



# Support nonprofits to center and learn from lived experience

## THE CHALLENGE: nonprofits struggle to be truly responsive to community voice

While nonprofits want to center client voice and respond to client needs, they often lack quality tools and internal expertise for gathering and responding to these insights.

As a result, their listening processes are often ad hoc and DIY, limiting their usefulness.

Even nonprofits who already administer outcome surveys can lack adequate processes for using client feedback to improve services.

## THE SOLUTION: evidence-based capacity building to center the voices of people served by the social sector

Trusted by 140 funders and over 1,300 organizations nationwide, Listen4Good is the gold standard training program in the feedback field.

Impact studies show that Listen4Good's 18-month program helps nonprofits develop sustainable systems. That way organizations aren't just listening to their clients, volunteers, staff, and partners – they're also improving services based on that feedback and building a muscle they can maintain.



*“ We found that there is a big difference between doing surveys internally and working with Listen4Good. With Listen4Good, we received a high level of support and technical assistance from an expert. The guidance through each step of the feedback loop process was pivotal. It was incredibly helpful all around to have someone who was an expert in data and evaluation practices. ”*

— A. Y. A. Youth Collective

## Why do funders sponsor organizations in the Listen4Good program?

### Funders who partner with Listen4Good:

- Improve nonprofit effectiveness and impact
- Tap into community voice to inform grantmaking
- Strengthen partnerships with grantees by going beyond the dollar

Sponsoring capacity building doesn't mean you're volun-telling grantees to participate. There are trust-based ways to offer the opportunity.

[Read about how another funder makes the invitation to their grantees.](#)

**OVER 140  
FUNDERS TRUST  
LISTEN4GOOD  
TO SUPPORT GRANTEEES**



## Why do nonprofits participate in Listen4Good?

By joining Listen4Good, nonprofits don't need to hire a survey design methodologist or expensive consultants, and they don't need to waste precious hours DIYing a feedback system.

We help them build a tailored approach that works for their organization.

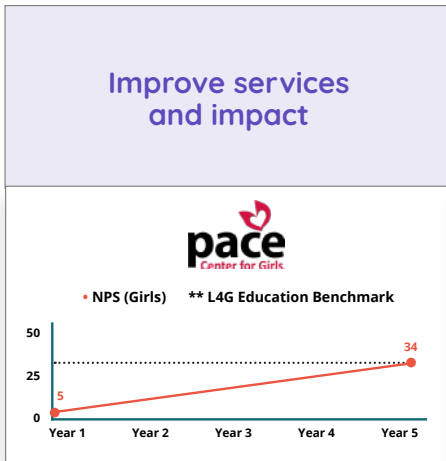
[Read more about the types of organizations that are most successful with Listen4Good.](#)

*“What’s been really valuable about participating in Listen4Good is that it’s a platform that I can take to the funding community and bring for discussion with my peers to challenge us on how we do our work, and how we can think differently about how we can improve our strategies and our investments”*

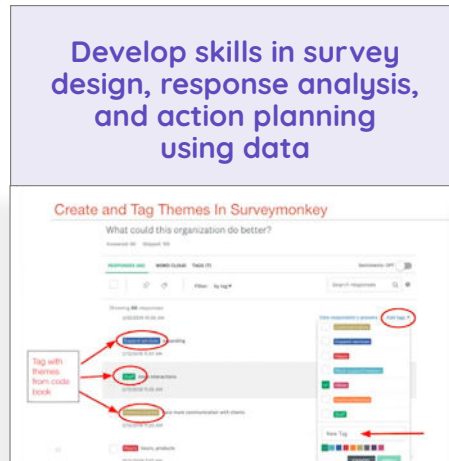


— Charles Schwab Bank

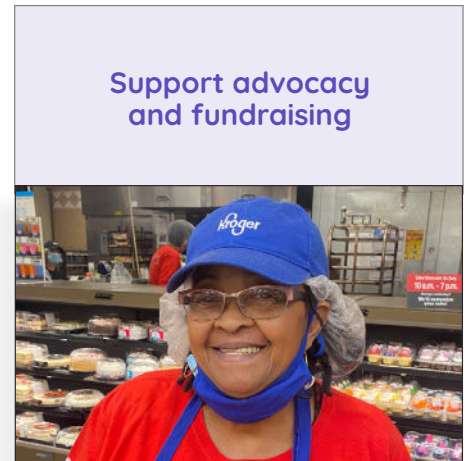
## When nonprofits participate in Listen4Good, they:



(Example: Pace Center for Girls)



(Example: Trellis for Tomorrow)



(Example: Memphis Habitat for Humanity)



*“Listen4Good has really supported Small Magic in developing a culture of feedback and a culture of listening. It’s been really helpful in allowing us to report out to funders and other stakeholders, not just about the number of folks that we’ve served, or the impact that our program has had on scores or data, but also metrics that are quantifiable around what folks experience in our programs and with our team.”*

— Small Magic



[Schedule a call with a Listen4Good team member.](#)



**[Read more about how a funder collaborative in Pennsylvania convened both funders and grantees on a quarterly basis to share learnings, roadblocks, and solutions.](#)**



**Listen4Good  
COMMUNITY TRENDS REPORTS**  
can answer questions such as:

- *What are the priorities and unmet needs of Asian Americans in my community?*
- *What are the barriers for elderly individuals to receive services in my region?*
- *How do youth in my neighborhood rate their experiences, compared to youth in other parts of the country?*

## What are Listen4Good's offerings and costs?

### Listen4Good Premium:

**Listen4Good's 18-month program supports organizations to create sustainable, equity-based feedback systems.**

Each nonprofit receives:

- Custom coaching services
- Survey templates for clients, volunteers, staff, partners, and community
- Access to a content-rich comprehensive web app with tutorials and peer examples
- A subscription to SurveyMonkey with translation into 56 languages and data visualizations
- Group learning webinars taught by expert instructors

### Learning Communities:

**Listen4Good manages the coordination and professional facilitation of 4-5 regular convenings over the course of our 18-month Premium feedback program.**

- Funders and nonprofits learn together as they review client feedback data collected during our program
- Available to funders who sponsor more than five nonprofits in Listen4Good. [Here's a sample scope of work.](#)

### Community Trends Reports:

**Funders and nonprofits together learn from customized dashboards that aggregate and summarize client feedback data from across your grantees or region.**

Listen4Good Community Trends dashboards include:

- Summarized results of Listen4Good's evidence-based survey questions broken down by clients' race/ethnicity, age, and gender
- Custom regional or portfolio level benchmarks and comparisons between portfolio averages and Listen4Good national benchmarks



**[Schedule a call with a Listen4Good team member.](#)**