Are you Ready to be Powered by Pro Bono?

Thank you for joining.
The webinar will begin shortly.

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Are you Ready to be 
Powered by Pro Bono?

Presented by
Max Skolnik, ESIA MA '99
Executive Director, Taproot Foundation

September 16, 2014
12:00 – 1:00 pm EDT
THE POWER OF PRO BONO
WHY PRO BONO FOR NONPROFITS?

- What could you do if you had 20% of your time and budget back?
- What’s your ridiculous idea for social change?
- What could you accomplish if you were more sustainable?
HOW WOULD YOU CHANGE YOUR COMMUNITY IF YOU COULD DONATE $12,000? IF YOUR COMPANY COULD MULTIPLY THAT AMOUNT?

HOW WOULD YOU OR YOUR COMPANY CHANGE WITH A BIG MORALE AND REPUTATIONAL BOOST? WITH NEW OPPORTUNITIES FOR PROFESSIONAL DEVELOPMENT AND INNOVATION?
THE CHALLENGE
AS A RESULT, GROUPS ARE STUCK

HAMSTER WHEEL OF SURVIVAL

INCREASE

IMPACT

INNOVATE
AND FOR PROVIDERS
It’s not about doing more with less—it’s about doing more with more.
SUBSTANTIAL BUSINESS BENEFITS

- 91% of HR execs. → pro bono service adds value to training and development programs
- 70% of employees → feel better about their company as a result of their pro bono experience
- Corporate citizenship is now the top driver of reputation
- Pro bono helps companies stay visible in the community, even in the face of cutbacks
- Employees build new professional & business networks in a challenging environment
- Employees question assumptions, try creative approaches, work in new teams, and sharpen skills
92% of nonprofits say they want more pro bono but only 3% have access to it.
Increasingly, organizations are focused on **SKILLS** rather than the perceived benefits of Fortune 100 affiliation for board members.

- **86%**
  - Would select new board member based on right skill-set regardless of affiliation.

- **14%**
  - Would prefer board members from Fortune 100 companies.
SO, WHAT ARE THE OBSTACLES?

Surveyed nonprofits reported:

65%
Don’t know how to FIND high quality pro bono resources

51%
Don’t have enough staff TIME to manage pro bono resources

26%
Don’t have enough staff EXPERTISE to manage pro bono

FACTORS THAT IMPROVE ABILITY TO LEVERAGE PRO BONO

- Be able to IDENTIFY and RECRUIT pro bono resources
- STRUCTURE work to take advantage of pro bono resources
- Improve RELIABILITY of pro bono resources
- SECURE
- SCOPE
- MANAGE

<table>
<thead>
<tr>
<th>MAKING BUDGET</th>
<th>“EXTRA HANDS” TO DELIVER SERVICES/PROGRAMS</th>
<th>INFRASTRUCTURE AND LEADERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>FINANCIAL SUPPORT</td>
<td>&lt;/br&gt;<code>Cash grants</code>&lt;br&gt;<code>Dollars for Doers</code>&lt;br&gt;<code>Matching gifts</code></td>
<td><code>HANDS-ON VOLUNTEERING</code>&lt;br&gt;<code>Playground clean-up</code>&lt;br&gt;<code>Soup kitchen</code>&lt;br&gt;<code>Planting a garden</code>&lt;br&gt;<code>Tutoring</code>&lt;br&gt;<code>Literacy programs</code>&lt;br&gt;<code>Event coordination</code></td>
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<td><code>SPECTRUM OF VOLUNTEERISM</code>&lt;br&gt;<code>SKILLS-BASED VOLUNTEERING</code>&lt;br&gt;<code>GENERAL SKILLS</code>&lt;br&gt;<code>PRO BONO EXPERTISE</code>&lt;br&gt;<code>BOARD SERVICE</code></td>
<td><code>IT assistance</code>&lt;br&gt;<code>Marketing</code>&lt;br&gt;<code>Design</code>&lt;br&gt;<code>HR consulting</code>&lt;br&gt;<code>Legal counsel</code>&lt;br&gt;<code>Board placement</code>&lt;br&gt;<code>Board member training</code></td>
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</tbody>
</table>
“HANDS-ON” VOLUNTEERING

SKILLED VOLUNTEERING

PRO BONO SERVICE

BOARD SERVICE

BUILDING INFRASTRUCTURE AND LEADERSHIP CAPABILITIES

PROVIDES EXTRA HANDS

IMPACT

NUMBER OF VOLUNTEERS

Low

High

Low

High
PRO BONO MODELS

LOANED EMPLOYEE
An employee is granted a sanctioned and compensated leave of absence to pursue a pro bono project.

FUNCTIONAL COACHING AND MENTORING
Employees match up with their nonprofit peers, form a relationship, and share functional expertise.

MARATHON
A company pools human capital resources on a pro bono project within a short, predetermined timeframe (usually 12-24 hours) to deliver a mass volume of deliverables.

STANDARDIZED TEAM PROJECTS
Individuals are placed on teams, each with specific roles and responsibilities. Each project is scoped and structured around a standard deliverable based on the needs of the nonprofit partners.

OPEN-ENDED OUTSOURCING
A company makes its services available to a specific number of nonprofit organizations on an ongoing, as needed basis.

SECTOR-WIDE SOLUTIONS
A company creates a deliverable pro bono that can be applicable to all nonprofits across the sector.

GENERAL CONTRACTING
An entity coordinates and oversees internal and external resources, promoting cross-sector collaboration to address a specific social problem.

