Listen4Good Overview

Presentation to: Maricopa Family Support Alliance
Agenda

• Why Listen4Good

• The Listen4Good Nonprofit Community

• Our 2019 Offering

• Organizational Spotlights

• Q&A’s
Funders and nonprofits are meaningfully connected to each other and the communities and people we seek to help, and more responsive to their input and feedback.
Listen4Good: Signature Initiative of Shared Insight

A capacity-building program that enables nonprofits to build sustainable, high quality client-focused feedback loops.

3 YEARS IN OPERATION
217 PARTICIPATING ORGANIZATIONS
90K VOICES HEARD
Listen4Good Nonprofit Community

Year of Portfolio Entry

2016: 46
2017: 112 (46 in red, 66 in black)
2018R1: 159 (47 in red, 112 in black)
2018R2: 217 (59 in red, 158 in black)

Listen for Good Nonprofits
Listen4Good Nonprofits by Location

United States

- California: 66
- Texas: 21
- New York: 10
- Pennsylvania: 47
- Washington: 1
- Oregon: 1
- Florida: 6
- Missouri: 5
- Tennessee: 9
- Arizona: 5
- Nevada: 17
- Hawaii: 3
- Louisiana: 18
- Nevada: 17
- Georgia: 2

Map of the United States showing the number of nonprofits in various states.
## Listen4Good Nonprofits by Issue Area

<table>
<thead>
<tr>
<th>Human Services</th>
<th>Community &amp; Economic Development</th>
<th>Education</th>
<th>Health</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shelters</td>
<td>Out of School Learning</td>
<td>Outpatient Medical Care</td>
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<tr>
<td>Basic Aid</td>
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<tr>
<td>Family Services</td>
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- **Human Services**: 83 nonprofits
- **Community & Economic Development**: 43 nonprofits
- **Education**: 42 nonprofits
- **Health**: 33 nonprofits
- **Other**: 16 nonprofits

Family Services include:
- Shelters
- Basic Aid

Other services include:
- Legal Services
- Arts & Culture
- Leadership Development
- and more
How L4G Supports Organizations

L4G Program Elements

- [Image: Cash symbol]
- [Image: Laptop]
- [Image: Customer service representative]
Our Impact To Date

Self-Reported, Feedback Capability (on Average)

<table>
<thead>
<tr>
<th>Cohort</th>
<th>Before L4G</th>
<th>At 6 Months</th>
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<tbody>
<tr>
<td>2018 Cohort</td>
<td>2.6</td>
<td>4.0</td>
</tr>
<tr>
<td>(n=36)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2017 Cohort</td>
<td>3.0</td>
<td>4.0</td>
</tr>
<tr>
<td>(n=57)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016 Cohort</td>
<td>2.9</td>
<td>3.9</td>
</tr>
<tr>
<td>(n=38)</td>
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DEFINING FEEDBACK CAPABILITY

Capability was measured across multiple constructs, including nonprofits’ ability to:

- Collect and analyze data from clients
- Use results to improve programs
- Close the loop with clients
- Achieve high response rates
- Implement surveys with clients at least twice/year

**Our Impact To Date**

**L4G-Inspired Changes**

**Organizational Culture, Representation, Decision Making**

<table>
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<tr>
<th>Program Offerings</th>
<th>Program Operations</th>
<th>Staff - Client Interactions</th>
<th>New Services</th>
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<tbody>
<tr>
<td>67%</td>
<td>86%</td>
<td>70%</td>
<td>54%</td>
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Source: ORS Impact 12-Month Evaluation of 2016 and 2017 Grantee Cohorts. Data reflects organizations reporting that they have made changes, or who have plans to make changes at 12 months.
A Period of Experimentation: 2019 - 2020

**Goal:**
To optimize the L4G tools and resources so they can be most sustainable and high-impact for broad release in 2020.
MFSA Opportunity

L4G Program Elements
June 2019 Online Beta

- $5,000 + Paid SM Premium Account
- Access to interactive website + tools
- Electronic help resources
Organizational Expectations

• Complete application

• Sign up for L4G website within 1 mos.

• Gather client feedback using L4G methods and go through five steps

• Answer periodic emailed surveys about L4G experience (3 mos, 6 mos, 18 mos)
Who Is L4G Online Beta Right For?

• Service organizations that interact directly with clients
  ✓ Possess a desire to build feedback loops in 2019
  ✓ Interest in exploring questions of equity, diversity and inclusion
  ✓ Interest in adding new measurement lens

When to wait? Major operations initiative, fundraising campaigns
Next Steps: Getting Started

1. Preliminary commitment today

2. Attend an informational webinar
   • Feb 28 - 11 am MT
   • Mar 20 - 11 am MT
   • Apr 4 - 11 am MT

1. Submit an application by Friday, May 10
Questions?

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