



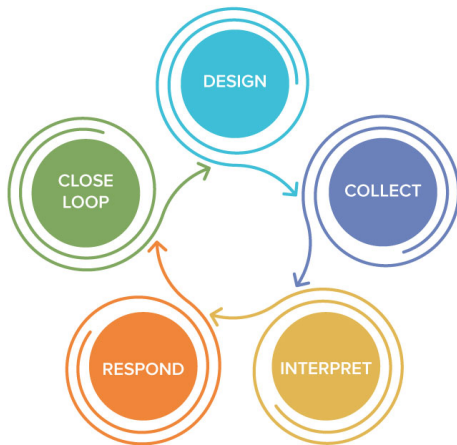
## What is Listen4Good?

Listen4Good (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.

**2016-2020** Nonprofits participating in 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 217 L4G grants totaling \$9.4 million, elevating the voices of more than 100,000 individuals served by nonprofits nationwide.

**2018-2020 (and beyond)** L4G is 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.

## 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, and
- ▶ Include a **closing-the-loop** process where feedback is shared back with constituents.

## What do nonprofits do as part of Listen4Good?

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?

Results are benchmarked relative to peer organizations on these five questions. Nonprofits can select up to four optional experience questions, three demographic questions, and add up to five

questions of their own. Surveys can be administered by phone, computer, or paper; and L4G supports administration in multiple languages.

L4G-participating nonprofits receive a \$30,000 capacity-building grant for an 18-month period, with matching funds provided by a nominating funder that commits to work in partnership with grantees and Fund for Shared Insight to advance the practice of feedback in the social sector.

## What do funders do as part of Listen4Good?

Nominating funders support grantees through a \$15,000 grant to Fund for Shared Insight for each nonprofit nominated. In addition, nominating funders are required to:

- ▶ Participate in a one-hour orientation call with Shared Insight
- ▶ Discuss their learning goals with grantees
- ▶ Hold a learning session with grantees after they have received their first rounds of feedback

L4G offers a variety of other ways for funders to engage, including speaking at philanthropy meetings alongside grantees and the people who gave feedback; writing blog posts; participating in Shared Insight gatherings and peer-learning sessions and meetings; and engaging staff and other local funders to talk about feedback and share learnings.

## How are we doing?

- ▶ Listen4Good has pioneered in the social sector a simple, five-question tool based on the Net Promoter System (NPS) that has been proven effective in business.
- ▶ Participation in L4G is helping nonprofits 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.
- ▶ About eight out of 10 participating nonprofits report that involvement in L4G contributes to an increased organizational focus on the ultimate beneficiaries of their work.
- ▶ L4G has developed a growing reservoir of client data enabling client feedback benchmarks across nine issue areas, including health, education, and community development.
- ▶ L4G has engaged more than 90 funders in supporting, using, and valuing constituent feedback by structuring Listen4Good as a co-funding/matching grant opportunity.
- ▶ Evaluation results demonstrate that L4G is helping funders generate new ideas and consider potential changes to enhance their work both internally and with grantees and to improve relationships with the people their grantees seek to help.

## 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 that foundations and nonprofits are more meaningfully connected to each other and to the people and communities they seek to help, and more responsive to their input and feedback. We believe this will make foundations and nonprofits more effective and accelerate efforts to solve our society's greatest challenges.

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

