

“Power of Feedback” Campaign
Follow-Up Survey and Post-Webinar Survey
Summary Report

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Summary Report

Background:

- Two-stage survey developed to understand the effect of the Power of Feedback campaign on use and perceptions of client feedback tools among nonprofits, foundations and other organizations in the social sector
- Two surveys were presented as part of registration process for participants in the “Listen Up” webinar on 10/3 and “Just Ask” webinar on 2/20, each garnering about 2000 respondents.
- An optional follow-up survey presented in email sent out on 2/20 to all webinar participants, garnered 235 respondents
- Respondents represented 50 US states in Oct survey/49 in February survey (+DC and PR) and 73 countries overall.

Key Findings:

- Demographics for pre-webinar surveys were very similar (org type, budget size, issue areas), with a greater percentage of Senior Leaders (52% v 39%) in the second survey
- While the percentage of total respondents saying gathering feedback is “High Priority / Top Source of Impact” differed slightly (+0.8) in survey 2 v. survey 1 (which were similar-sized, similar demographics, but unrelated samples) the number reporting “Not a stated priority” differed only two points (-1.9)
- The net of the top 2 boxes for Frequency of Gathering Feedback differed +4.7 percentage points in the second survey
 - Almost no difference between nonprofit v. total respondents in either our October or February webinar registration surveys
- While specific technologies used to collect data shifted slightly in rankings, the same top 3 were consistent in the first and second survey, and the bottom three had the same in relative position, with “Texting/SMS” still the least-used method
 - The 235 February webinar attendees who responded to a post-webinar survey about these tools, ranked the same top 3; however, use of “Texting/SMS” differed significantly from the pre-webinar surveys (14.5% post v. less than 5% in both pre-webinars)

Summary Report

Key Findings (continued):

- With regards to reasons why organizations are not collecting feedback, respondents in October and February reported “limited staff time / resources”, as primary reason.
 - “Too expensive” and “do not believe it’s worthwhile” were the least stated reasons by far in both surveys
 - In the post-webinar survey, 58.1% reported they felt they “should be embedding feedback across all measurement systems.”
 - 34.6% still felt they had “limited staff time / resources,” but 0% replied that they “[did] not believe it’s worthwhile”
- When asked how their organizations should be prioritizing feedback, an overwhelming 89.5% felt it “definitely” or “possibly” should become a higher priority, with nearly two-thirds (62.8%) saying “definitely”
 - The remaining 10.5% felt it should remain the same, with no respondents saying it should be less of a priority
- When asked in the post-webinar survey how often their organizations should be listening to their clients, 94.4% believed it should be “Frequent / Embedded in all systems”
- When asked about sharing content from the series, only 31.9% of respondents said they had not shared content. About one third, (36.6%) said they had only participated in the webinars.
 - Of those who had shared content, the most frequent group with whom they shared content was “nonprofit colleagues or professionals inside or outside [their] organization” (26.5%)
- **When asked what they are doing as a result of the series, 11% said they were collecting feedback for the first time or planned to; nearly half (44.5%) said they had increased resources dedicated to collecting feedback, and one-quarter (22.6%) stated that they are investing in systems to do so**
 - About one-in-five (20.4%) stated that their approach to feedback has not changed

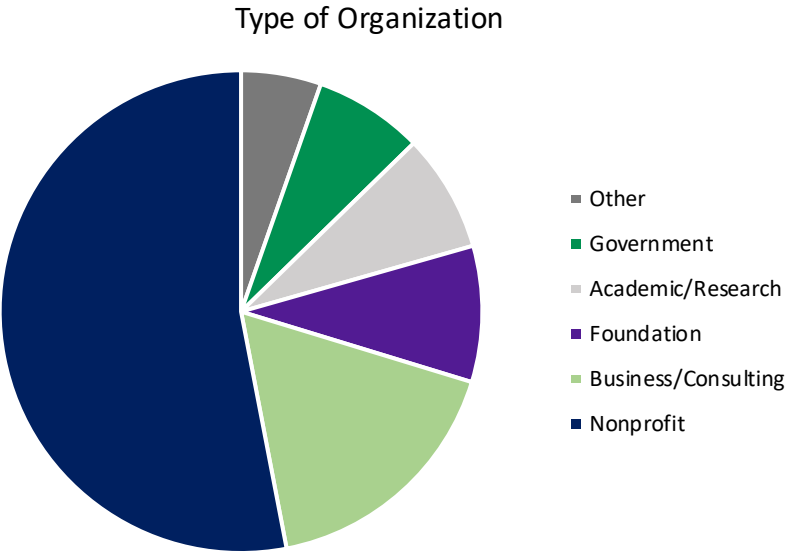
Section 1: 2/20 Webinar Survey Data

Audience Composition

Total Count: 3355

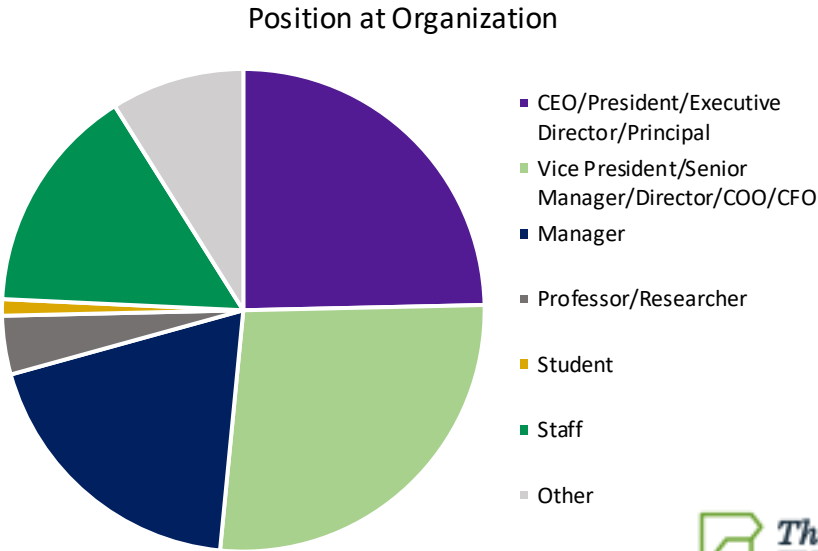
Type of Organization % of TTL

| | |
|---------------------|-----|
| Nonprofit | 53% |
| Business/Consulting | 17% |
| Foundation | 9% |
| Academic/Research | 8% |
| Government | 7% |
| Other | 5% |



