



LISTEN FOR GOOD: An Overview and Summary of Our Learnings

Fund for
Shared*Insight*
*Philanthropy.
Open for improvement.*

May 2018



LISTEN FOR GOOD (L4G) INITIATIVE GOALS

Resource
nonprofits

Create
tools

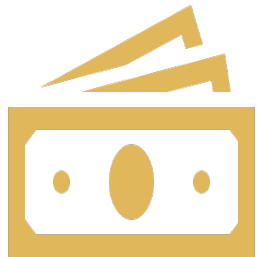
Engage
funders

L4G: KEY PROGRAMMATIC ELEMENTS

LISTEN for GOOD

Capacity building grant

- Over 2 years
- 2:1 match



Tools

- Semi-standard survey
- Access to benchmarks

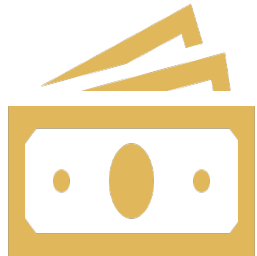


L4G: KEY PROGRAMMATIC ELEMENTS

LISTEN for GOOD

Capacity building grant

- Over 2 years
- 2:1 match



Technical assistance

- 1:1 coaching
- Group learning
- Resource website



Tools

- Semi-standard survey
- Access to benchmarks



L4G CORE SURVEY QUESTIONS

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

2 What is *[X organization]* good at?

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

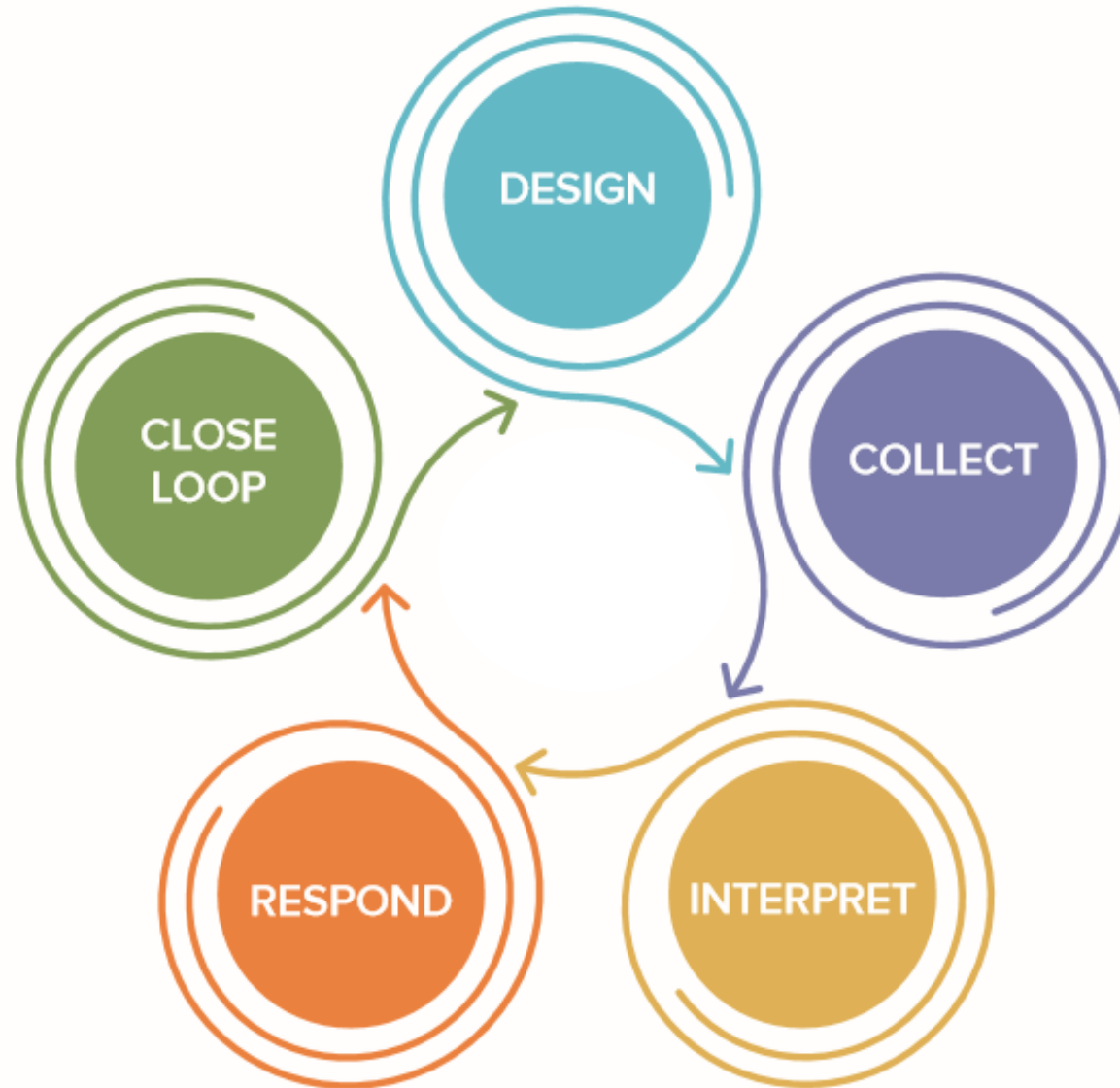
4 Overall, how well has *[X organization]* met your needs?

