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Fund for Shared Insight Announces Listen4Good Online Beta

Funders promoting feedback launch test of groundbreaking website delivering customer-service tools to the social sector

Feb. 20, 2019 -- Fund for Shared Insight, a funding collaborative that includes some of America's largest foundations, today unveils Listen4Good's new web app, a groundbreaking interactive website that will put sophisticated customer-service feedback tools in the hands of organizations that want to make meaningful improvements to programs and services based on their clients' needs and preferences.

In preparation for the web app to be more broadly available in 2020, Shared Insight now invites nonprofits and government agencies to apply for a spot in its site-testing program, called Listen4Good (L4G) Online Beta. Shared Insight's goal over the next 18 months is to experiment along with program participants, creating a sustainable, high-impact, and easy-to-use L4G product for broad use across the sector.

"By the middle of next year, Listen4Good's proven tools and resources will be available to any nonprofit or government agency that wants to systematically listen to and respond to the people they serve," says Valerie Threlfall, Listen4Good's managing director. "L4G's web app will be a game-changer in the field of client-focused feedback."

Organizations selected to participate in L4G Online Beta will receive a \$5,000 honorarium; paid access to a premium account with SurveyMonkey, Shared Insight's technology partner; and unlimited access to L4G's web app, which features a rich array of step-by-step guides, video tutorials, and peer resources. Working through the interactive site, participants will independently move through a proven five-step process to design and implement their own feedback loops. **Applications to participate are due May 10, 2019.**

L4G Online Beta is a significant next step for Shared Insight's signature national initiative, Listen4Good, which launched in 2016 as a grantmaking and capacity-building project designed to build key infrastructure for the feedback field in the social sector. With L4G, Shared Insight

has developed a simple but systematic and rigorous way for nonprofits to create feedback loops, pioneering the use of a semi-standard feedback survey that applies the Net Promoter System (NPS®), employed widely in customer feedback circles, to the nonprofit client context.

Program evaluations have demonstrated that L4G has had a significant, positive, and tangible impact on how participating organizations do their work, make decisions, deliver services, and relate to clients. Over the last three years, Shared Insight and 85 L4G co-funding partners that nominated eligible grantees have made grants totaling \$9.4-million, enabling roughly 100,000 clients at more than 200 nonprofits to share their opinions. Funding partners have included community foundations, independent and family foundations, and individual donors. Another co-funded L4G grant round will be introduced in June, with applications due in September.

“As we look forward to the upcoming co-funded grant round, we are also excited to be able to offer the website-testing program as a second way for organizations to participate in L4G in 2019,” says Melinda Tuan, Managing Director of Shared Insight. “With L4G Online Beta, participating in L4G will no longer be limited to organizations with nominating co-funders.”

Shared Insight’s announcement comes on the heels of a multimedia campaign, “The Power of Feedback,” a six-month series of opinion articles, podcasts, videos, and webinars that explored the feedback field and highlighted L4G success stories and lessons learned regarding high-quality feedback loops. Supported by the William and Flora Hewlett Foundation, one of Shared Insight’s core funders, the series appeared in the [Stanford Social Innovation Review](#).

[Fund for Shared Insight](#) (Shared Insight) is a funder collaborative working to improve philanthropy by elevating the voices of those least heard. Our goal is for foundations and nonprofits to be meaningfully connected to each other and to the people and communities we seek to help — and more responsive to their input and feedback. Our signature national initiative, [Listen4Good](#) (L4G), is designed to help organizations build sustainable, high-quality, client-focused feedback loops that lead to meaningful change.

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.