Welcome to Listen4Good's Funder Guide!

This document is intended to provide funders with helpful resources as they consider whether to sponsor organizations to participate in Listen4Good.

It includes the following materials:

> Who is a good candidate for Listen4Good?

> How to select organizations to participate in Listen4Good

> Ways of paying for Listen4Good

> Resources to share with nonprofits who may be interested in participating in Listen4Good

> Funder FAQs

> Nonprofit FAQs

If you are interested in having a conversation as you consider sponsoring, please contact Valerie Threlfall, Managing Director of Listen4Good at valerie@listen4good.org.

Who is a good candidate for Listen4Good?

The strongest candidates for Listen4Good have the following characteristics:

Organizational Characteristics

- U.S.-based client-facing direct service organizations (501(c)3 or government)
- Organization serves ≥ 100 clients annually
- Some base capacity to implement Listen4Good, specifically:
  - ≥$300,000 annual budget
  - Some full-time staff
  - Staff person who can spend 1/3 of time over a few months on Listen4Good

Organization is Interested in feedback and seeks to:

- improve organization's measurement capabilities, or
- assess clients' response to pivoted programs, or
- explore how the organization can be more inclusive of different client groups

Listen4Good's core survey questions feel appropriate for organization

1. How likely is it that you would recommend {...} to a friend or family member?
2. What is [...] good at?
3. What could [...] do better?
4. Overall, how well has [...] met your needs?
5. How often do staff at [...] treat you with respect?

Organization serves individual clients or community members, defined as follows:

- Listen4Good (L4G) is designed to capture feedback from individual clients or community members who participate in programs as part of their daily lives.
- L4G is not intended for gathering feedback from organizational partners, paid staff, or volunteers that an organization depends on for implementation of the organization's mission. While these are important constituencies, they are not the primary focus of L4G; L4G has secondary surveys for these audiences.

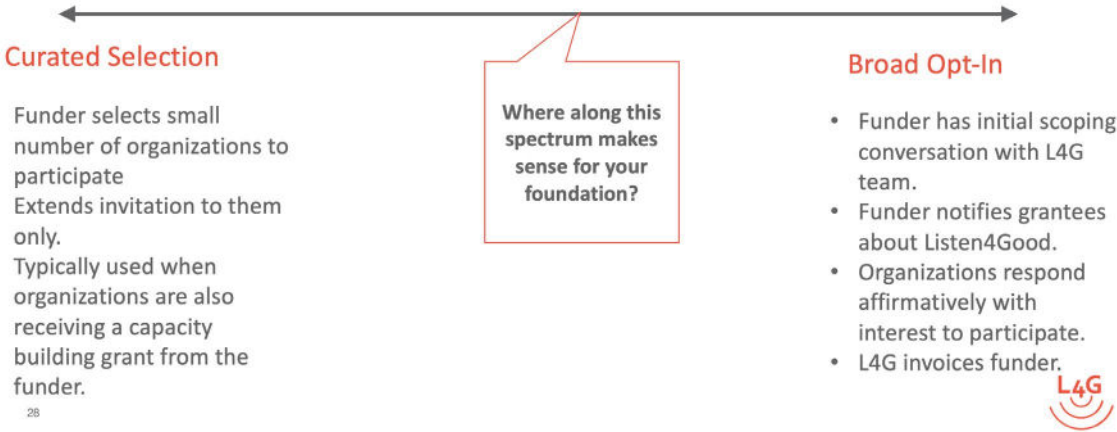**Organization is a direct service organization, defined as follows:**

- Organizations that deliver services to clients directly, or
- Organizations that deliver services to clients via intermediary organizational partners.

  Note: For this latter group, the L4G question set works best when clients can identify the originating organization or programmatic offering by name, in addition to knowing the intermediary organization.

How to select organizations to participate in Listen4Good

How To Select Organizations to Participate in Listen4Good?

There is a wide spectrum in terms of selection processes, with the extremes of:

Curated Selection

- Funder selects small number of organizations to participate
- Extends invitation to them only.
- Typically used when organizations are also receiving a capacity building grant from the funder.

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Where along this spectrum makes sense for your foundation?

Broad Opt-In

- Funder has initial scoping conversation with L4G team.
- Funder notifies grantees about Listen4Good.
- Organizations respond affirmatively with interest to participate.
- L4G invoices funder.

L4G

Ways of paying for Listen4Good

There are two typical models funders employ to sponsor organizations in Listen4Good.

1. **Grant to Listen4Good:** Sponsoring funder provides a grant to Listen4Good to cover the participation costs for nominated and accepted organizations. This approach requires Listen4Good and funders to sync up on the timing of forthcoming grant cycles and Listen4Good programming, unless a funder gets grant funds allotted in advance that can be applied to Listen4Good.

