



FUNDER  
WEBINAR:  
INTRODUCTION TO  
LISTEN FOR GOOD

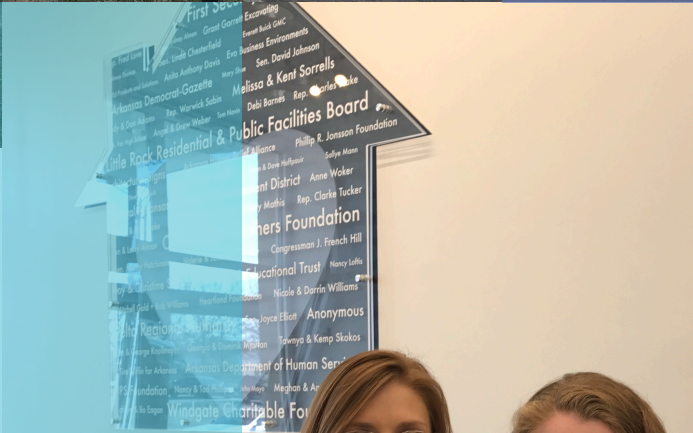
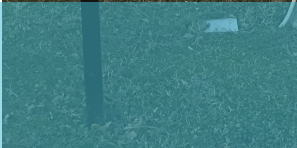
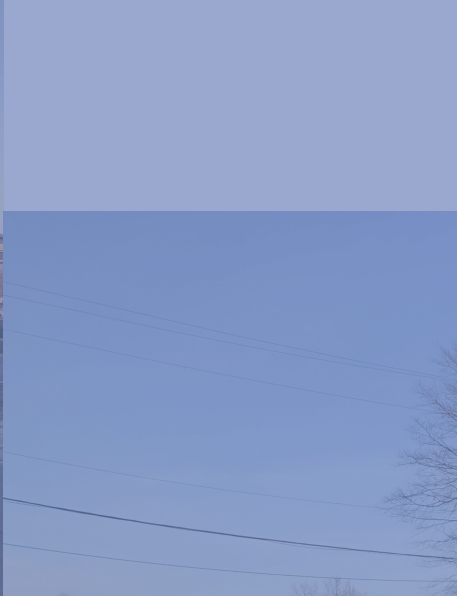
**LISTEN** for **GOOD**

Advancing the practice of feedback loops in the social sector

An initiative of *Fund for* **SharedInsight**

March 2017





# FUNDING PARTNERS

## Core Funders



## Additional Funders



# FUND FOR SHARED INSIGHT GRANT EVOLUTION

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**2015**

Funded seven “custom” feedback practice grants

**2016**

Piloted Listen for Good with 46 grants

**2017**

Fund for Shared Insight in partnership with nominating co-funders will fund 75 Listen for Good grants

**2018**

Fund for Shared Insight and SurveyMonkey will open up the Listen for Good question set to the general public

# GOALS OF FUND FOR SHARED INSIGHT

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**Encourage and incorporate feedback** from end beneficiaries

**Understand connection** between feedback and results

**Foster more openness** between and among foundations, nonprofits and beneficiaries



# OUR APPROACH TO FUNDING

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1

Practice

PRACTICE OF  
FEEDBACK LOOPS

2

Research

FEEDBACK  
RESEARCH

3

Support

FOUNDATION  
OPENNESS

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COLLABORATIVE APPROACHES  
TO HEARING FROM THE  
PEOPLE WE SEEK TO HELP

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INCREASE  
FOUNDATION  
OPENNESS

