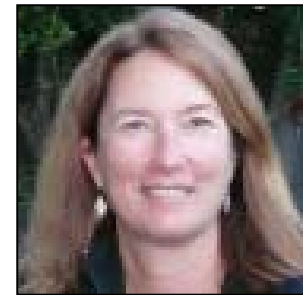


8 Proven Pro Bono Models For Community and Business Impact

October 21, 2010



taproot
FOUNDATION

Open Q&A with the Audience

Type your questions into the question box on the right panel.

We will pose them to the speaker for everyone to hear.



Follow the conversation on [Twitter](#): [#BPN_Taproot](#) and [@VM_Solutions](#)

AGENDA

- ▶ Pro bono happenings
- ▶ Pro bono along the spectrum of engagement
- ▶ Strategic considerations when choosing a model
- ▶ 8 models: overview and case studies
- ▶ Plotting the 8 models onto a strategic continuum
- ▶ Inspiration and action

PRO BONO HAPPENINGS

THE PRO BONO MOVEMENT IS GROWING

- ▶ More evidence that skilled and pro bono volunteering brings value back to the corporation
- ▶ It is building in the trades
- ▶ It's growing geographically
- ▶ It's coming to the board
- ▶ Mad Men doing a pro bono campaign for the American Lung Association

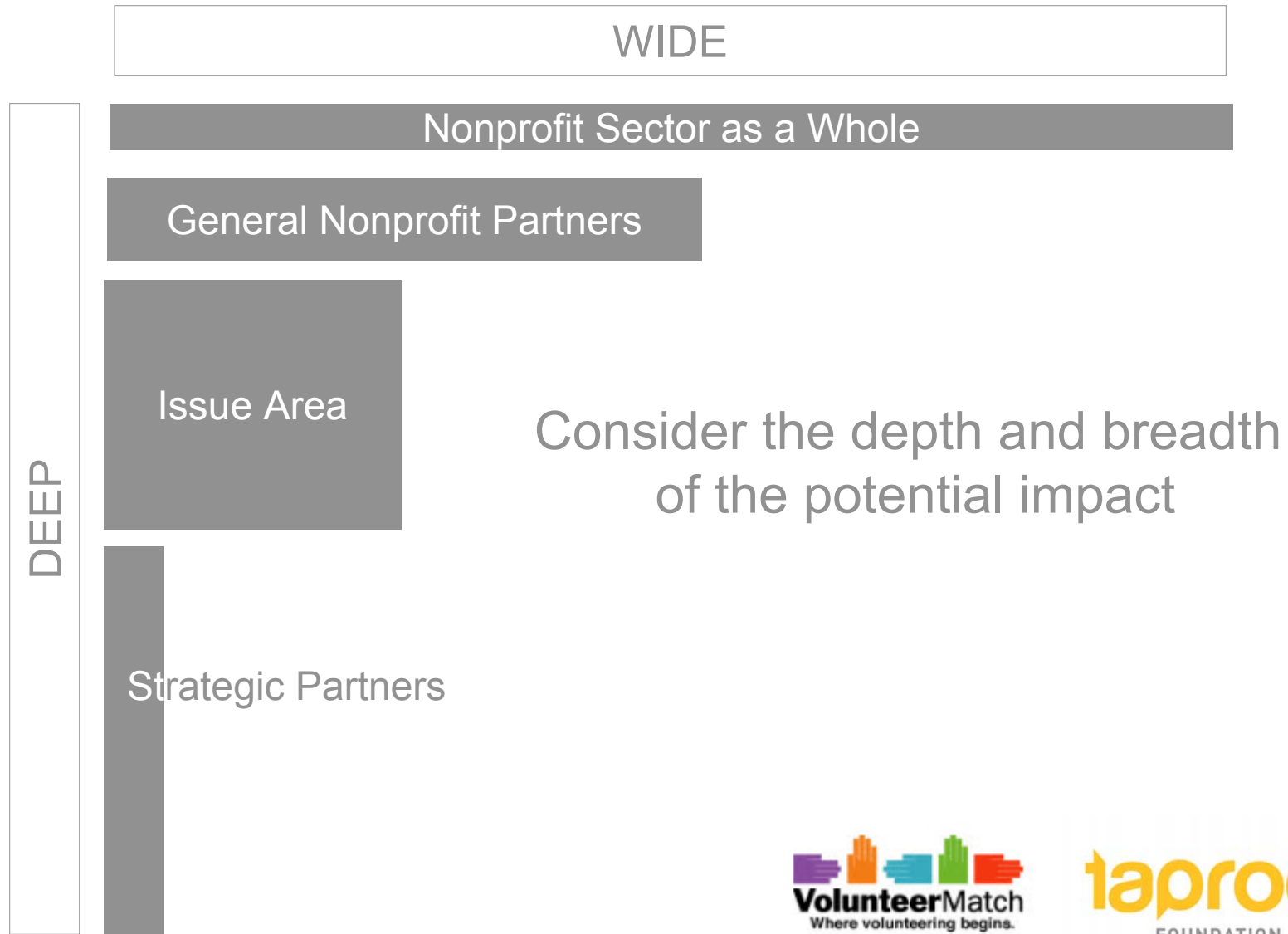
THE SPECTRUM OF ENGAGEMENT

Making Budget	Extra Hands		Infrastructure and Leadership	
		Skills-based Volunteering		
Financial Support	Hands-on Volunteering	General Skills	Board Service	Pro Bono Expertise
<ul style="list-style-type: none"> ▶ Cash Grants ▶ Dollars for Doers ▶ Matching Gifts 	<ul style="list-style-type: none"> ▶ Beach Clean-up ▶ Soup Kitchen ▶ Habitat for Humanity 	<ul style="list-style-type: none"> ▶ Tutoring ▶ Junior Achievement ▶ Science Fair Judge 	<ul style="list-style-type: none"> ▶ Board Placement ▶ Board Training 	<ul style="list-style-type: none"> ▶ IT assistance ▶ Collateral Design ▶ HR Consulting

STRATEGIC CONSIDERATIONS

- ▶ What sort of impact do you wish to have on the social sector?
- ▶ What sort of benefits do you wish to bring back to your company?
- ▶ What sort of program costs and infrastructure are you prepared to support?

