders Participate

To engage more funders in supporting beneficiary feedback efforts and using client feedback data to inform their work, Listen for Good has been structured as a co-funding opportunity, and we are offering this opportunity one last time. Funders nominate existing grantees and commit to contributing \$15,000 to Fund for Shared Insight for each nonprofit selected. Funders may nominate as many grantees as they wish, but we encourage funders to prioritize organizations that want to collect feedback from the people they seek to help whose voices are least heard. The grantees should also *want* to participate and have the capacity to do so. For more information please visit the [Listen for Good funder page](#).

There is no application process for funders to nominate grantees. All a funder needs to do is inform a grantee(s) that the funder is interested in nominating and co-funding the grantee(s) for Listen for Good; encourage the grantee(s) to apply; and email Lindsay Louie, Project Director, Listen for Good, at llouie@hewlett.org to confirm the nomination.

About Fund for Shared Insight

Fund for Shared Insight is a funder collaborative working to improve philanthropy by promoting listening and feedback. Our goal is for nonprofits and foundations to be meaningfully connected to each other and to the people and communities we seek to help – and more responsive to their input. Shared Insight supports foundations and nonprofits seeking to embrace and adopt feedback loops and share honest insights so their collective efforts have a greater impact on people's lives. We believe this will make philanthropy more effective and accelerate efforts to solve society's greatest challenges.

Shared Insight is led by 13 core funders: Rita Allen Foundation, Barr Foundation, Einhorn Family Charitable Trust, Ford Foundation, Bill & Melinda Gates Foundation, William and Flora Hewlett Foundation, The James Irvine Foundation, The JPB Foundation, W.K. Kellogg Foundation, Edna McConnell Clark Foundation, Gordon and Betty Moore Foundation, the David and Lucile Packard Foundation, and The Rockefeller Foundation. Fund for Shared Insight is a sponsored project of Rockefeller Philanthropy Advisors.