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

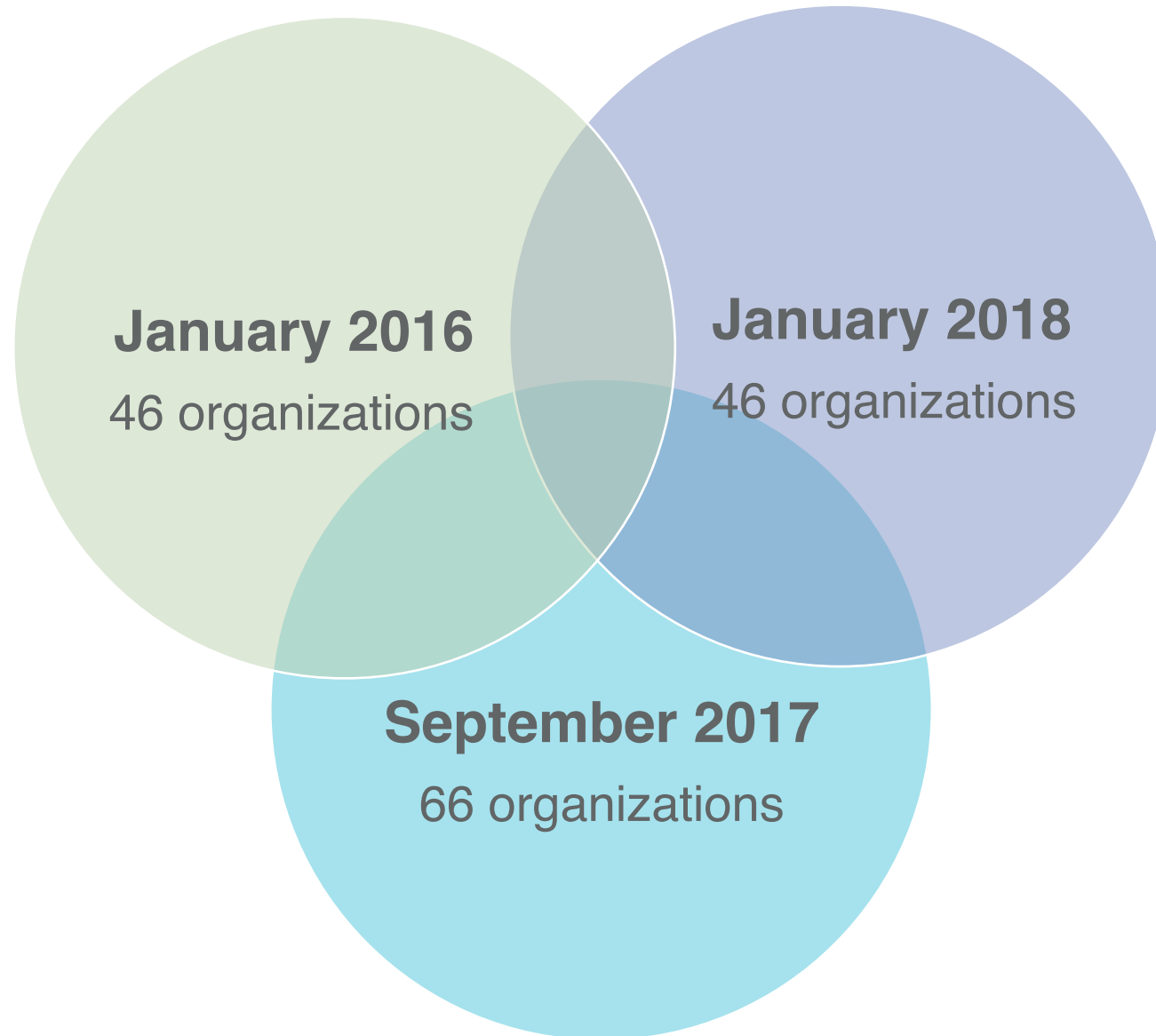


Adaptation of the
