Focus group methodology is designed to elicit participants’ ideas and feedback using open-ended questions in a small group setting, which allows for deeper and more nuanced understandings of organizational culture. Unlike mail and telephone surveys, which are not able to obtain the lived experience of organizational culture in any real depth, focus groups promote dynamic group interaction and discussion.

*Tell me about your experiences receiving services here at (name of site).*

*Share with us what went very well for you when you were here.*

*Share with us what we could do to improve our services for you and others.*

*How would you describe your interactions with our staff and volunteers.*

*Describe how staff and volunteers did or did not express compassion towards you.*

*Describe how staff and volunteers did or did not express respect towards you.*

*Consider the services that are offered here*

*How would you improve the selection of foods here, keeping in mind our budgetary boundaries.*

*How would you improve our distribution process, what should we continue doing and what should we transform.*

*How, if at all, have you taken advantage of our educational programs.*

*Choice is fundamental to all human experiences, how would you describe your ability to choose foods that are meaningful and recognizable to you and your family.*