Position at Organization % of TTL

| | |
|--|-----|
| CEO/President/Executive Director/Principal | 25% |
| Vice President/Senior Manager/Director/COO/CFO | 27% |
| Manager | 19% |
| Staff | 15% |
| Professor/Researcher | 4% |
| Student | 1% |
| Other | 9% |
| <i>Net SLT</i> | 52% |

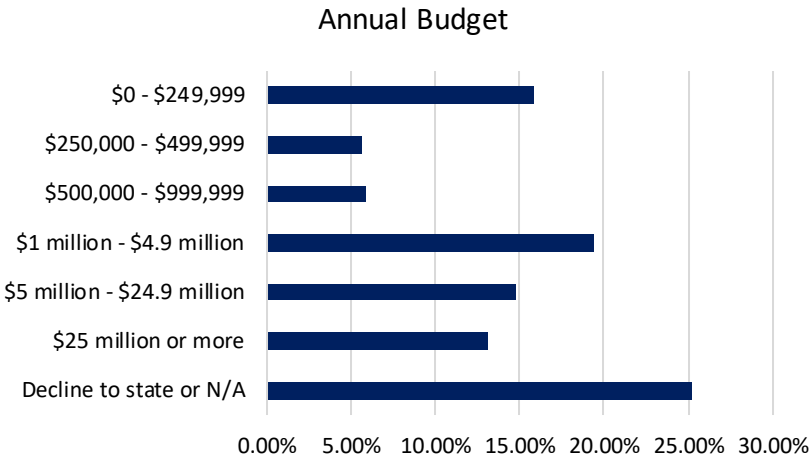


Audience Composition

Total Count: 3355

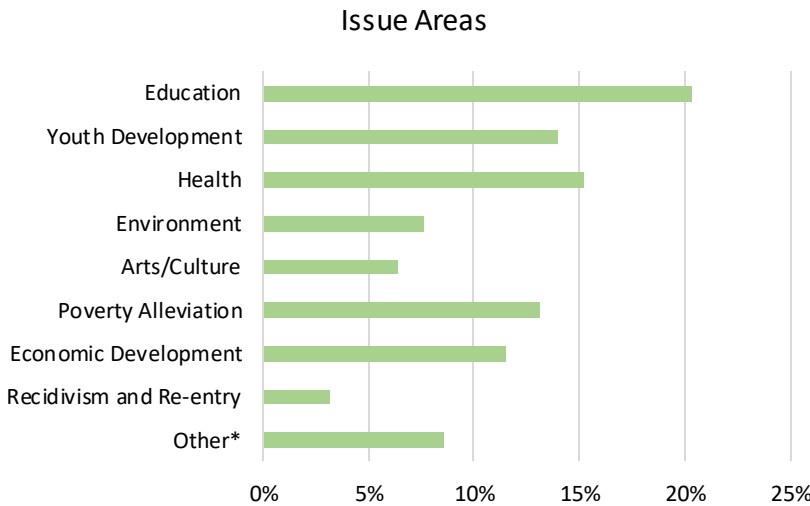
Annual Budget

| Annual Budget | % of TTL |
|------------------------------|----------|
| \$0 - \$249,999 | 16% |
| \$250,000 - \$499,999 | 6% |
| \$500,000 - \$999,999 | 6% |
| \$1 million - \$4.9 million | 19% |
| \$5 million - \$24.9 million | 15% |
| \$25 million or more | 13% |
| Decline to state or N/A | 25% |



Issue Areas

| Issue Areas | % of TTL |
|-------------------------|----------|
| Education | 20% |
| Youth Development | 14% |
| Health | 15% |
| Environment | 8% |
| Arts/Culture | 6% |
| Poverty Alleviation | 13% |
| Economic Development | 12% |
| Recidivism and Re-entry | 3% |
| Other* | 9% |



*Full list of “Other” responses available in Appendix

Audience Composition

Total Count: 3355

| Global Breakdown | % of TTL | US Breakdown | % of TTL | | % of TTL |
|------------------------------------|----------|----------------|----------|----------------|----------|
| US | 79% | California | 24% | Iowa | 1% |
| ROW | 21% | New York | 8% | Maine | 0.6% |
| | | DC | 5% | Montana | 0.6% |
| North America | 87% | Colorado | 5% | Nebraska | 0.6% |
| Central & South America, Caribbean | 2% | Washington | 5% | Nevada | 0.6% |
| Europe (West & East) | 5% | Massachusetts | 5% | Rhode Island | 0.5% |
| Asia | 1% | Pennsylvania | 4% | Louisiana | 0.5% |
| Southeast Asia | 1% | Texas | 4% | Hawaii | 0.5% |
| Oceania | 3% | Illinois | 4% | Idaho | 0.5% |
| Africa & Middle East | 1% | Virginia | 3% | New Mexico | 0.4% |
| | | New Jersey | 2% | South Carolina | 0.4% |
| | | Michigan | 2% | Utah | 0.4% |
| | | North Carolina | 2% | Delaware | 0.3% |
| | | Maryland | 2% | New Hampshire | 0.3% |
| | | Florida | 2% | Alaska | 0.3% |
| | | Ohio | 2% | Arkansas | 0.3% |
| | | Oregon | 2% | Kansas | 0.2% |
| | | Wisconsin | 2% | Oklahoma | 0.2% |
| | | Vermont | 1% | Kentucky | 0.2% |
| | | Connecticut | 1% | Wyoming | 0.1% |
| | | Minnesota | 1% | Alabama | 0.1% |
| | | Indiana | 1% | North Dakota | 0.1% |
| | | Missouri | 1% | South Dakota | 0.1% |
| | | Georgia | 1% | Mississippi | 0.04% |
| | | Tennessee | 1% | Puerto Rico | 0.04% |
| | | Arizona | 1% | | |

TOP 10 Non-US Countries # of Registrations

| | |
|-------------|-----|
| Canada | 246 |
| Australia | 89 |
| UK | 57 |
| India | 36 |
| Mexico | 32 |
| Switzerland | 19 |
| Germany | 16 |
| Brazil | 15 |
| China | 12 |
| New Zealand | 12 |

Qualitative Questions

Select one

Question 1:

Which of the following comes closest to describing how your organization currently prioritizes gathering feedback including ideas and concerns from the people you are trying to help (beneficiaries/end users):

| | Count | % of TTL |
|--|------------|---------------|
| One of many priorities | 909 | 45.13% |
| High Priority | 607 | 30.14% |
| Top source of insight for continuous improvement | 291 | 14.45% |
| Not a stated priority | 207 | 10.28% |
| <i>Net "High Priority" and "Top source of insight"</i> | <i>898</i> | <i>44.59%</i> |

Question 2:

Which of the following comes closest to describing your organization's current frequency of gathering feedback including ideas and concerns from the people you are trying to help:

| | Count | % of TTL |
|---|-------------|---------------|
| Frequent | 777 | 38.75% |
| Sporadic | 760 | 37.91% |
| Embedded in all our measurement systems | 311 | 15.51% |
| Seldom | 157 | 7.83% |
| <i>Net "Frequent" and "Embedded in all"</i> | <i>1088</i> | <i>54.26%</i> |

Qualitative Questions

Select all that apply; response totals vary by question

Question 3:

Which if any of the following tools do you currently use or have used in the past to capture ideas and concerns from the people you are trying to help:

| | Count | % of TTL |
|---|-------|----------|
| Interviews | 2167 | 28.42% |
| Anonymous surveys | 1947 | 25.53% |
| Focus Groups | 1681 | 22.05% |
| Client-specific (non-anonymous) surveys | 1575 | 20.66% |
| Other (please specify) | 255 | 3.34% |

Question 4:

Which if any of the following technology do you currently use or have used in the past to capture ideas and concerns from the people you are trying to help:

| | Count | % of TTL |
|-------------------------------------|-------|----------|
| Email | 2021 | 19.57% |
| In-person interviews | 2011 | 19.47% |
| Web-based or online forms | 1987 | 19.24% |
| Paper-based forms | 1611 | 15.60% |
| Telephone calls | 1412 | 13.67% |
| Computers or tablets in your office | 706 | 6.84% |
| Texting/SMS | 458 | 4.43% |
| Other (please specify) | 122 | 1.18% |

Qualitative Questions

Select all that apply; response totals vary by question

Question 5:

If you don't/haven't, which of the following reasons explain(s) why you do not or would not in the future gather feedback from the people you are trying to help:

| | Count | % of TTL |
|---|-------|----------|
| Limited staff time/resources | 1334 | 59.82% |
| Too expensive | 266 | 11.93% |
| Too complicated | 217 | 9.73% |
| Do not believe constituents would respond | 181 | 8.12% |
| Do not believe it's worthwhile | 68 | 3.05% |
| Other (please specify) | 164 | 7.35% |

Section 2: Side-by-Side Analysis

Data from Webinar Registration Survey 1 (October) and 2 (February)

Audience Composition

10/3/18 Webinar Survey; n = 1986

2/20/19 Webinar Survey; n = 3355

Type of Organization

| | % of TTL | % of TTL |
|---------------------|----------|----------|
| Nonprofit | 52% | 53% |
| Business/Consulting | 11% | 17% |
| Foundation | 9% | 9% |
| Academic/Research | 5% | 8% |
| Government | 3% | 7% |
| Other | 4% | 5% |
| Decline to State | 17% | 0% |

Position at Organization

| | % of TTL | % of TTL |
|--|----------|----------|
| CEO/President/Executive Director/Principal | 20% | 27% |
| Vice President/Senior Manager/Director/COO/CFO | 19% | 25% |
| Manager | 17% | 19% |
| Staff | 14% | 15% |
| Professor/Researcher | 3% | 4% |
| Student | 1% | 1% |
| Other | 10% | 9% |
| Decline to State | 17% | 0% |
| <i>Net SLT</i> | 39% | 52% |

Audience Composition

10/3/18 Webinar Survey; n = 1986

2/20/19 Webinar Survey; n = 3355

Annual Budget

| | % of TTL | % of TTL |
|------------------------------|----------|----------|
| \$0 - \$249,999 | 16% | 16% |
| \$250,000 - \$499,999 | 5% | 6% |
| \$500,000 - \$999,999 | 6% | 6% |
| \$1 million - \$4.9 million | 20% | 19% |
| \$5 million - \$24.9 million | 12% | 15% |
| \$25 million or more | 8% | 13% |
| Decline to state or N/A | 33% | 25% |

Issue Areas

| | % of TTL | % of TTL |
|-------------------------|----------|----------|
| Education | 20% | 20% |
| Youth Development | 15% | 14% |
| Health | 14% | 15% |
| Environment | 14% | 8% |
| Arts/Culture | 11% | 6% |
| Poverty Alleviation | 7% | 13% |
| Economic Development | 6% | 12% |
| Recidivism and Re-entry | 4% | 3% |
| Other | 9% | 9% |

Qualitative Questions

10/3/18 Webinar Survey; n = 1986

Question 1:

Which of the following comes closest to describing how your organization prioritizes gathering feedback including ideas and concerns from the people you are trying to help (beneficiaries/end users):

| | Count | % of TTL |
|--|------------|---------------|
| Not a stated priority | 241 | 12.13% |
| One of many priorities | 876 | 44.11% |
| High priority | 618 | 31.12% |
| Top source of insight for continuous improvement | 251 | 12.64% |
| <i>Net "High Priority" and "Top source of insight"</i> | <i>869</i> | <i>43.76%</i> |