2. **Contract Payment:** Listen4Good invoices funder to cover the cost of organizations' participation following the registration deadline. Funders have pre-allocated expense and/or grant budgets for Listen4Good.

   Our invoicing timeline and processes are as follows:

   • Approximately 1 month after round closure (mid-May or the beginning of December annually), Fund for Shared Insight/Listen4Good will invoice funders. Upon receipt of the invoice, payment is due within 60 days.

   • After approximately 90 days of programming, Listen4Good will verify that all accepted organizations have kicked off their Listen4Good work.

   • If an organization has not kicked off their Listen4Good work, Listen4Good will contact the organization to confirm their status, and may withdraw them from participation or postpone their participation until a later cohort (depending on their wishes). If any organization chooses to withdraw, funders will be provided a credit to sponsor an organization in a future round.

Resources to share with nonprofits who may be interested in participating in Listen4Good

You can share information about Listen4Good with nonprofits in two easy steps. Below, you can find sample email templates to use for your outreach.

The first email serves as initial outreach to a nonprofit. We recommend attaching the L4G brochure (found here) to the outreach email. The second email can be used to confirm their participation and to provide instructions on registration and payment.

Step 1: Notify organizations of participation opportunity via email; share L4G brochure.

Step 1 Sample Email

Hello,

On behalf of Foundation X, I am excited to share information about a capacity building opportunity that may be of interest to you and your organization. Listen4Good helps organizations build sustainable listening and feedback practices with their clients (or program participants). Organizations learn how to gather feedback effectively, interpret the feedback, and use it to inform ongoing decision-making. By developing high quality client-focused feedback practices, organizations become more client-centric, more impactful, and more equitable, creating shared partnerships with those they serve.

Listen4Good has supported more than 575 organizations to date – across issue areas, populations, geographies, and budget sizes. Organizations implementing Listen4Good are all client-facing nonprofits or government agencies. A full overview of the program can be found here.

How to participate:

Foundation X is planning to sponsor XX organizations to participate in Listen4Good's [Premium and/or Online+] program. Sponsored participation means that you receive access to Listen4Good's Premium resources, detailed here, for free [if offered – as well as a $XX grant to support the staff time associated with implementing Listen4Good]. If you are interested in learning more about Listen4Good, please attend a free Get to Know L4G webinar. Sign up to attend here. Following the webinar, send me a brief email indicating your interest no later than [date].

Then, I will follow up confirming our ability to support your organization to participate.

Following confirmation, you will be instructed to submit a registration form to Listen4Good to participate in a given round. Listen4Good's next two rounds close on December 1, 2021, and May 15, 2022, respectively. The registration form and deadline information can be found here.

Here is a link to L4G's brochure to share with colleagues. If you have any questions, please feel free to contact me.

Step 2: Contact confirmed organizations to provide registration links and payment information.

Hello,

I am excited to hear about your interest in <u>Listen4Good</u>! We are delighted to sponsor you to register for Listen4Good. By now, I hope you've attended a <u>Get To Know L4G webinar</u> and understand the parameters of L4G's program. To join Listen4Good:

1. Simply complete the <u>registration form</u> for Listen4Good's [Premium and/or Online+ program] by December 1, 2021 for the January cohort, or by May 15, 2022 for the June cohort.
2. On the registration form, you will be asked to indicate who is paying. Please list Foundation X and YY as the billing contact.
3. Following review and acceptance of your registration form, Listen4Good will be in touch with you about getting started and attending an onboarding orientation.
4. We will work with Listen4Good separately regarding payment.

We are thrilled to be able to make this opportunity available to you. If you have any questions, please reach out to Valerie Threlfall, Listen4Good's Managing Director, at <u>valerie@listen4good.org</u>.

Funder FAQs

1. **How should I think about which grantees to select to participate in Listen4Good?**

   We have seen foundations take a range of approaches to selecting participating organizations. Some have provided the opportunity widely, asking organizations to 'opt-in.' Others have embedded participation into pre-existing capacity- building programs focused on measurement or equity.

2. **Can I sponsor organizations to participate in Listen4Good using grant dollars or as an operating expense?**

   You can pay for your grantees to participate in Listen4Good under multiple payment arrangements – by providing a grant to Listen4Good or we can invoice you for the cost. Some funders also choose to provide a grant to organizations which then pay Listen4Good.

3. **What information do you have that I can share with other funders or my colleagues or grantees?**

   This funder guide contains most of the information you need to share with other stakeholders. For additional questions, we encourage you to schedule a call. Please email Valerie at valerie@listen4good.org.

4. **What does L4G's peer learning community option look like?**

   We provide a range of customized learning community options -- ranging from L4G facilitated meetings of sponsoring funders and nonprofits to regional gatherings involving additional local stakeholders. We also can produce aggregate insight summaries for sponsoring funders and their nonprofit partners, synthesizing trends in feedback. Please contact Valerie at valerie@listen4good.org to learn more.

