

Pro Bono Resources with Taproot Plus

About the Taproot Foundation

The Taproot Foundation drives social change by leading, mobilizing, and engaging professionals in pro bono service.



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- ▶ Working in the US and abroad from 4 offices: San Francisco, Los Angeles, Chicago, and New York.
- ▶ **24,000+** professionals delivering **1.75 million hours** of pro bono consulting valued at over **\$260 million** since 2001.
- ▶ Consulted **100+** Fortune 500 and other companies to build and advance employee pro bono programs.

www.taprootplus.org

WORKING TOGETHER

Taproot Plus connects nonprofits and skilled volunteers to build stronger organizations

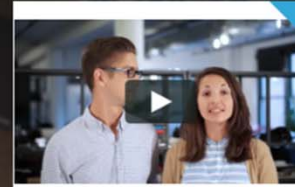
NONPROFITS

Post your organization's need and we'll find qualified volunteers to help, free of charge



SKILLED VOLUNTEERS

Find a project that fits your skill set for an organization that needs your help

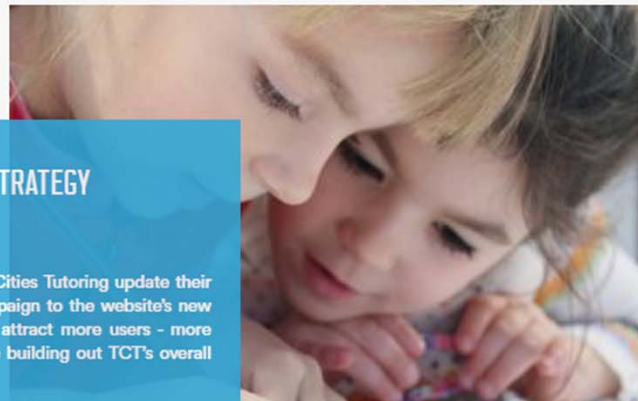


FEATURED STORY

GOOGLE ADWORDS OPTIMIZATION STRATEGY

TwinCities Tutoring

In this project, a skilled volunteer helped Twin Cities Tutoring update their Google Adwords Campaign, matching the campaign to the website's new content. This update allowed the nonprofit to attract more users - more effectively - and improve their campaigns while building out TCT's overall advertising program.



What nonprofit needs can be addressed with pro bono?

4

TESTS FOR GREAT PRO BONO

- SCOPE
- URGENCY
- KNOWLEDGE TRANSFER
- BOARD AND STAFF READINESS

☑ SCOPE



How big is it?

How well defined?

URGENCY



Pro bono projects generally get done 50% to 100% slower than expected.

✓ KNOWLEDGE
TRANSFER



Are you confident that you (and other people in your organization) can and will transfer the required information?

BOARD
AND STAFF
READINESS



Do people in your organization really want this? Or is it just you?

Why get it done pro bono?

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Why Get It Done Pro Bono?

Get the right expertise

- ▶ Tap the talent you don't have in-house
- ▶ Use this as a professional development opportunity

Make new friends — good friends

- ▶ Introduce business professionals to your mission
- ▶ Partner with companies in a deep way
- ▶ Demonstrates resourcefulness to supporters

Do more with less

- ▶ Free up staff to focus on other tasks that can only be done by them
- ▶ Engage board members in true resource raising

Making successful pro bono connections



SUBMIT A REQUEST

You've come to the best place to find the right skilled volunteer to help your organization. Let's get started!



I WANT TO COMPLETE A PROJECT

I have a specific project in mind with a clear deliverable

I'm ready to find a skilled volunteer to complete the Project now



I WANT TO COMPLETE A SESSION

I need some advice from a skilled volunteer over a 1-hour consultation call

I am exploring what next steps might look like for a potential Project

Marketing Assessment and Solution Design

Social Services

Project



Hunger Free America

- 🕒 6 - 9 weeks
- 📍 Can be done remotely
- 📍 New York, New York
- 📄 Marketing Strategy
- 🌐 <http://www.hungerfreeamerica.org>

Posted August 11

Member since 2017-10-24

SIGN IN

SIGN UP

Project Overview

Hunger Free America is looking for creative volunteers with a passion for connecting communities to food assistance resources. Volunteers will create new fliers to promote either SNAP (Supplemental Nutrition Assistance Program), WIC (Women, Infants, and Children), P-EBT (Pandemic-EBT), or the Summer Meals program. Please be as CREATIVE and out of the box as you wish. We are looking for new and exciting ways to promote these programs.

