



## HELPING YOU GATHER, INTERPRET, AND ACT ON CLIENT FEEDBACK

### Who are we?

Listen4Good (L4G) is an initiative that helps nonprofits build high-quality, equity-based systems and approaches for gathering, making sense of, and responding to feedback from the people they serve.

While organizations may ask clients for their opinions about the services they receive, far fewer are able to gather feedback systematically, analyze the data, and use it consistently to drive real change.

L4G has addressed this problem by developing a simple survey tool and personalized support system that helps organizations improve client experience. Over the past six years—working with nearly 800 nonprofits and more than 125 funders—we’ve demonstrated our impact:

- L4G organizations report increased capacity in their ability to collect, analyze, and use data from clients to improve programs.
- 81% of L4G organizations report making changes in programming, services, operations, and client-staff interactions as a result of client feedback.
- At least two-thirds of L4G organizations from our first cohort have continued gathering client feedback one year after the end of their engagement with L4G.

To strengthen our work, we employ a diverse group of coaching and support professionals who have expertise in survey design, data analysis, and organizational change and bring a strong equity lens to their work. Additionally, through our interactive web app, we provide nonprofits with access to our proven feedback tools, peer best practices, and rich content.

We go to these lengths because we understand that to bring about greater equity between nonprofits and the people they serve, rigorous listening is required.

## How do nonprofits benefit from Listen4Good?

Our priority is to provide tools and resources to help nonprofits build feedback systems and skills that can be sustained over the long term. We've designed these tools to produce client-driven data for the purpose of making specific, practical, and continual improvements to programs, services, operations, and client-staff relationships.

### Nonprofits can take advantage of:

- A proven five-step feedback loop available via our interactive web app, the centerpiece of which is a customizable survey that can be translated into more than 56 languages.
  - Robust, easy-to-use digital tools (powered by SurveyMonkey) for gathering client data, analyzing it, and identifying inequities in service delivery.
  - Responsive coaching when you need it from experienced feedback professionals.
  - A wide array of easily accessible supporting content, including a 100+ article help section, step-by-step guides, video tutorials, and peer examples.
- A professionally managed interactive community—a social network of sorts—for feedback practitioners to share ideas, best practices, and experiences.



*"Previous to our work with Listen4Good, the way we heard from patients was unorganized and lacked actionable data. Decisions...were based off of staff feedback rather than patient feedback. That has been the greatest opportunity given to us through the Listen4Good project: implementing a perpetual feedback loop that begins and ends with the patient."*

—Marin City Health & Wellness Center,  
L4G participating organization

*"L4G significantly increases leadership and staff commitment to feedback work, further signaling that L4G helps shift values and culture in favor of client engagement and inclusion in addition to building technical ability."*

—ORS Impact, third-party evaluator

We offer two levels of participation in Listen4Good.

	ONLINE+	PREMIUM
Self-directed feedback content and tools	Complete access to L4G self-directed web app, L4G Community online network, and all supporting content	Complete access to L4G self-directed web app, L4G Community online network, and all supporting content
SurveyMonkey	18 months of Premier account access	18 months of Premier account access
Group learning	Access to learning webinar series	Access to learning webinar series
Coaching support	Assistance from a pool of coaches, upon request (approximately 3 hours)	One-on-one assistance from a dedicated coach throughout the process
Cost	\$1,000	\$6,000
Deadlines	June 1 and December 1	June 1 and December 1

Listen4Good is an initiative of Fund for Shared Insight, a national collaborative of leading foundations working to promote meaningful connections between funders, nonprofits, and the people that they collectively seek to help.

For additional information about Listen4Good, check out:

- Results from a multi-year evaluation of our co-funded program
- Results from an evaluation of our testing program, L4G Online Beta
- Recent news articles:
  - How End-User Feedback Can Become a Nonprofit's Innovation Engine?
  - Asking the Hard Question: Does Our Feedback Work Promote Equity?
- Video case studies from participating organizations



*To find out how your organization can take part in Listen4Good, please visit us [here](#) or contact our Associate Director of Partner Services, Sachi Takahashi-Rial, at [sachi@listen4good.org](mailto:sachi@listen4good.org).*