IMPACT ON THE SOCIAL SECTOR



VALUE BACK TO THE COMPANY

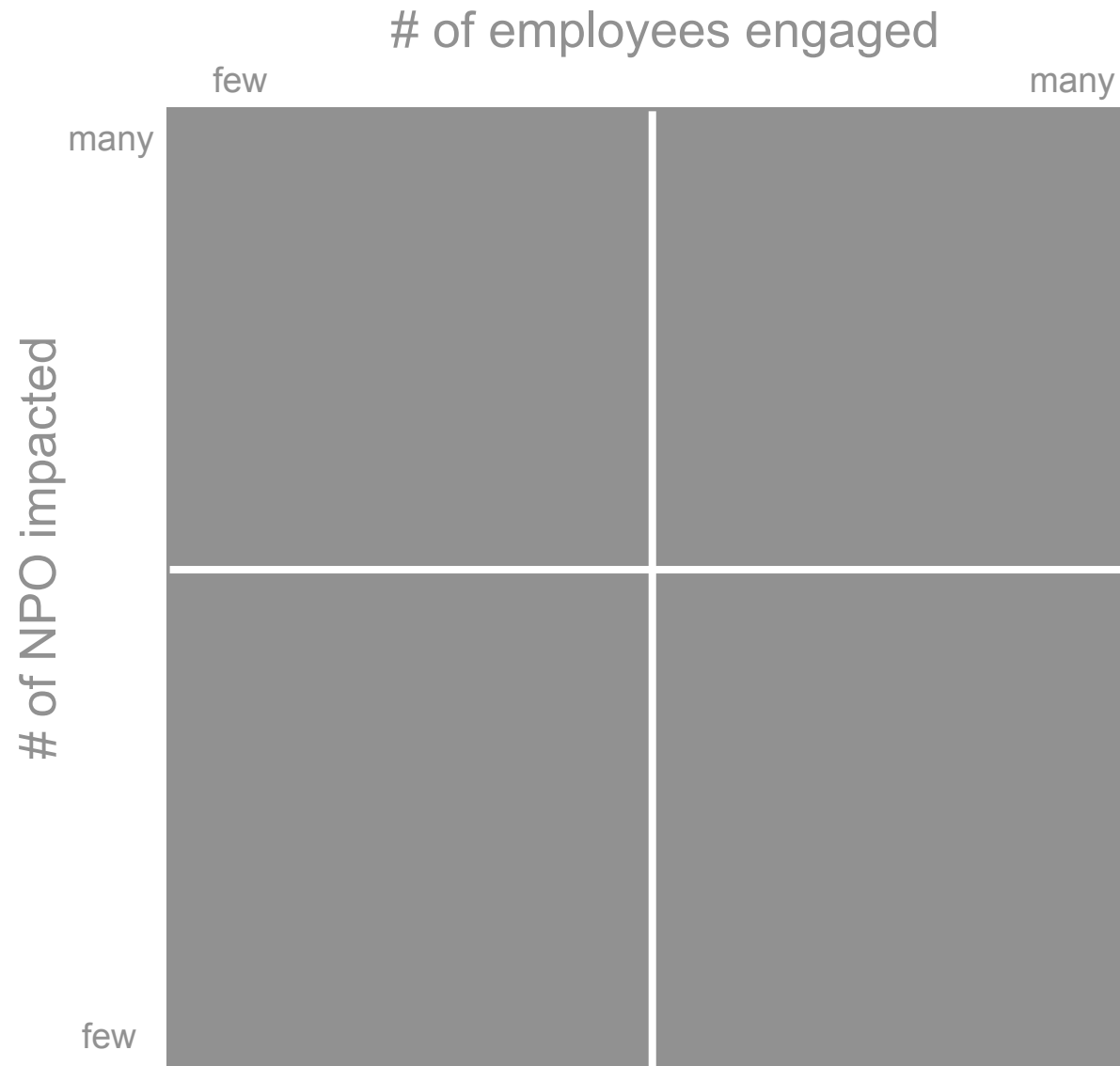
HUMAN CAPITAL

- ▶ Leveraging core competencies
- ▶ Team-building
- ▶ Leadership development
- ▶ Professional development