Net Promoter
SystemSM (NPS)

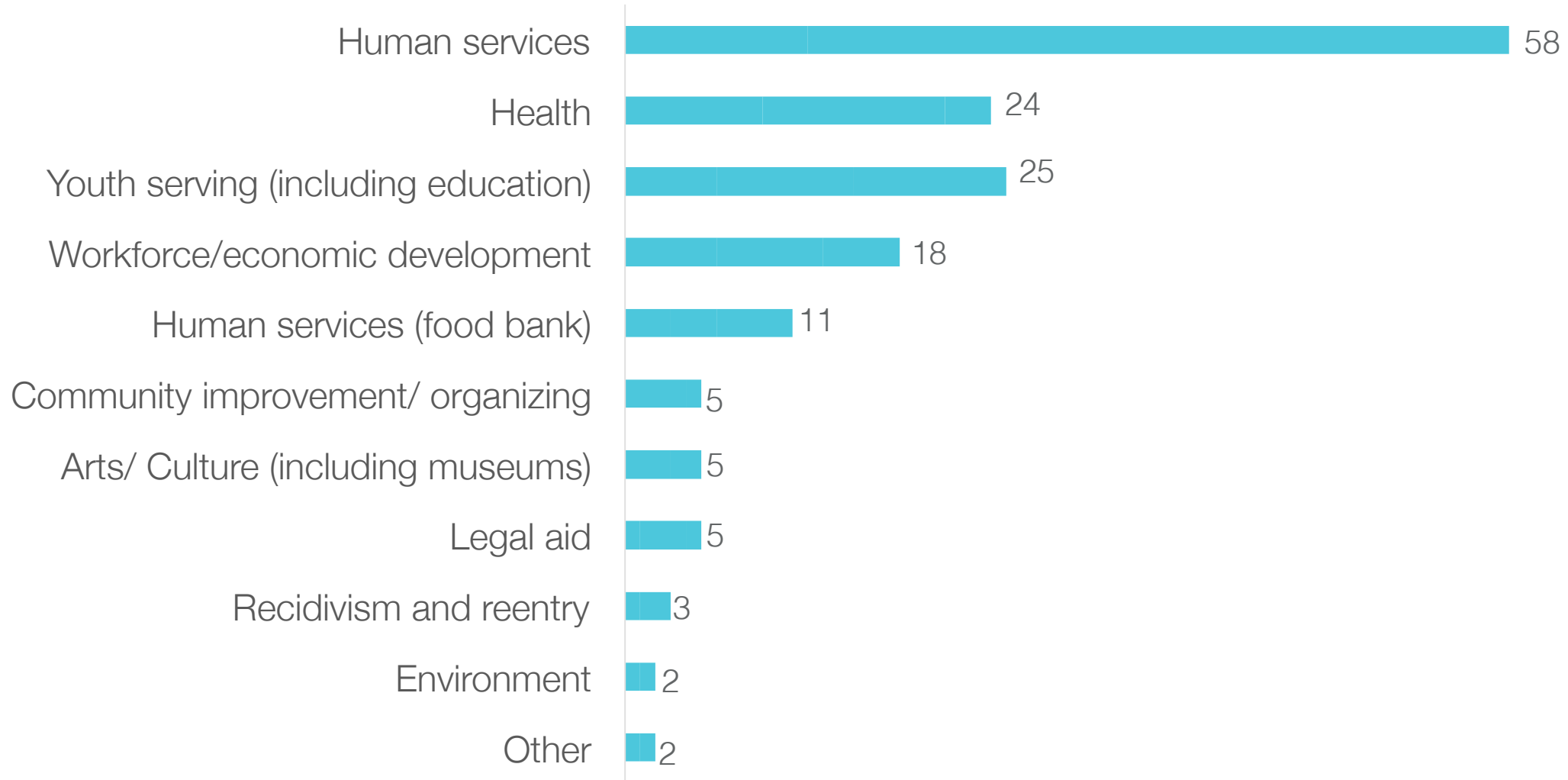
L4G: ADVANCING HIGH QUALITY FEEDBACK LOOPS