# LISTEN FOR GOOD

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## 1 Practice

PRACTICE OF  
FEEDBACK LOOPS

## LISTEN for GOOD

Advancing the practice of feedback loops in the social sector

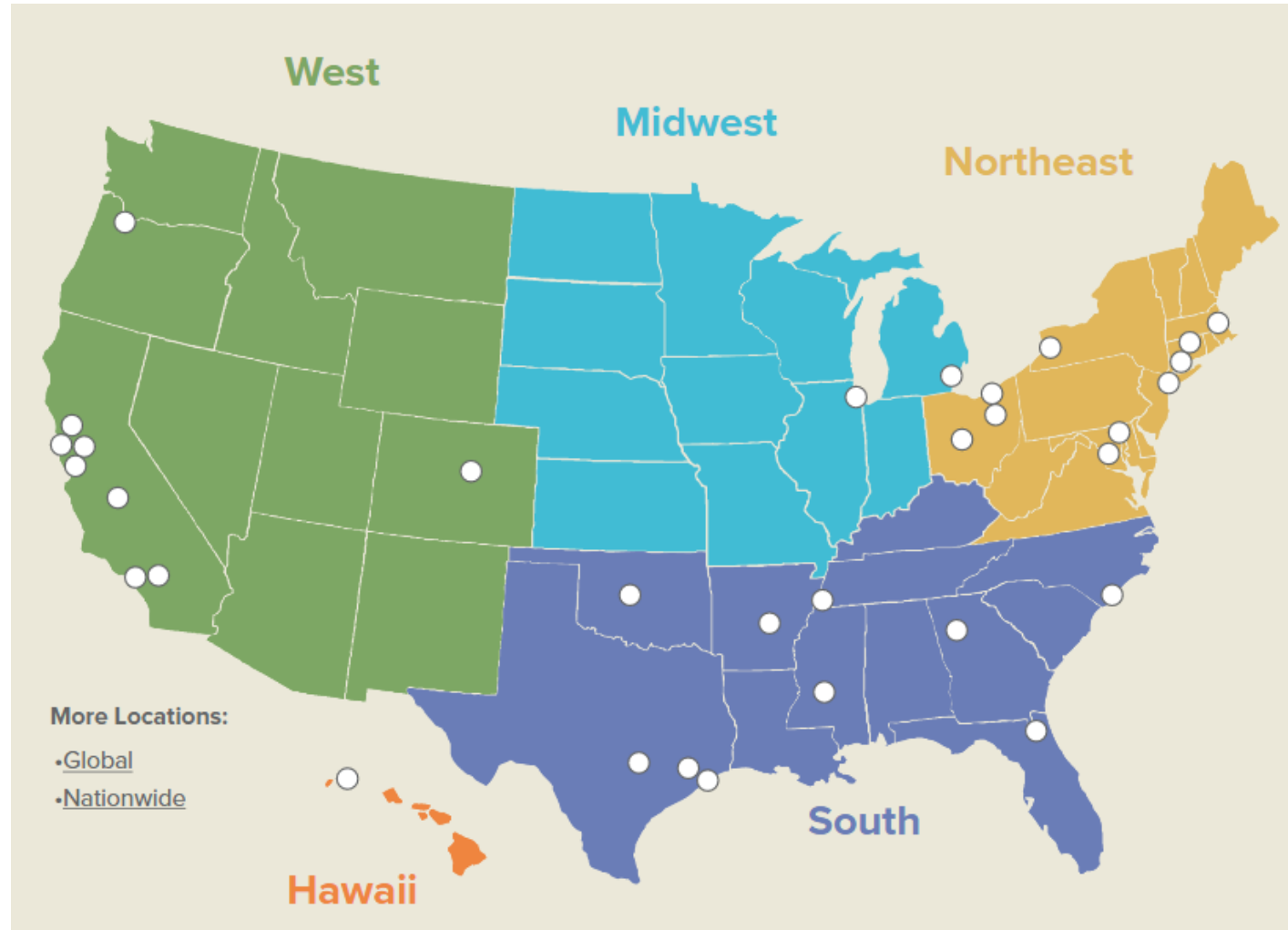
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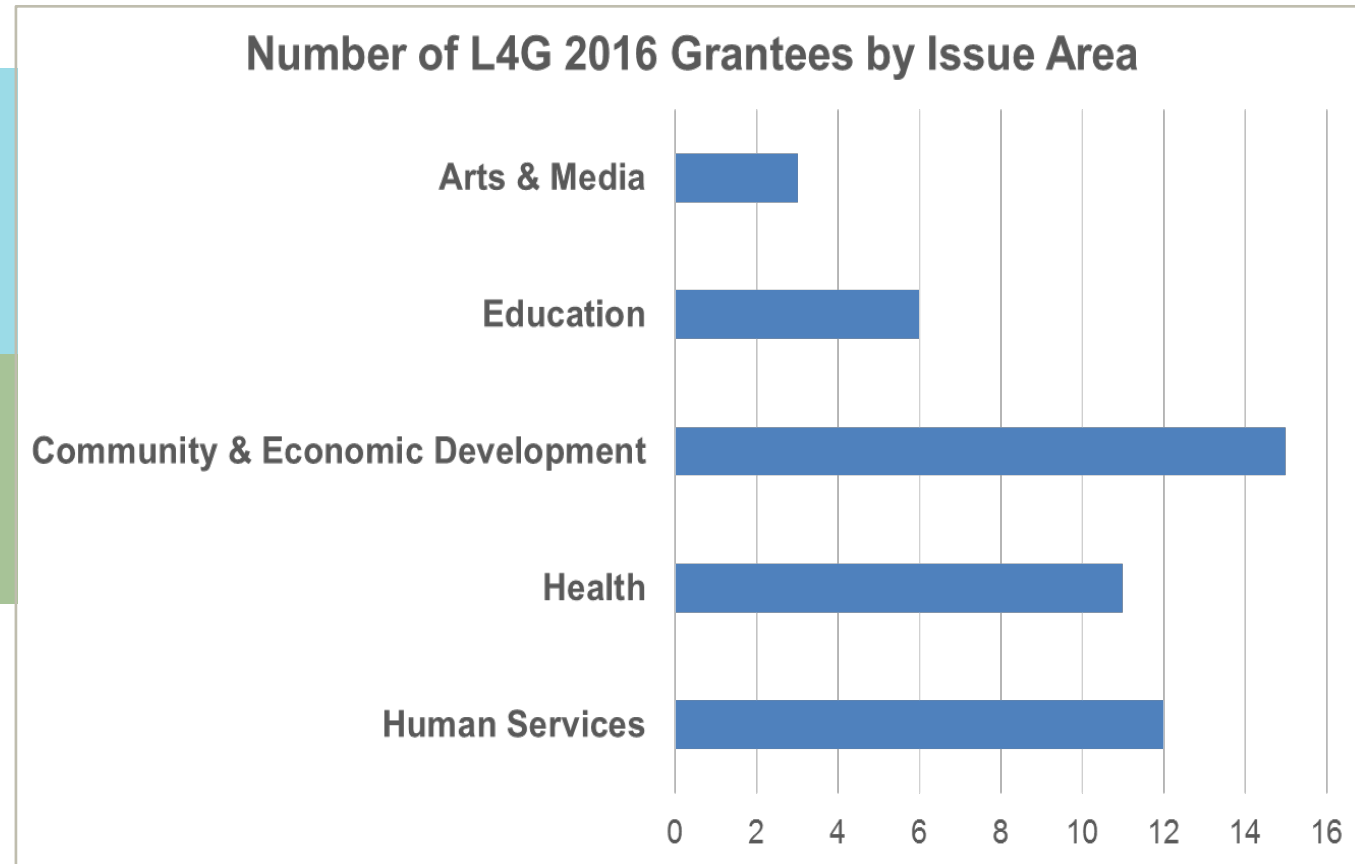
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# LISTEN FOR GOOD