COMPANY REPUTATION

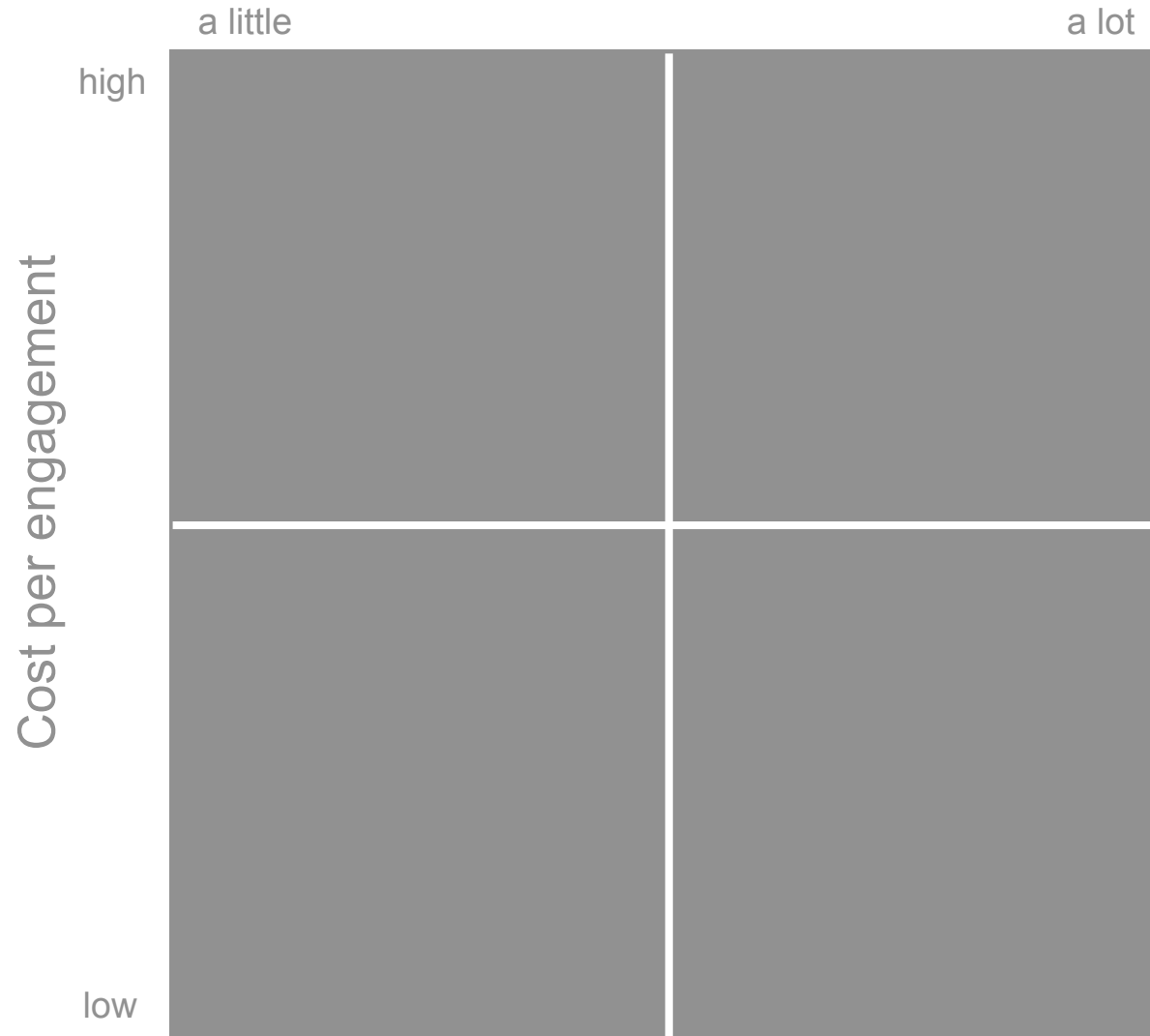
- ▶ Visibility and enhancement of reputation
- ▶ Internal pride
- ▶ Diversified customer base
- ▶ Collaboration between companies and partners