[More...](#)

**Treat every pro bono
project like you would
a paid engagement.**

-The “Golden Rule” of Pro Bono

Phase 1: Kickoff

- ▶ Make sure everyone involved in the project is clear about what will happen during the engagement.
- ▶ Finalize the scope of the project



Scoping Document: In Scope

What will this project accomplish? List project deliverables.

(For example: 6 discovery interviews, 2 brochure design options, an HR handbook, etc.)

Pro bono pro tip: If you find yourself listing more than 5 deliverables on your scoping document, consider breaking your project into two more discreet projects instead! The more targeted and specific the outcomes, the better.

Scoping Document: Out of Scope

What will this project not involve? Describe what won't be accomplished.

(For example: Focus groups, logo revision, policy implementation, etc.)

Pro bono pro tip: Avoid 'scope creep' by being just as clear and explicit about what this project will accomplish as what it **WILL NOT** accomplish.

Scoping Document: Logistics



▶ Setting a project timeline



▶ Setting a regular check in schedule



▶ Agreeing on specifics that must be present or provided in order for the project to be considered complete



▶ Determining communications preferences



Completion Criteria

- ▶ How will you know when the project is complete?
- ▶ Example:

“The project is complete when the consultant has delivered the final selected logo set and written instruction, and completed a staff training on how to use the logo.”

Phase 2: Discover

- ▶ Pro bono consultant gets to know the nonprofit and its goals.
- ▶ Nonprofit provides appropriate general organizational background materials to volunteer.
- ▶ Volunteer conducts any additional research to gather necessary intel for project.



General Background Examples



Press Kit



Strategic Plan



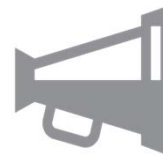
Organizational Chart



Market Research



Visual Identity/Logo/Style Guide



Marketing Plan



Board Meeting Minutes



Program Evaluation or Dashboard



Types of Discovery

- ▶ Trainings on key issue areas
- ▶ Review of research or data from prior projects
- ▶ Environmental scan
- ▶ Stakeholder interviews
- ▶ Standard volunteer employee/ onboarding
- ▶ Review of printed or published materials
- ▶ Exploration of hardware, software, or organizational systems

Phase 3: Draft



- ▶ When the actual creation, development, or writing of the deliverable or end product will take place
- ▶ Constant, direct, and honest feedback is critical to this phase
- ▶ Looks different for every type of pro bono project

Draft: Tips to Get You Started



- ▶ If you have any major concerns or objections to the deliverable coming out of the discovery phase, make sure to speak up!



- ▶ Make sure everyone agrees on how to revise or provide feedback on deliverable(s).



- ▶ Remember that the key to the drafting phase lies in providing actionable feedback in a timely manner.



What does good feedback look like?

- ▶ Comes in the form of questions rather than solutions
- ▶ Addresses things that can be changed, improved, or adapted
- ▶ Informed by multiple perspectives not just your own
- ▶ Is shared for consideration, but with final action upon by both parties

Phase 4: Deliver



- ▶ Pro bono provider submits the final deliverable(s)
- ▶ If training or implementation was agreed upon in the project scope, that is delivered as well
- ▶ The nonprofit reviews their plan on sharing out the information or resource with relevant stakeholders

Delivery and Implementation Checklist:



Delivered feedback in a timely manner and agreed on the final version of the deliverable



Updated staff/board members on the expected implementation



Decided if the volunteer needs to be involved in implementation



Scheduled trainings for key staff or board members



Reviewed any remaining activities and determined their end dates

Phase 5: Evaluation and Celebrate

- ▶ Wrap up your project!
- ▶ Celebrate and thank your pro bono provider
- ▶ Evaluate the engagement
- ▶ Start planning for your next steps



Ways to Celebrate



Give away swag with your logo on it



Invite to special events (galas, showcases, etc.)



Recognize pro bono work at a board or staff meeting



Shout out the pro bono provider in your newsletter or blog



Act as a professional reference during their next job search



Recognize with a 'Volunteer of the Month' or 'Year' award



Offer additional ways to get involved (board membership, more pro bono, etc.)

Questions?

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