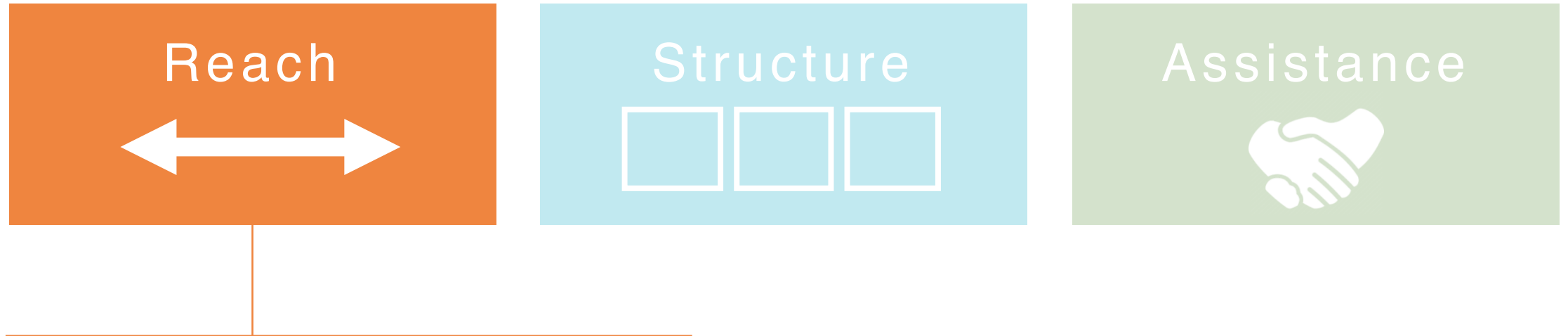


# LISTEN FOR GOOD



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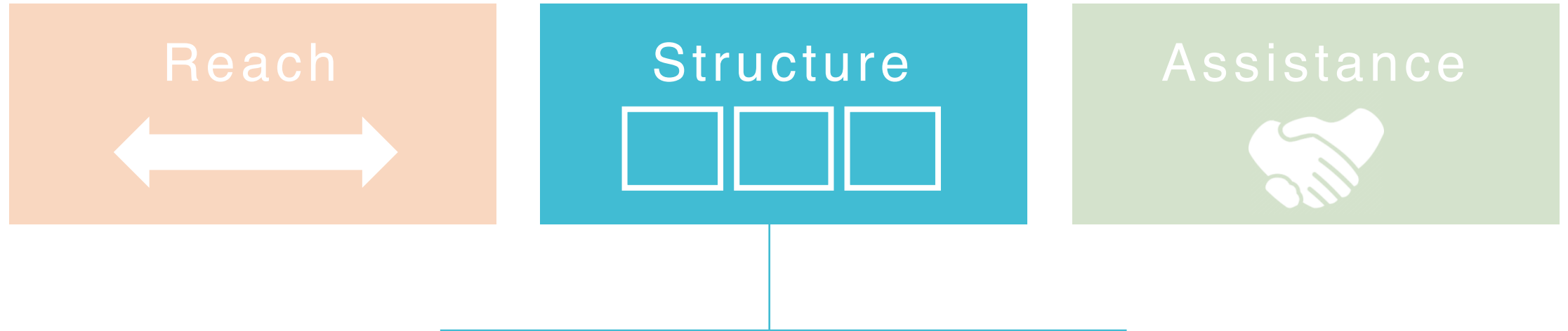
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- **46 grants** in 2016 to domestic nonprofits across issue areas and geographies
- Co-funding/match requirement led to **28 nominating co-funders**
- **In 2017**, up to **75 new grants**

# LISTEN FOR GOOD

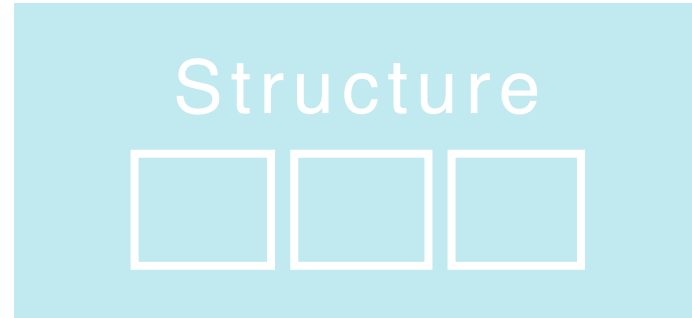
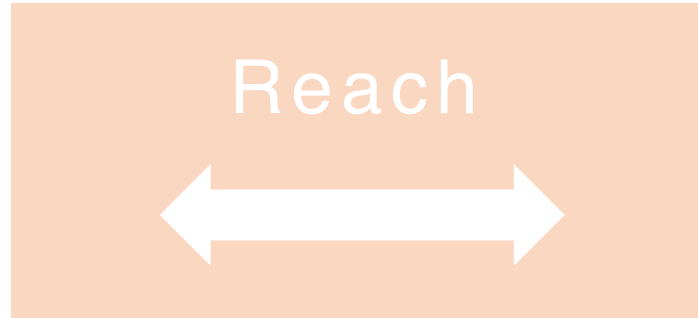
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- **Semi-standard survey** enabling benchmarking
- **SurveyMonkey** partnership, expanding nonprofit access
- Adaptation of **Net Promoter System<sup>SM</sup> (NPS)** for nonprofits

# LISTEN FOR GOOD

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- **Technical assistance** offered to grant portfolio
  - 1:1 phone consultations, custom-built **support** website, and peer learning opportunities

# The Listen for Good Question Set<sup>1</sup>

Adaptation of Net Promoter System<sup>SM</sup> (NPS)

1

How likely is it that you would recommend [*X organization*] to a friend or family member (in a similar situation to you?)

