






Creative Ways to Solicit Stakeholder Feedback Virtually

We have all been there. You want input from your stakeholders, but don't have the opportunity to be with them face-to-face. You could send out a survey but your stakeholders are tired of surveys and rarely respond. Don't worry – Public Profit has you covered. Our *Creative Ways to Solicit Stakeholder Feedback* guide includes 15 activities to collect input, many of which can be done virtually. Here are some of our favorite virtual-friendly activities:

	<p>PHOTO BOOTHS/SELFIE STATIONS are a fun way to collect short, qualitative data snippets from a large group of participants. Participants take selfies with signs that have prompts (e.g. “I learned...” or “I love this organization because...”), leaving behind their photo with their response. You do not need an actual photo booth to make this happen! Participants can make the signs and take the photos with their own cameras and share them through social media or in a shared folder. You can also ask participants to post videos for more detailed responses.</p>
	<p>FEEDBACK WALLS collect open-ended responses from a large group of people over time. Participants add their input directly to a visual display with a prompt, allowing them to comment in real time and observe responses from their peers. You can create a virtual wall for participants to add to with a shared Google document or a virtual white board.</p>
	<p>PHOTO RESPONSE uses visual images as a tool to encourage people to share their opinions, experiences, and observations. Participants pick an image, connect it to their experience in relation to a prompt, and describe to the group how the image connects to that experience. Participants can share these images with each other through a video meeting or recorded responses.</p>
	<p>SOCIAL MEDIA RESPONSES through polls and hashtags can provide you with data from a large number of people in a short period of time. This is useful if stakeholders don't respond to your emails but love to comment on Instagram... or Twitter... or whatever your stakeholders are using these days! The key is finding a way that participants can give their input as part of their regular social networking.</p>
	<p>CARD SORT is a way to learn about stakeholders' knowledge or opinions by observing them categorize or choose amongst options. Stakeholders sort cards with words or images into categories in response to your question. Stakeholders can do this sorting virtually through a Trello board or a shared Google document.</p>

Many of the other activities in *Creative Ways to Solicit Stakeholder Feedback* can also be adapted to be done virtually. You can use video chat, shared Google documents, messaging applications, and social media sites to collect text, image, and voice input. Get creative!