SIGNATURE ISSUE
The combination of formal pro bono work with additional corporate assets for the purpose of leveraging significant internal resources against a specific social issue.
GETTING STARTED
BEFORE YOU BEGIN…

▶ What is the specific, task, process, or deliverable you are hoping to produce?
▶ Why is this important to meet your departmental, organizational, and multi-year strategic goals?
▶ What will be and not be accomplished by this project?
▶ How will you know when the project is complete and successful?
▶ What timeline and resources are important to the project?
▶ What skills are required?
▶ What are some key barriers to getting started?
KEY AREAS OF PRO BONO

1. TALENT & LEADERSHIP  The right board members, employees and volunteers in the right roles with the right structure, goals, feedback and development
   • Board Recruitment, HR Capacity Build, Volunteer Management, Performance Management, Pro Bono Recruitment

2. VOICE & NETWORK  A clear and powerful voice that engages broad stakeholders in your mission and reaches across organizations to make collective impact.
   • Key Messages & Brand Strategy, Website, Collateral, Competitor/Collaborative Analysis, Visual Identity & Brand Strategy

3. ADAPTIVE LEARNING  Timely and actionable program, fundraising and strategic input that drives a culture of continuous improvement.
   • Strategic Planning Prep, Strategic Scorecard, Financial Analysis, Donor Database, Program Measurement
USING PRO BONO SUCCESSFULLY

SCOPE
Prioritize possible projects.
Select one that is good for pro bono.
Build a clear scope document.

SECURE
Make contact.
Create a solid agreement.
Define success and stakeholder buy-in

MANAGE
Establish ground rules, timelines, & comm. strategies.
Focus on evaluation & training so you can ensure impact and get even better results next time.
4 TESTS FOR SCOPE DOCUMENTS

1. **SCOPE:** Can you clearly define work that needs to be done? Do you feel confident that it won’t change over the course of the project?

2. **URGENCY:** When does the project need to be done? What are the consequences of not hitting that deadline?

3. **KNOWLEDGE NEEDED:** What knowledge about the field and about your organization will the pro bono consultants need? Is the outcome worth providing that education?

4. **STAFF & BOARD READINESS:** Would your team and board be open to having this project done (and done pro bono)? Do they have the time to be engaged on the project? Will they have time to implement the project deliverables?
PRINCIPLES OF GOOD PRO BONO

PRINCIPLE ONE
Know and define the needs

PRINCIPLE TWO
Provide right resource for right job

PRINCIPLE THREE
Be realistic about pro bono deadlines

PRINCIPLE FOUR
Treat this like a paid engagement

PRINCIPLE FIVE
Learning goes both ways
RESOURCES
ABOUT THE TAPROOT FOUNDATION

Our mission is to lead, mobilize and engage professionals in pro bono service that drives social change.

► 5 offices: San Francisco Bay Area, Los Angeles, Chicago, New York, and Washington DC

► 4,000+ professionals delivering 1+ million hours of pro bono consulting valued at over $130 million since 2001

► Consulted to 100+ Fortune 500 companies to build and advance employee pro bono programs

taprootfoundation.org
BUILDING PRO BONO MARKETPLACE

**DO**
Service Grant Program

**ENABLE**
PB2 + Advisory Services + Marketplace

**INSPIRE**
MLK Dream Lab + Pro Bono Week + Global Summit
MAKE IT MATTER

PRO BONO MARKETPLACE

GET PRO BONO
Explore 119 common pro bono projects to find the right one for your nonprofit.

- Select -
Browse 470 pro bono providers and connect with LinkedIn today.

- Select -

DO PRO BONO
Join over 15,000 professionals who serve as pro bono consultants with Taproot.

APPLY NOW

BUILDING A PRO BONO PROGRAM? Over 30 companies relied on Taproot to build theirs.

SUPPORT PRO BONO
2. SECURE PRO BONO

Now that you have scoped your pro bono project, find the right person or organization to do it. The most common sources of pro bono services are:

- Corporations
- Professional Services Firms
- Individuals
- Intermediaries
- Professional Schools

To find providers in your area, use LinkedIn to search for individuals, or use our Provider Finder below to search for corporations, professional services firms, intermediaries, or professional schools.

Once you have the resources, you're ready for Step 3, Manage.

BROWSE BY PROVIDER LOCATION

- Any

FILTER BY FUNCTIONAL AREA

- Any

Results: 1 – 10 of 347

These organizations have reported doing pro bono projects in the functional area you need. You can get advice on how to approach them by clicking on the type of organization:

<table>
<thead>
<tr>
<th>Provider</th>
<th>Type</th>
<th>Location(s)</th>
<th>Functional Area(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taproot Foundation</td>
<td>Intermediary</td>
<td>Bay Area, CA, Chicago, IL, Los Angeles, CA, New York, NY, Washington, DC</td>
<td>Financial Management, Information Technology, Leadership Development &amp; Strategic HR, Marketing &amp; Communications, Strategy Management</td>
</tr>
<tr>
<td>3M Company</td>
<td>Corporation</td>
<td>Minneapolis, MN</td>
<td>Legal</td>
</tr>
<tr>
<td>Abbott Laboratory</td>
<td>Corporation</td>
<td>Chicago, IL</td>
<td>Financial Management, Legal, Strategy Management</td>
</tr>
<tr>
<td>AbelsonTaylor, Inc</td>
<td>Professional Services Firm</td>
<td>Chicago, IL</td>
<td>Marketing &amp; Communications</td>
</tr>
</tbody>
</table>
OTHER ONLINE RESOURCES

- Helpouts
- BoardSource
- Readiness Roadmap
“This book is a critical resource for any nonprofit board serious about resource generation.”

- Linda Crompton
CEO, BoardSource
MAX SKOLNIK
Executive Director-DC
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@maxskolnik
MAKE IT MATTER