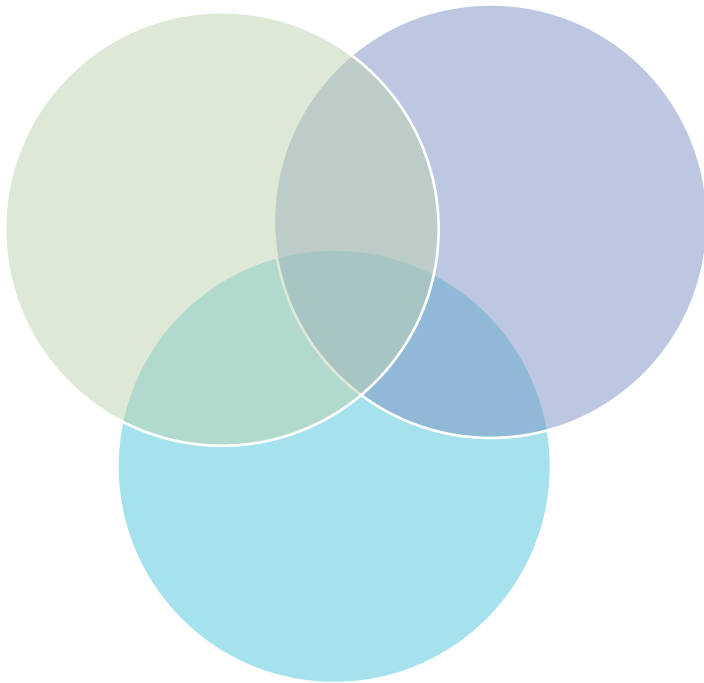
L4G: GROWTH IN PORTFOLIO



L4G ORGANIZATIONS BY ISSUE AREA



L4G: LEARNING QUESTIONS



1. Could we create a survey that would have broad applicability to the nonprofit sector?
2. Could we design a set of tools that would generate useful insights for organizations?
3. Could we engage funders to value, support, and use constituent feedback in their own work?

L4G INSIGHTS AND LEARNINGS

1 L4G core survey is applicable to a wide variety of clients and organizations

2 L4G yields useful information and allows nonprofits to make meaningful changes

3 Funders are supportive but need to better integrate client feedback

THE SURVEY MAKES SENSE TO RESPONDENTS



Findings:

- ✓ Alignment between quantitative ratings and qualitative feedback
- ✓ Alignment across quantitative ratings

L4G SURVEY IS ADMINISTERED IN MANY LANGUAGES ...

How likely are you to recommend this organization to a friend or family member?

Konbyen chans ki genyen pou ou ta rekòmande bay yon zanmi-w osinon yon manm fanmi-w ki bezwen asistans lojman oswa sèvis?