2

What is [*X organization*] good at?

3

What could [*X organization*] do better??

4

How much of a positive difference has [*X organization*] made in your life?

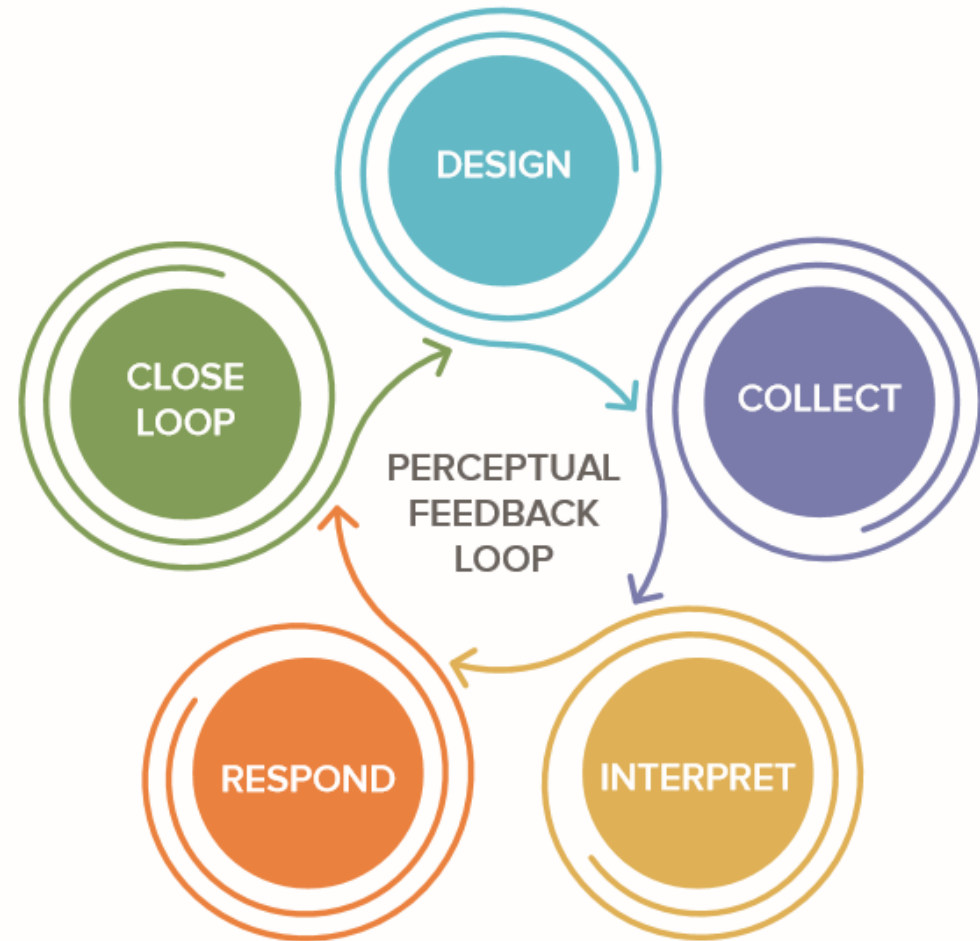
5

Overall, how well has [*X organization*] met your needs?

6

How often do staff at [*X organization*] treat you with respect?

# EARLY LESSONS



Need an **internal champion**

Keep design **simple but smart**

**Courtesy bias** can be overcome

**Actionable insights** can be generated across all different types of nonprofits

Gathering client feedback  
is not only the **right** thing to do –  
it is the **smart** thing to do.



# APPLICATION FOR LISTEN FOR GOOD 2017

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## Information for nominating co-funders

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Let your grantee(s) know you will nominate them for Listen for Good and share information about Listen for Good with them

If your nominated grantee(s) applies for Listen for Good, we will confirm your nomination via email in **June, 2017**

If your nominated grantee(s) are accepted to Listen for Good, Shared Insight will send you a standard, robust set of grant materials

Provide \$15,000 grant per accepted grantee to Fund for Shared Insight between **September 7<sup>th</sup>** and **December 31, 2017**

## Information for nominated nonprofits

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Deadline for nominated, customer-facing nonprofits to apply:  
**Friday, May 26, 2017,  
11:59pm Pacific Time**

Selected nonprofits will hear from Fund for Shared Insight by **Friday, September 7, 2017**