5. **Does Listen4Good intermediate capacity-building grants on behalf of funders?**

   In general, we do not intermediate capacity-building grants but encourage you to provide grants directly to participating organizations. However, in some instances (e.g., when a funder collaborative is supporting participation), we can intermediate and distribute the capacity-building grants to nonprofits for a transaction fee.

Nonprofit FAQs

1. **How does Listen4Good define "clients"?**

   Clients are individuals who receive services directly from an organization. Our goal through Listen4Good is to bring forward voices that are often least consulted in order to improve nonprofit and philanthropic practice.

   Examples: Families visiting food pantries, youth attending after-school programs, residents of public housing, recent immigrants using legal-aid services, or people participating in job-training programs.

   Clients as defined for the L4G program are generally *not* staff or volunteers who work with clients—that is, unless your organization focuses specifically on training these individuals. If you're not sure how this definition applies to your work, please reach out. We'd be happy to discuss.

2. **How do I know which program, L4G Online+ or L4G Premium, is right for me?**

   Many aspects of the programs are identical—including access to our web app, online supporting content and survey tools, and group learning opportunities. The key differentiator is that with L4G Premium, you receive more extensive coaching from a single dedicated coach who guides you through the entire program. L4G Online+ participants receive more targeted coaching from our pool of coaches.

   Consider a number of factors to determine which program is right for you:

   • Does your organization have the capacity to be self-directed? With L4G Online+, while you'll receive prompts and regular communications from us, it's up to you to reach out for 1:1 assistance throughout the process. We're here for you, but you have to make the call. With L4G Premium, your dedicated coach will be actively moving you through the process.

   • Do you already have strong technical skills related to data collection and analysis? If so, L4G Online+ will likely be sufficient and offers a great way to learn more about how to use feedback as a unique source of insight. If you're still building your data collection and analysis skills, L4G Premium might be more appropriate.

   • Do you anticipate having lots of ongoing questions and know that you work better with someone external holding you accountable to your feedback goals? If so, L4G Premium may be your best fit.

   • Look at the cost of each program. Do you expect to pay the fees yourself or do you have a funder that might work with you to cover the cost?

3. **Of the two cohorts Listen4Good runs each year, which one should I join?**

We run multiple cohorts to accommodate organizations' different surveying needs and programmatic calendars. If you're aiming to administer your survey in spring/ summer, consider joining our January cohort, which has a registration deadline of December 1. If you prefer to administer your survey in the fall/ winter, consider our June cohort, which has a registration deadline of May 15.

4. **How long are the Listen4Good surveys? How are they administered?**

The surveys you create through Listen4Good are designed to be short—between 15-20 questions. They include 5 required questions and up to 7 custom questions that you can draft and rotate based on your needs.

You can administer a L4G survey using a variety of methods—by computer, electronic delivery, on paper, or through interviews. We've designed our processes to be flexible and tailored to individual organizations' and clients' needs. You can administer your survey in up to 55 languages.

5. **How much time does it take to implement Listen4Good? Are there organizational prerequisites for joining?**

Staff time required to implement Listen4Good varies depending on the size and complexity of your organization and the scope of your feedback work. However, in general, we believe it takes about 70-100 hours to implement Listen4Good in aggregate over the course of the 18 months. Recommended staffing includes having one person serve as the L4G project manager and having at least one additional senior champion engaged in the work.

Organizational prerequisites include:

- Having some base capacity and institutional infrastructure to focus on feedback. We often use a $300,000 annual budget and the presence of some full-time staff as proxies for this base capacity.
- Serving at least 100 clients annually.
- Agreeing to use our core survey questionnaire.

6. **Can I use Listen4Good to survey stakeholders who aren't considered clients?**

    We understand that volunteers, implementation partners, and staff are critical stakeholders for operating successful programs and advancing your mission. While these populations aren't the core constituency you survey in your initial feedback work with L4G (because our survey just isn't designed for them), we've developed supplementary follow-on surveys for these stakeholders that you can use, after you've built a feedback loop with clients. Learn more.

7. **What happens at the end of my participation in Listen4Good?**

    At the end of your initial engagement, we hope you've built a feedback practice that you can both grow and sustain. As you deepen your practice, there are multiple ways to stay involved:

    • Premium organizations can shift to Online+. This is especially useful if you want to diversify your survey practice to include other stakeholders or move into participatory decision-making with clients beyond surveys. Organizations retain access to the web app and their Premier SurveyMonkey account even if you move programs.

    • Online+ organizations can renew their participation for a fee. This allows you to maintain continued access to the L4G web app and your Premier SurveyMonkey account while using your coaching hours to go deeper in your feedback practice.

    If you choose to move on from Listen4Good, we'll work with you to migrate your surveys and data to a different SurveyMonkey account of your choosing, or provide you with tools for downloading your data.

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