သင်မိတ်ဆွေတစ်ဦးသို့မဟုတ်မိသားစုအဖွဲ့ဝင်တစ်ဦးမှဒီအဖွဲ့အစည်းကအကြံပြုမယ်လို့ဘယ်လို ဖွယ်ရှိပါသလဲ

您向朋友或家庭成員推薦這個組織的可能性有多大？

¿Cuán probable es que recomiende esta organización a un amigo o pariente?

ما مدى احتمالية أن توصي بهذا البرنامج لصديق أو أحد أفراد العائلة؟

Quý vị có dự định giới thiệu tổ chức này cho một người bạn hoặc người thân không?



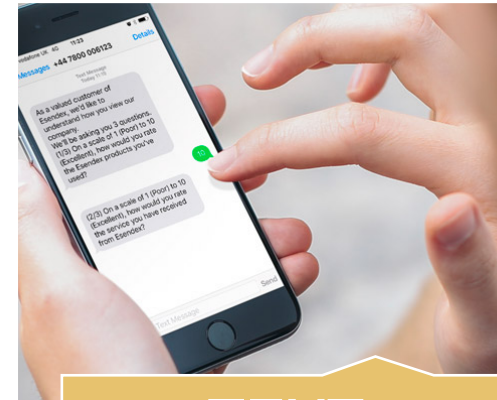
...AND USING A VARIETY OF METHODS



PAPER
56% of orgs



TABLET
26% of orgs



TEXT
13% of orgs



IN-PERSON
28% of orgs



PHONE
8% of orgs



COMPUTER
45% of orgs

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L4G CORE SURVEY QUESTIONS

- 1 How likely is it that you would recommend *[X organization]* to a friend or family member (in a similar situation as you)?
 - 2 What is *[X organization]* good at?
 - 3 What could *[X organization]* do better?
 - 4 Overall, how well has *[X organization]* met your needs?
 - 5 How often do staff at *[X organization]* treat you with respect?
- Adaptation of the Net Promoter SystemSM (NPS)