2/20/19 Webinar Survey; n = 2014

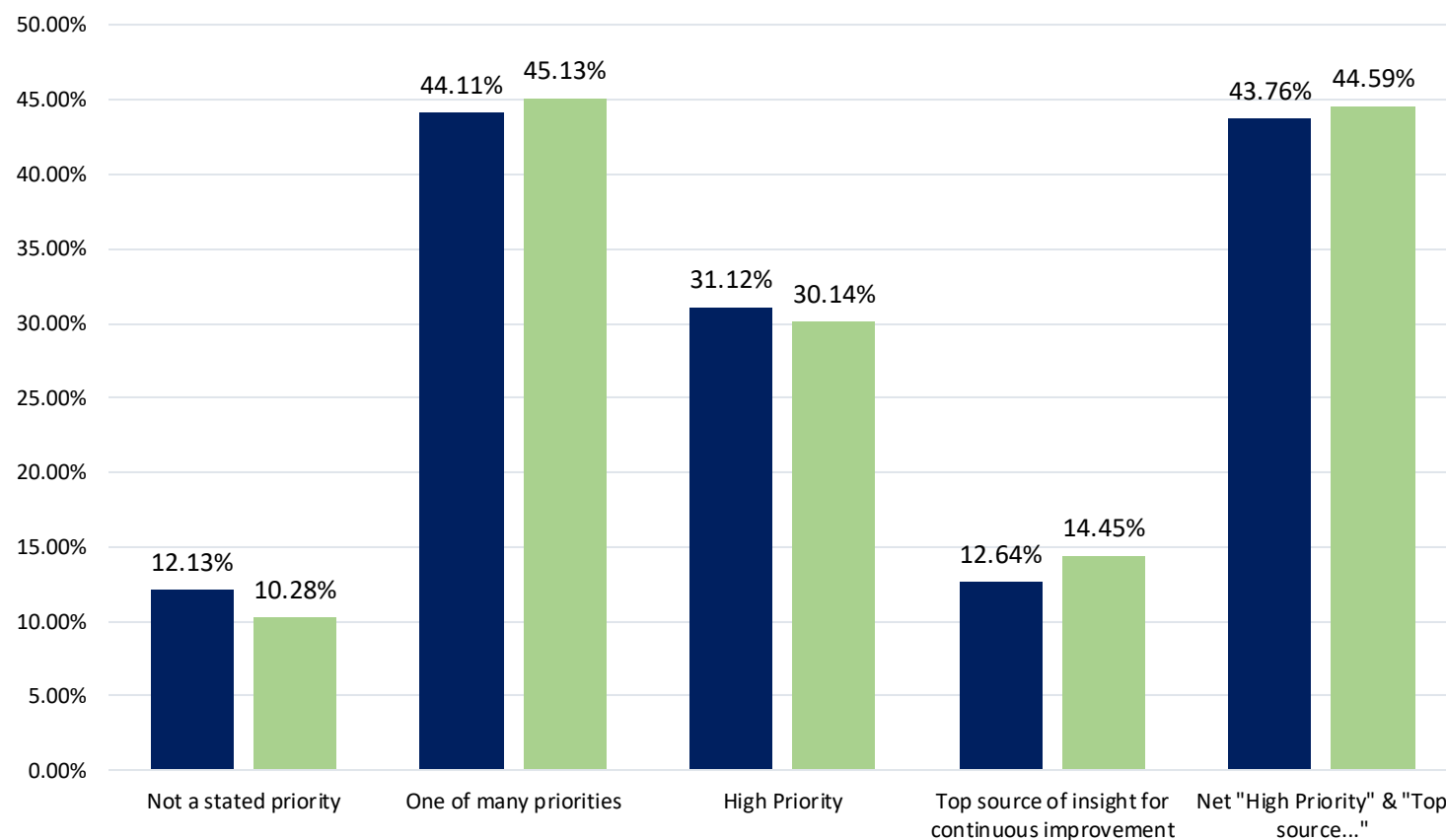
Question 1:

Which of the following comes closest to describing how your organization currently prioritizes gathering feedback including ideas and concerns from the people you are trying to help (beneficiaries/end users):

| | Count | % of TTL |
|--|------------|---------------|
| Not a stated priority | 207 | 10.28% |
| One of many priorities | 909 | 45.13% |
| High Priority | 607 | 30.14% |
| Top source of insight for continuous improvement | 291 | 14.45% |
| <i>Net "High Priority" and "Top source of insight"</i> | <i>898</i> | <i>44.59%</i> |

Qualitative Questions

Webinar 1 vs Webinar 2



Question 1:

Which of the following comes closest to describing how your organization prioritizes gathering feedback including ideas and concerns from the people you are trying to help (beneficiaries/end users):

| | Δ% |
|--|-------|
| Not a stated priority | -1.85 |
| One of many priorities | +1.02 |
| High priority | -0.98 |
| Top source of insight for continuous improvement | +1.81 |
| Net "High Priority" and "Top source of insight" | +0.83 |

Qualitative Questions

10/3/18 Webinar Survey; n = 1986

Question 2:

Which of the following comes closest to describing your organization's frequency of gathering feedback including ideas and concerns from the people you are trying to help:

| | Count | % of TTL |
|---|-------|----------|
| Seldom | 193 | 9.72% |
| Sporadic | 808 | 40.68% |
| Frequent | 741 | 37.31% |
| Embedded in all our measurement systems | 244 | 12.29% |
| <i>Net "Frequent" and "Embedded in all"</i> | 985 | 49.60% |

2/20/19 Webinar Survey; n = 2005

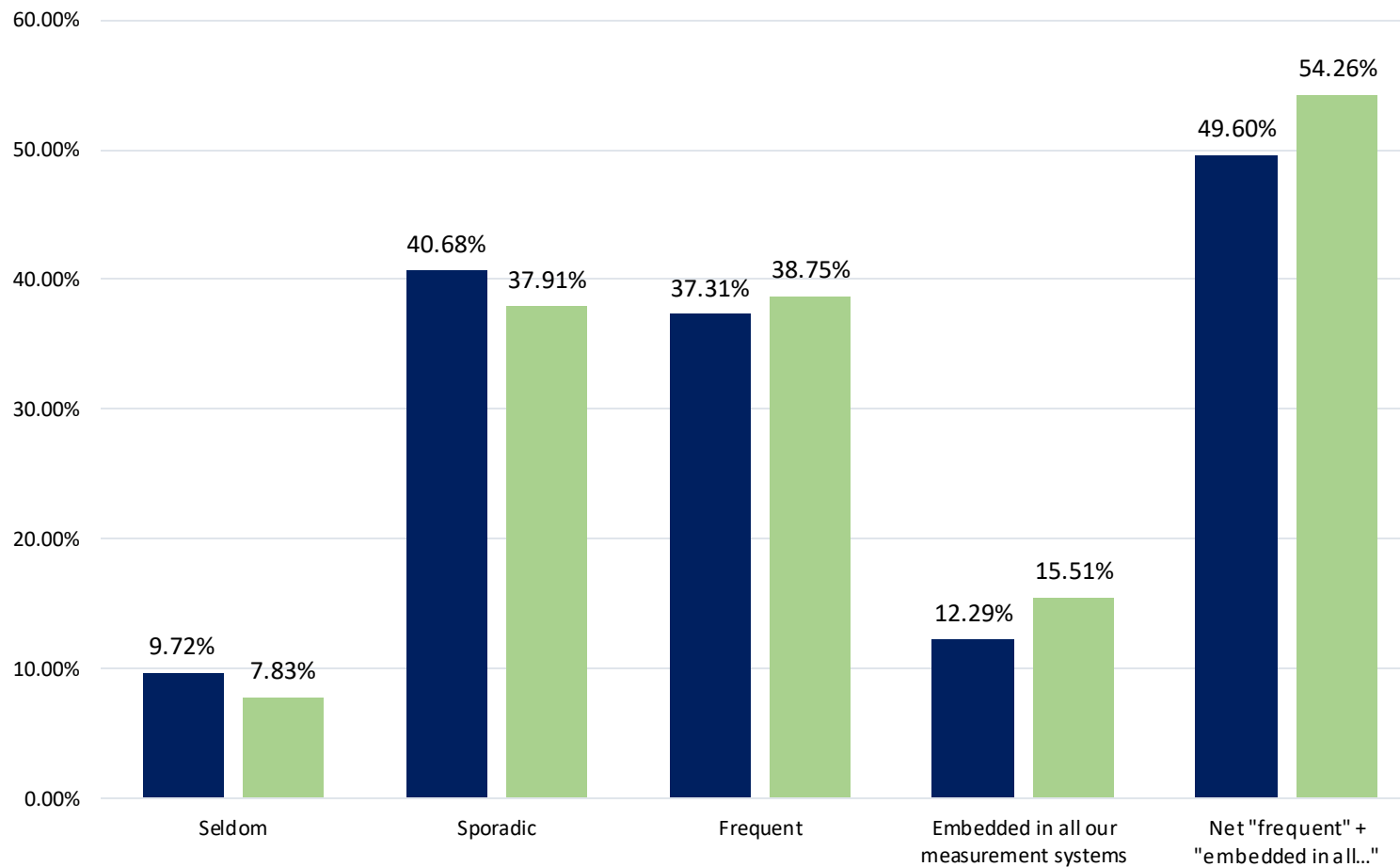
Question 2:

Which of the following comes closest to describing your organization's current frequency of gathering feedback including ideas and concerns from the people you are trying to help:

| | Count | % of TTL |
|---|-------|----------|
| Seldom | 157 | 7.83% |
| Sporadic | 760 | 37.91% |
| Frequent | 777 | 38.75% |
| Embedded in all our measurement systems | 311 | 15.51% |
| <i>Net "Frequent" and "Embedded in all"</i> | 1088 | 54.26% |

Qualitative Questions

Webinar 1 vs Webinar 2



Question 2:

Which of the following comes closest to describing your organization's current frequency of gathering feedback including ideas and concerns from the people you are trying to help:

| | Δ% |
|---|-------|
| Seldom | -1.89 |
| Sporadic | -2.77 |
| Frequent | +1.44 |
| Embedded in all our measurement systems | +3.22 |
| Net "Frequent" and "Embedded in all" | +4.66 |

Qualitative Questions

10/3/18 Webinar Survey

Question 3:

Which if any of the following tools do you currently use or have used in the past to capture ideas and concerns from the people you are trying to help:

| | Count | % of TTL |
|---|-------|----------|
| Anonymous surveys | 1128 | 27.43% |
| Interviews | 1095 | 26.63% |
| Client-specific (non-anonymous) surveys | 924 | 22.47% |
| Focus Groups | 798 | 19.41% |
| Other (please specify) | 167 | 4.06% |

2/20/19 Webinar Survey

Question 3:

Which if any of the following tools do you currently use or have used in the past to capture ideas and concerns from the people you are trying to help:

| | Count | % of TTL |
|---|-------|----------|
| Interviews | 2167 | 28.42% |
| Anonymous surveys | 1947 | 25.53% |
| Focus Groups | 1681 | 22.05% |
| Client-specific (non-anonymous) surveys | 1575 | 20.66% |
| Other (please specify) | 255 | 3.34% |

Qualitative Questions

10/3/18 Webinar Survey

Question 4:

Which if any of the following technology do you currently use or have used in the past to capture ideas and concerns from the people you are trying to help:

| | Count | % of TTL |
|-------------------------------------|-------|----------|
| Web-based or online forms | 1095 | 21.17% |
| In-person interviews | 1007 | 19.47% |
| Email | 993 | 19.20% |
| Paper-based forms | 901 | 17.42% |
| Telephone calls | 664 | 12.84% |
| Computers or tablets in your office | 272 | 5.26% |
| Texting/SMS | 174 | 3.36% |
| Other (please specify) | 67 | 1.30% |

2/20/19 Webinar Survey

Question 4:

Which if any of the following technology do you currently use or have used in the past to capture ideas and concerns from the people you are trying to help:

| | Count | % of TTL |
|-------------------------------------|-------|----------|
| Email | 2021 | 19.57% |
| In-person interviews | 2011 | 19.47% |
| Web-based or online forms | 1987 | 19.24% |
| Paper-based forms | 1611 | 15.60% |
| Telephone calls | 1412 | 13.67% |
| Computers or tablets in your office | 706 | 6.84% |
| Texting/SMS | 458 | 4.43% |
| Other (please specify) | 122 | 1.18% |

Qualitative Questions

10/3/18 Webinar Survey

Question 5:

If you don't/haven't, which of the following reasons explain(s) why you do not or would not in the future gather feedback from the people you are trying to help:

| | Count | % of TTL |
|---|-------|----------|
| Limited staff time/resources | 916 | 65.29% |
| Too complicated | 140 | 9.98% |
| Too expensive | 119 | 8.48% |
| Do not believe constituents would respond | 110 | 7.84% |
| Do not believe it's worthwhile | 26 | 1.85% |
| Other (please specify) | 92 | 6.56% |

2/20/19 Webinar Survey

Question 5:

If you don't/haven't, which of the following reasons explain(s) why you do not or would not in the future gather feedback from the people you are trying to help:

| | Count | % of TTL |
|---|-------|----------|
| Limited staff time/resources | 1334 | 59.82% |
| Too expensive | 266 | 11.93% |
| Too complicated | 217 | 9.73% |
| Do not believe constituents would respond | 181 | 8.12% |
| Do not believe it's worthwhile | 68 | 3.05% |
| Other (please specify) | 164 | 7.35% |

Section 3: Comparative Analysis

Total v. Nonprofit Survey Data

Qualitative Questions

Total Response Data; n = 2014

Question 1:

Which of the following comes closest to describing how your organization currently prioritizes gathering feedback including ideas and concerns from the people you are trying to help (beneficiaries/end users):

| | Count | % of TTL |
|--|------------|---------------|
| Not a stated priority | 207 | 10.28% |
| One of many priorities | 909 | 45.13% |
| High Priority | 607 | 30.14% |
| Top source of insight for continuous improvement | 291 | 14.45% |
| <i>Net “High Priority” and “Top source of insight”</i> | <i>898</i> | <i>44.59%</i> |

Nonprofit Data; n = 1136

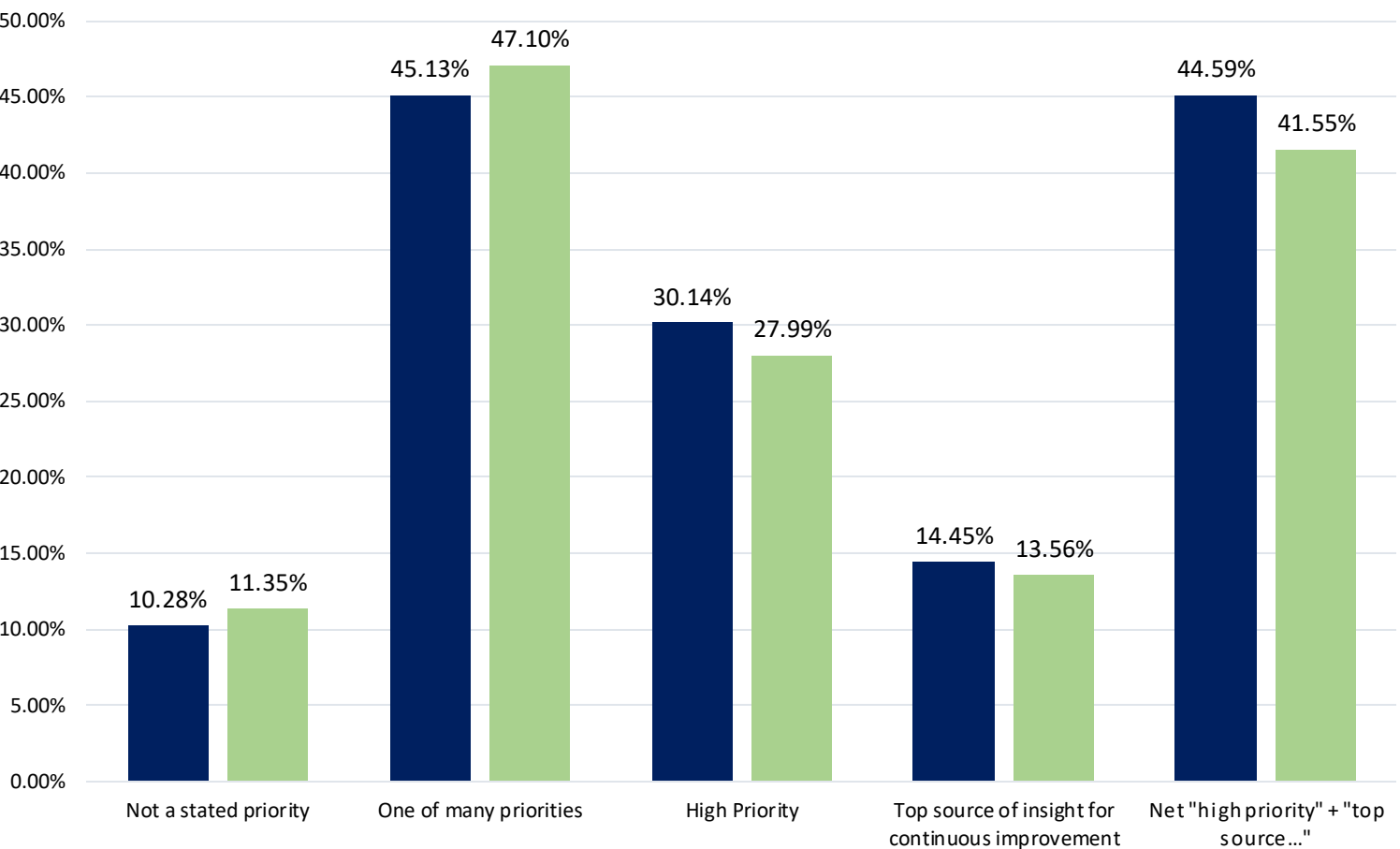
Question 1:

Which of the following comes closest to describing how your organization currently prioritizes gathering feedback including ideas and concerns from the people you are trying to help (beneficiaries/end users):

| | Count | % of TTL |
|--|------------|---------------|
| Not a stated priority | 129 | 11.35% |
| One of many priorities | 535 | 47.10% |
| High Priority | 318 | 27.99% |
| Top source of insight for continuous improvement | 154 | 13.56% |
| <i>Net “High Priority” and “Top source of insight”</i> | <i>472</i> | <i>41.55%</i> |

Qualitative Questions

Total vs Nonprofit



Question 1:
Which of the following comes closest to describing how your organization prioritizes gathering feedback including ideas and concerns from the people you are trying to help (beneficiaries/end users):

| | Δ% |
|--|-------|
| Not a stated priority | +1.07 |
| One of many priorities | +1.97 |
| High priority | -2.15 |
| Top source of insight for continuous improvement | -0.89 |
| Net "High Priority" and "Top source of insight" | -3.04 |

Qualitative Questions

Total Response Data; n = 2005

Question 2:

Which of the following comes closest to describing your organization's current frequency of gathering feedback including ideas and concerns from the people you are trying to help:

| | Count | % of TTL |
|---|-------------|---------------|
| Seldom | 157 | 7.83% |
| Sporadic | 760 | 37.91% |
| Frequent | 777 | 38.75% |
| Embedded in all our measurement systems | 311 | 15.51% |
| <i>Net "Frequent" and "Embedded in all"</i> | <i>1088</i> | <i>54.26%</i> |

