



Grant Template Outline

Grant Proposals

Organizational Outcomes

Sample Outcomes:

- Outcome 1 – [Insert organization-specific outcome]
- Outcome 2 – [Insert organization-specific outcome]
- Outcome 3 – We support our clients in a respectful, responsive, and collaborative manner.

[Organization name] partnered with **Listen4Good**, a nationally recognized capacity-building program, to design and implement an equity-centered feedback system. Listen4Good's model, grounded in third-party research, strengthens nonprofit capacity to listen, learn, and act on community voice.

We measure client experience using an adaptation of the Net Promoter ScoreSM (NPS®), a well-known customer satisfaction and retention metric. Our goal is to achieve an NPS of [XX]. We also measure the extent to which we meet clients' needs and the degree to which clients feel treated with respect using Listen4Good's benchmarked 1-5 rating system. We consistently achieve ratings of [XX] on these questions.

OR

Listen4Good provides a benchmarking system that includes thousands of organizations and allows participants to compare feedback ratings to those of their peers. Our goal is to score [XX] percentage points above the L4G average across [XX] items in our survey.

Monitoring Participant Progress & Informing Continuous Improvement Efforts

[Organization name] participated with Listen4Good, a nationally-recognized and evidence-based capacity building program, to develop our system for gathering actionable perception data from the people we serve, and using that data to improve services. Listen4Good's model has been researched by third party evaluators and has been shown

to improve nonprofits' capacity to use participant feedback for continuous improvement, especially around client recruitment and retention – thereby improving outcomes.

Our Listen4Good coach helped us develop actionable and accurate measures of participant progress that we administer via survey. At [both the mid- and end-point of our program], we assess participants' outcomes, assessing the extent to which they have [built skills in XX]; And the extent to which they have [made progress in XX].

Equity, Diversity & Inclusion in Practice

Listening to our clients – learning about their needs and preferences – and acting on what we hear, is a core discipline and practice that advances our equity goals. Through robust listening, we ensure client voices are more effectively integrated into organizational decision-making, thereby leading to more responsive, inclusive, and equitable programming. [Organization name] participated with Listen4Good, a nationally-recognized and evidence-based capacity building program, to develop our equity-focused feedback system. Listen4Good's model has been researched by third party evaluators and has been shown to improve nonprofits' capacity to use participant feedback for more equitable service delivery.

We adhere to the following core practices that Listen4Good codified for equitable and responsive feedback systems:

- Feedback must be gathered repeatedly, and in a way that prioritizes accessibility and inclusivity.
- Organizations must seek high representation rates from the communities they serve.
- Organizations should disaggregate feedback by client subgroups (especially by clients' age, gender, or race-ethnicity), and prioritize feedback from those who've been historically marginalized by prevailing systems.
- Recipients of feedback must do something in response to what they hear and let the community know what they heard and what they're doing about it.
- Organizations should create habitual practices and cultural norms that celebrate questioning and don't let those with more positional power dictate how things are done.

How We Solicit Feedback

[Organization name] follows Listen4Good's 5-step methodology and best practices for soliciting and using participant feedback:

1. Solicit a broad base of feedback using a survey methodology. In survey design, align survey questions with the organization's theory of change and what the organization

can control. Follow survey design best practices for accessibility, inclusivity, and relevance to the audience.

2. Implement the survey in a way that promotes accessibility, captures a large number of representative client voices, and minimizes courtesy bias, resulting in credible, candid feedback.
3. Identify areas for celebration and areas for improvement, with particular attention paid to feedback from historically marginalized groups and other differential or outlier experiences across client demographic groups.
4. Engage internal and external stakeholders (including program participants) to learn from participant feedback and implement changes based on what is learned.
5. Communicate back to participants what was learned from listening to them and specific ways that the organization has responded (or intends to respond) to the feedback.

Making Changes Based on Feedback

[Organization name] participated with [Listen4Good](#), a nationally-recognized and evidence-based capacity building program, to develop our system for gathering actionable feedback from the people we serve, and using that feedback to improve services. Listen4Good's model has been researched by third party evaluators and has been shown to improve nonprofits' capacity to use participant feedback for continuous improvement.

Examples of changes we've made include:

- Changes to Program Operations
 - Expand hours of operation
 - Modify how wait times are managed
 - Change how activities are sequenced
- Changes to Program Staff-Client Interactions
 - Provide diversity and inclusion training for volunteers
 - Improve staff training and professional development
 - Offer services in additional languages
 - Establish a client advisory board
- Changes to Program Offerings
 - Add new programs, services, or resources
 - Improve referrals or partnerships to enhance service delivery
- Changes in Organizational Culture
 - Establish more frequent formal and informal feedback opportunities
 - Create a staff role focused on client experience
- Formalize a role for clients in organizational decision-making

About Listen4Good

[Listen4Good](#) helps nonprofits gather and analyze feedback from their community. Listen4Good also supports funders to convene participating nonprofit leaders and use community trends data to inform grantmaking. Since 2016, Listen4Good has supported over 1,200 organizations through their coaching and resources.

Grant Reporting

Lessons Learned

[Organization name] recently participated with [Listen4Good](#), a nationally-recognized and evidence-based capacity building program, to develop our system for gathering actionable feedback from the people we serve, and using that feedback to improve services. Listen4Good's model has been researched by third party evaluators and has been shown to improve nonprofits' capacity to use participant feedback for continuous improvement. As part of our Listen4Good project, we collected feedback from participants and received both positive and constructive responses. For example:

- XX% of participants rated XX very or extremely helpful in XX
- Respondents found XX particularly beneficial. For example, the XX was well-received and multiple respondents mentioned XX. According to one attendee, the most helpful part of XX was "[Add quotes from open-ended responses]."
- "[Add more positive quotes from open-ended responses]"
- "[Add constructive quotes from open-ended responses]"

Since multiple participants suggested XX, we are planning to take that advice and XX.

Share Specific Results

- Outcome 1 – [specific to your organization]
- Outcome 2 - [specific to your organization]
- Outcome 3 – We support our clients in a respectful, responsive, and collaborative manner.

[Organization name] participated with [Listen4Good](#), a nationally-recognized and evidence-based capacity building program, to develop our system for gathering actionable feedback from the people we serve, and using that feedback to improve services. Listen4Good's model has been researched by third party evaluators and has been shown to improve nonprofits' capacity to use participant feedback for continuous improvement.

Following Listen4Good's methodology, we use an adaptation of the Net Promoter ScoreSM (NPS®) which asks the extent to which participants would recommend our service to others in similar need, whether they were treated with respect by our staff, and whether our programming met their needs.

Client Stories & Feedback Quotes

We heard directly from participants:

- "The staff made me feel like I actually mattered."
- "I loved the new [program/resource], it helped me do [specific outcome]."
- "One thing I'd like to see changed is [constructive feedback]."

This input affirmed what's working and led to actionable changes.

Awards, Recognition, & Reflections

Through this process, we've seen:

- Improved participant satisfaction and trust
- Stronger internal alignment around client-centered decision-making
- [Optional: Notable achievements, e.g., new partnerships, staff recognition, program expansion]