USEFUL INSIGHTS FROM CORE SURVEY



Ability to segment
quantitative questions

Open-ended
responses

Custom questions

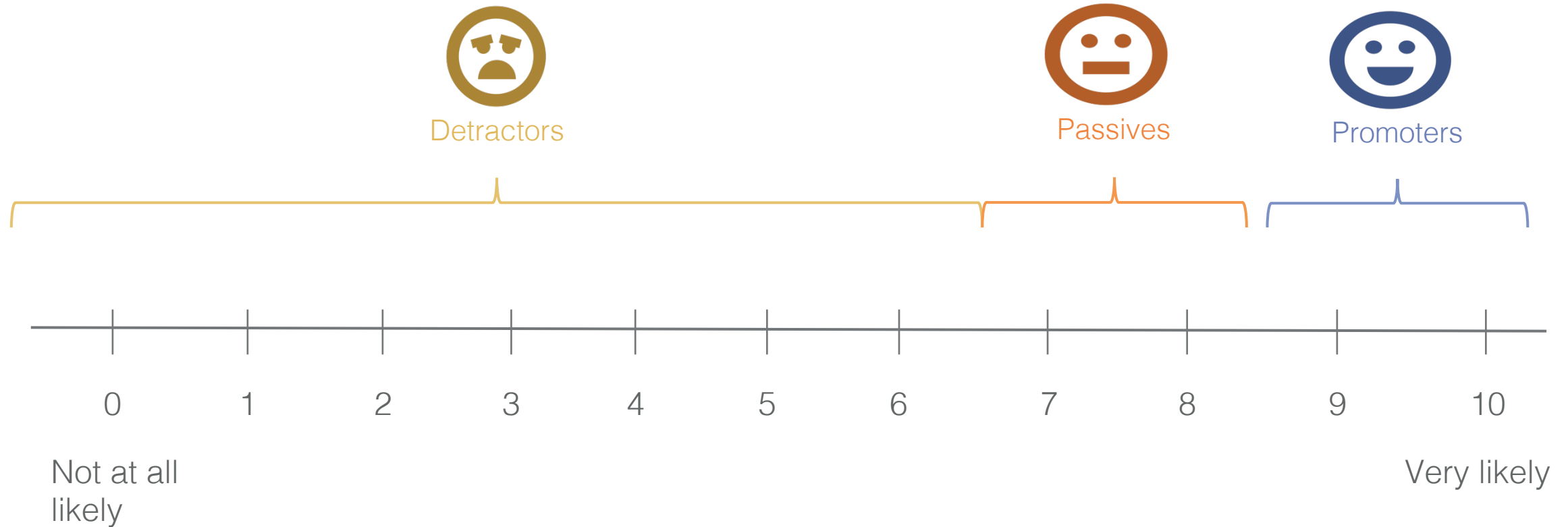


Analyzing NPS

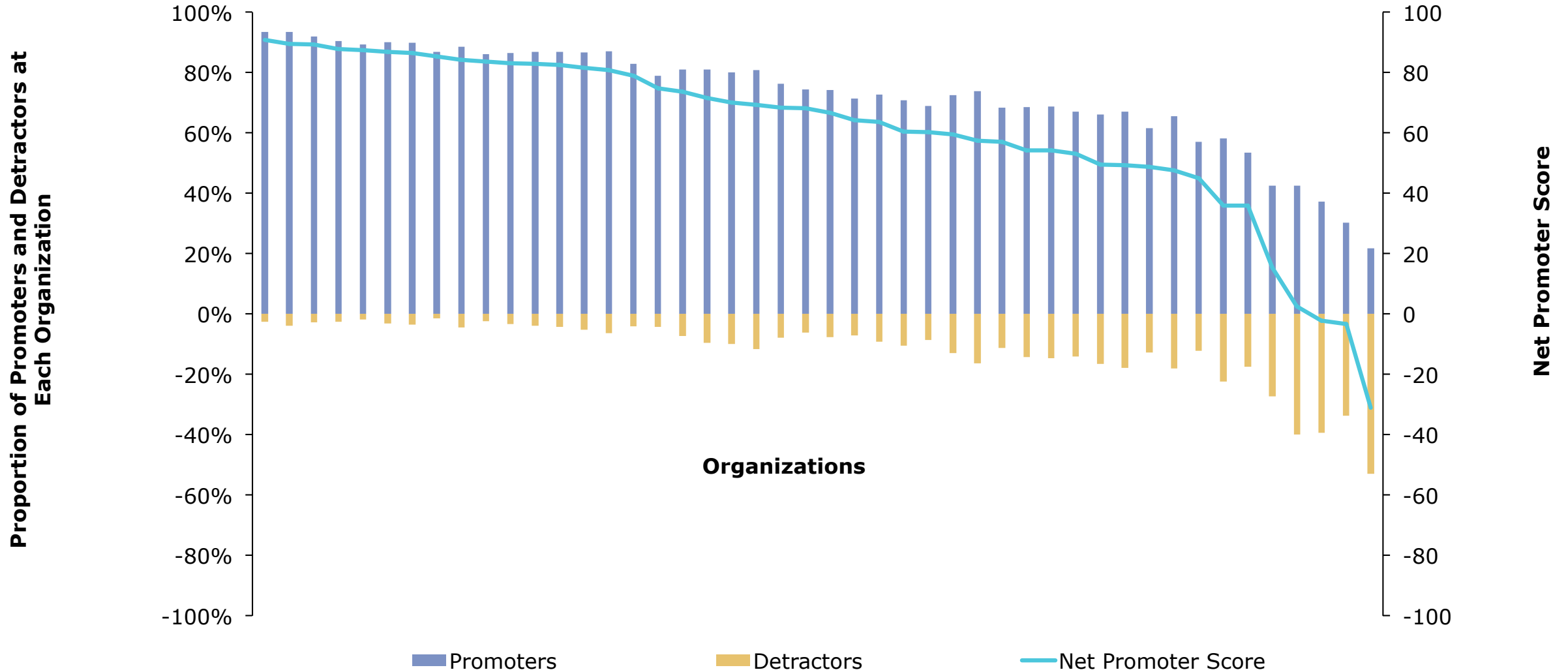
Leveraging
benchmarks

THE NPS QUESTION

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



ORGANIZATIONS' NPS SCORES



19 Source: Harder + Co. Analysis of 2016 Grantee Cohort. N= 28,581 respondents.

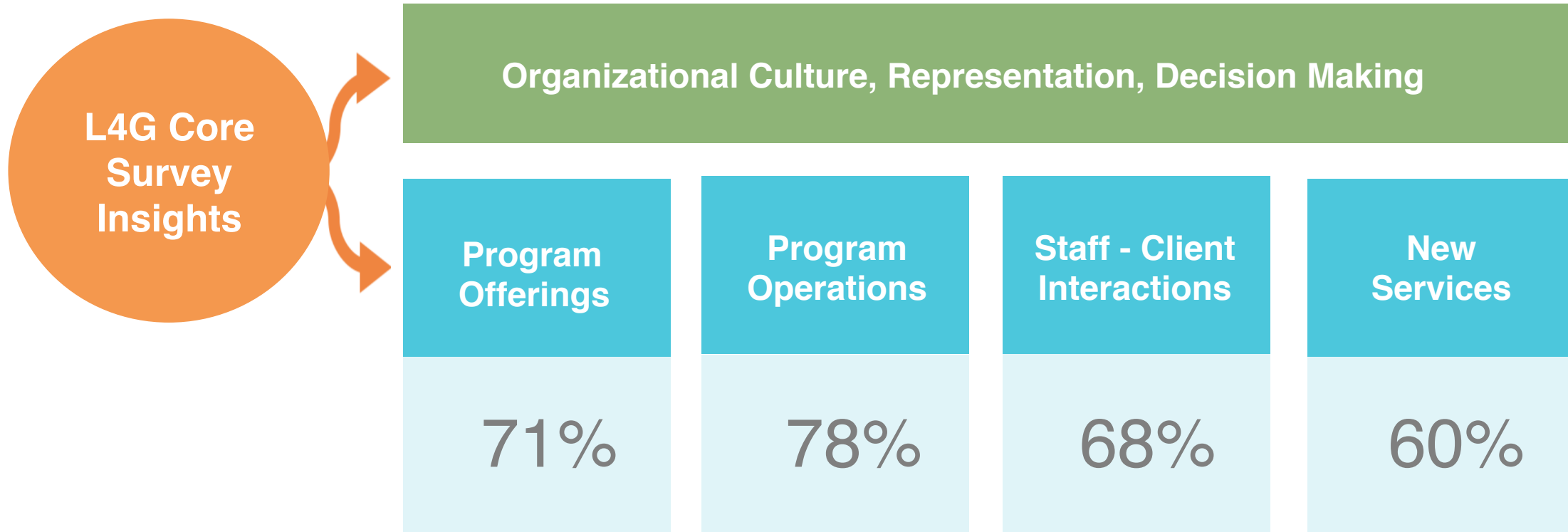
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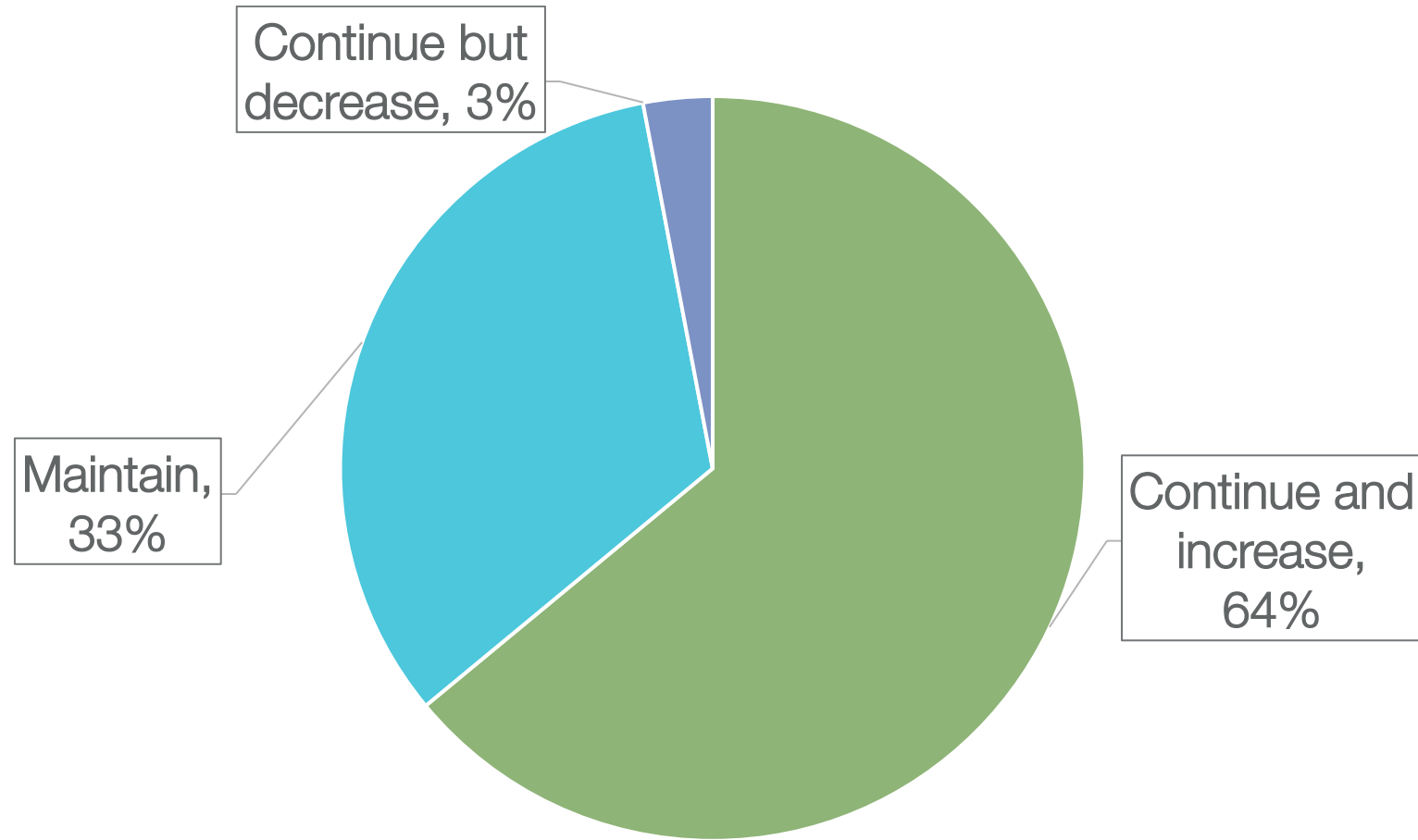
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NONPROFITS ARE MAKING MEANINGFUL CHANGES



AGENCY LEADERS PLAN TO CONTINUE FEEDBACK WORK



YET CHALLENGES REMAIN

- Response rates
- Buy-in
- Closing the loop
- Communicating NPS
- Benchmarks

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L4G CO-FUNDERS CITE LIMITED CHANGES



Commitment to supporting work on behalf of nonprofits

A few are making changes internally



Less clear value proposition for funders themselves

LOOKING AHEAD: FOUR PRIORITIES

- **Learn** alongside existing **portfolio**; one additional round
- Continuing to explore **applicability of NPS** to the nonprofit sector
- Motivating changes in **funder behavior**
- **Scaling L4G** to more organizations

L4G PUBLIC

L4G

+



A **web-based** product that will enable **any nonprofit** to implement L4G and create a **sustainable client feedback system**.

- ✓ Leverage best practices from L4G TA
- ✓ Streamlined survey design
- ✓ Access to SurveyMonkey “Analyze”
- ✓ Customized tools for sharing results and closing the loop
- ✓ Access to limited personalized TA

L4G PUBLIC: TIMELINE