Nonprofit Data; n = 1135

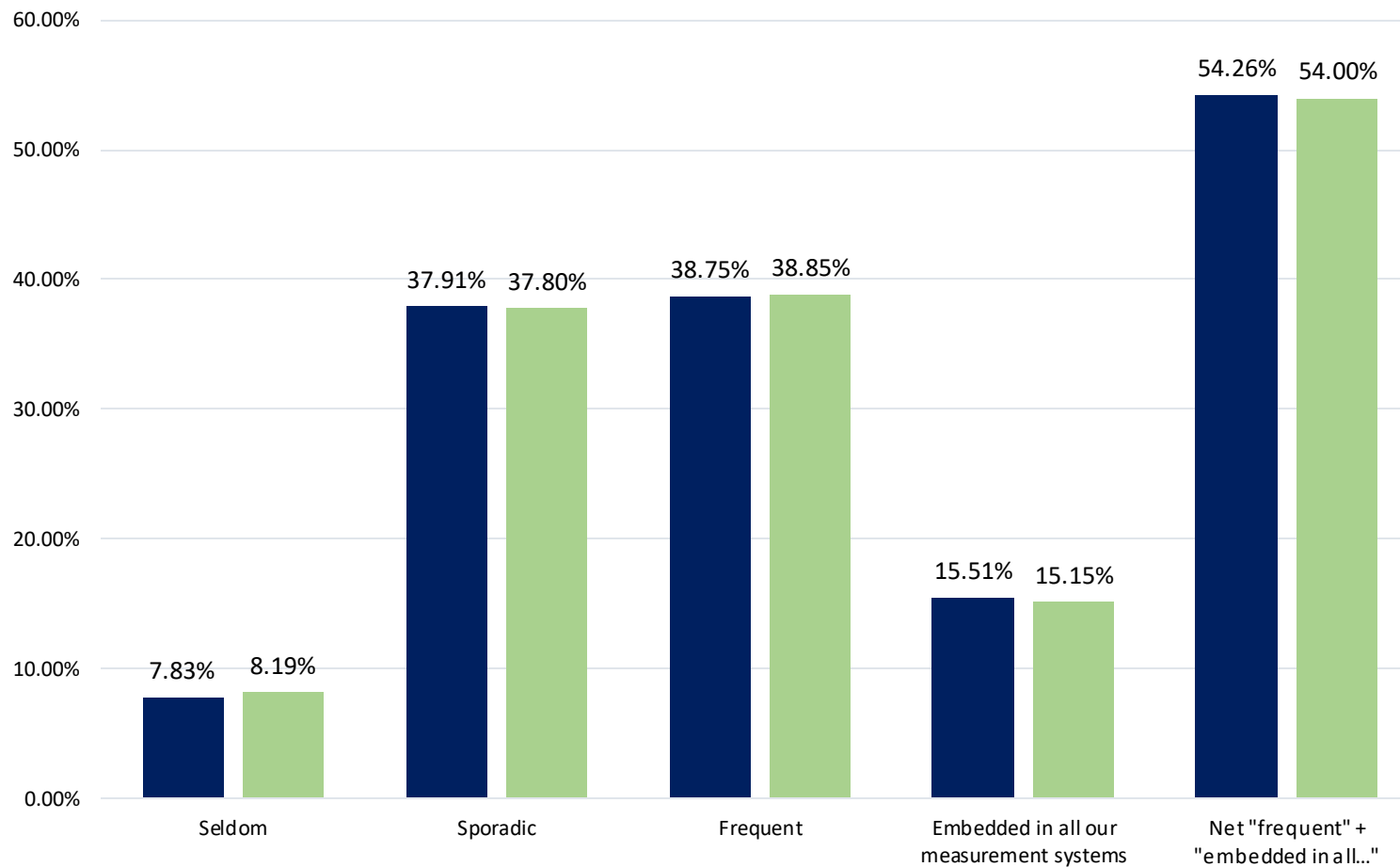
Question 2:

Which of the following comes closest to describing your organization's current frequency of gathering feedback including ideas and concerns from the people you are trying to help:

| | Count | % of TTL |
|---|------------|---------------|
| Seldom | 93 | 8.19% |
| Sporadic | 429 | 37.80% |
| Frequent | 441 | 38.85% |
| Embedded in all our measurement systems | 172 | 15.15% |
| <i>Net "Frequent" and "Embedded in all"</i> | <i>613</i> | <i>54.00%</i> |

Qualitative Questions

Total vs Nonprofit



Question 2:

Which of the following comes closest to describing your organization's current frequency of gathering feedback including ideas and concerns from the people you are trying to help:

| | $\Delta\%$ |
|---|------------|
| Seldom | +0.36 |
| Sporadic | -0.11 |
| Frequent | +0.10 |
| Embedded in all our measurement systems | -0.36 |
| Net "Frequent" and "Embedded in all" | -0.26 |

Section 4: Post-Series Survey Data

Qualitative Questions

Select one; all totals = 285 for Q1, 284 for Q2

Question 1:

After having participated in this webinar, and/or having read articles from the Power of Feedback series, which of the following comes closest to describing how you feel your organization should prioritize the practice of listening to beneficiaries/end-users):

| | Count | % of TTL |
|--|-------|----------|
| Definitely become a greater priority | 179 | 62.81% |
| Possibly become a greater priority | 76 | 26.67% |
| No change in its priority | 30 | 10.53% |
| Possibly become a lesser priority | 0 | 0.00% |
| Definitely become a lesser priority | 0 | 0.00% |
| <i>Net “Definitely become a greater priority” and “Possibly become a greater priority”</i> | 255 | 89.48% |

Question 2:

After having participated in this webinar, and/or having read articles from the Power of Feedback series, which of the following comes closest to describing how you feel your organization should be listening to the people they are trying to help:

| | Count | % of TTL |
|---|-------|----------|
| Seldom | 2 | 0.70% |
| Sporadic | 14 | 4.93% |
| Frequent | 103 | 36.27% |
| Embedded in all our measurement systems | 165 | 58.10% |
| <i>Net “Frequent” and “Embedded in all”</i> | 268 | 94.37% |

Qualitative Questions

Select all that apply; response totals vary by question

Question 3:

Have you shared content from the Power of Feedback series with any of the following:

| | % of TTL |
|--|----------|
| Measurement experts inside or outside your organization | 11.59% |
| Nonprofit colleagues or professionals inside or outside your organization | 26.45% |
| Funders or other philanthropic leaders | 4.71% |
| Friends, acquaintances or others | 10.51% |
| Besides the webinar, I did not read/view any other content from the Power of Feedback series | 36.59% |
| I have not shared any content from the Power of Feedback series | 31.88% |

Qualitative Questions

Select all that apply; response totals vary by question

Question 4:

Which if any of the following tools would you consider using to capture ideas and concerns from the people you are trying to help:

| | Count | % of TTL |
|---|-------|----------|
| Anonymous surveys | 217 | 25.68% |
| Client-specific (non-anonymous) surveys | 205 | 24.26% |
| Interviews | 202 | 23.90% |
| Focus groups | 201 | 23.79% |
| Other (please specify) | 20 | 2.37% |

Question 5:

Which if any of the following technology would you consider using to capture ideas and concerns from the people you are trying to help:

| | Count | % of TTL |
|-------------------------------------|-------|----------|
| Web-based or online forms | 228 | 20.32% |
| In-person interviews | 198 | 17.65% |
| Email | 176 | 15.69% |
| Texting/ SMS | 163 | 14.53% |
| Paper-based forms | 127 | 11.31% |
| Telephone calls | 120 | 10.70% |
| Computers or tablets in your office | 99 | 8.82% |
| Other (please specify) | 11 | 0.98% |

Qualitative Questions

Question 6:

As a result of what you learned from the Power of Feedback series, which of the following are you doing:

| | Count | % of TTL |
|--|-------|----------|
| We plan to collect feedback for the first time | 24 | 9.06% |
| We have collected feedback for the first time | 5 | 1.89% |
| We are increasing our resources dedicated to collecting feedback | 118 | 44.53% |
| We are investing in systems to collect feedback | 60 | 22.64% |
| Our approach to feedback has not changed | 54 | 20.38% |
| Other (please specify) | 44 | 16.60% |

Question 7:

If you don't/haven't, which of the following reasons explain(s) why you do not or would not in the future gather feedback from the people you are trying to help:

| | Count | % of TTL |
|--|-------|----------|
| Not applicable (we plan to start gathering feedback) | 119 | 58.05% |
| Limited staff time/resources | 71 | 34.63% |
| Too expensive | 9 | 4.39% |
| Too complicated | 7 | 3.41% |
| Do not believe constituents would respond | 6 | 2.93% |
| Do not believe it's worthwhile | 0 | 0.00% |
| Other (please specify) | 16 | 7.80% |

Appendix: “Other” Responses

Summary of “Other” Responses by Question

2/20/19 Webinar Survey, Question 3:

Which if any of the following tools do you currently use or have used in the past to capture ideas and concerns from the people you are trying to help:

- Conversations (19)
- Meetings (8)
- Townhalls (6)
- Observations (5)
- User testing (4)
- Discussions (4)
- Community meetings (3)
- Convenings (3)
- Polls (2)
- Social Media (2)

**Full list of “other” responses available upon request*

2/20/19 Webinar Survey, Question 4:

Which if any of the following technology do you currently use or have used in the past to capture ideas and concerns from the people you are trying to help:

- Meetings (9)
- Social media (8)
- Focus groups (7)
- Informal conversation/dialogue/chat (5)
- Observation (4)
- Video conferences (3)
- Survey Monkey (3)
- Video calls (2)
- Google docs (1)
- Comment boards (1)

**Full list of “other” responses available upon request*

Summary of “Other” Responses by Question

2/20/19 Webinar Survey, Question 5:

If you don't/haven't, which of the following reasons explain(s) why you do not or would not in the future gather feedback from the people you are trying to help:

- N/A (55)
- Already gather/collect feedback (15)
- Executive leadership/management (5)
- Need systems/strategy (5)
- Lack understanding/don't know how (5)
- Access issues (5)
- Interview burnout/survey fatigue (3)
- Language (2)
- Board culture (2)
- Confidentiality (2)

**Full list of “other” responses available upon request*

2/20/19 Webinar Survey, Question 6:

In which of the following issue area(s) do you focus?

- Housing (43)
- Children/Youth (22)
- Capacity building (16)
- Women's rights (15)
- Mental health services (11)
- Gender equity (10)
- Disability advocacy/services (10)
- Aging population (10)
- Civic engagement/services (9)
- Immigrant advocacy/services (8)

**Full list of “other” responses available upon request*

Summary of “Other” Responses by Question

Post-Series Survey, Question 4:

Which if any of the following tools would you consider using to capture ideas and concerns from the people you are trying to help:

- N/A (55)
- Already gather/collect feedback (15)
- Executive leadership/management (5)
- Need systems/strategy (5)
- Lack understanding/don't know how (5)
- Access issues (5)
- Interview burnout/survey fatigue (3)
- Language (2)
- Board culture (2)
- Confidentiality (2)

**Full list of “other” responses available upon request*

Post-Series Survey, Question 5:

Which if any of the following technology would you consider using to capture ideas and concerns from the people you are trying to help:

- Housing (43)
- Children/Youth (22)
- Capacity building (16)
- Women's rights (15)
- Mental health services (11)
- Gender equity (10)
- Disability advocacy/services (10)
- Aging population (10)
- Civic engagement/services (9)
- Immigrant advocacy/services (8)

**Full list of “other” responses available upon request*

Summary of “Other” Responses by Question

Post-Series Survey, Question 6:

As a result of what you learned from the Power of Feedback series, which of the following are you doing:

Plans to begin/improve collection of feedback:

- “We plan to increase resources and invest in systems”
- “We are going to fine-tune our surveys and read up on the tried and true pointers shared in the resources.”
- “Doing more assessment to decide on the best approaches and allocation of resources.”
- “We haven’t collected feedback for sometime, but will do so.”

Plans to share information from webinar:

- “I will be sharing this information with my COO.”
- “I’ll bring some of the ideas from webinar to our academic affairs group such as closing loop.”

**Full list of “other” responses available upon request*

Post-Series Survey, Question 7:

If you don’t/haven’t, which of the following reasons explain(s) why you do not or would not in the future gather feedback from the people you are trying to help:

Already collecting feedback:

- “we’re already doing it and prioritizing it”
- “already use a high degree of feedback from constituents.”
- “we currently gather feedback”

Issues with leadership:

- “Leadership is not invested in incorporating feedback meaningfully into strategies.”
- “I can also see that the Exec team might be resistant to implementing. They tend towards being arrogant and not welcoming of data based approaches.”

Issues with contact:

- “We serve people experiencing homelessness, so there is a challenge with contacting clients consistently. We can’t use electronic tools and the folks we serve are often transient. We need to think more about how best to reach them to gather feedback.”

**Full list of “other” responses available upon request*

Summary of “Other” Responses by Question

Post-Series Survey, Question 8:

In which of the following issue area(s) do you focus?

- Education (10)
- Homeless services (6)
- Children/Youth Development (6)
- Economic Development (5)
- “All of the above” (5)
- Older adults (4)
- Faith-based (4)
- Disability services (3)
- Mental health services (3)
- Public library (2)

**Full list of “other” responses available upon request*