IMPLICATIONS FOR DEPTH/BREADTH OF ENGAGEMENT



IMPLICATIONS FOR COST/INFRASTRUCTURE

Use of existing business infrastructure





8 PRO BONO MODELS

LOADED EXECUTIVE

PFIZER GLOBAL HEALTH FELLOWS

A company grants employees a sanctioned and compensated leave to pursue a pro bono project full-time

- ▶ **Impact:** Deep and sustained engagement with strategic nonprofit partners
- ▶ **Company value:** Leadership development
- ▶ **Cost and infrastructure:** Higher cost with lower scale

BUILD*TEACH*TREAT

SERVE



COACHING AND MENTORING

GAP INC. LEADERSHIP INITIATIVE

Employees match up with their nonprofit peers, form a relationship and share functional expertise

- ▶ **Impact:** Deep impact on strategic nonprofit partners
- ▶ **Company value:** Professional and leadership development
- ▶ **Cost and infrastructure:** Can vary with scope but likely requires some new infrastructure for sourcing, matching and managing

“My involvement with this program has provided an incredible opportunity to expand my knowledge of the development needs of grantees. I’ve been able to significantly expand my professional network and apply my expertise in leadership development...”

-Kathleen Kirkish, Gap Inc. employee



MARATHON

THE NERDERY OVERNIGHT WEBSITE CHALLENGE

Functional teams produce tangible deliverables by pulling an all-nighter

- ▶ **Impact:** A select number of general nonprofit partners
- ▶ **Company value:** Intra-company collaboration, team building, whacky cultural expression
- ▶ **Cost and infrastructure:** Low hard cost and leverages existing business infrastructure. But requires a staffer to coordinate



STANDARDIZED TEAM PROJECTS

CAPITAL ONE

Employees are staffed on project teams with specific roles and responsibilities to prepare standard deliverables that meet a nonprofit's need

- ▶ **Impact:** Impact area can be flexible and tied to local philanthropic giving. Deep impact for individual nonprofits.
- ▶ **Company Value:** Reputation in the local community, team building
- ▶ **Cost and Infrastructure:** Higher up-front costs but can scale with the right systems and tools



OPEN-ENDED OUTSOURCING

HP IN-HOUSE LEGAL

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

- ▶ **Impact:** Usually serves strategic partners who require consistent support
- ▶ **Company value:** Exposes employee base to a new type of client-base, concentrated effort enhances reputation
- ▶ **Cost and infrastructure:** Can be modeled at a low cost if existing infrastructures can be used

Number of interested Veterans who received services

100%



SECTOR-WIDE SOLUTIONS

NETSUITE: DO GOOD BETTER

- ▶ A company creates a deliverable pro bono that can be applicable to all nonprofits across the sector
- ▶ **Impact:** Impact across the whole nonprofit sector
- ▶ **Company value:** Value gains in recognition. Can sometimes build business for the company or partners.
- ▶ **Cost and infrastructure:** Upfront development costs can be high, depending upon complexity and frequency of updates to product. But product distribution mechanisms can utilize existing infrastructures.

Helping
Businesses *the social sector*
Run Better

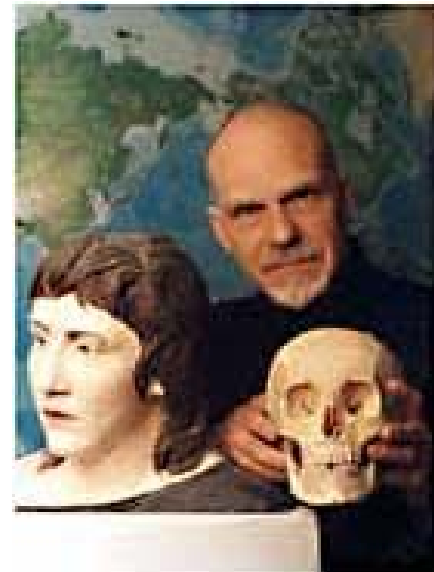


GENERAL CONTRACTING

THE VIDOCQ SOCIETY

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

- ▶ **Impact:** Very targeted to an issue area or strategic partner. Potential for very deep impact
- ▶ **Company value:** Intra-agency collaboration, professional development
- ▶ **Cost and infrastructure:** Relatively high cost per project. New infrastructures may need to be created



SIGNATURE ISSUE

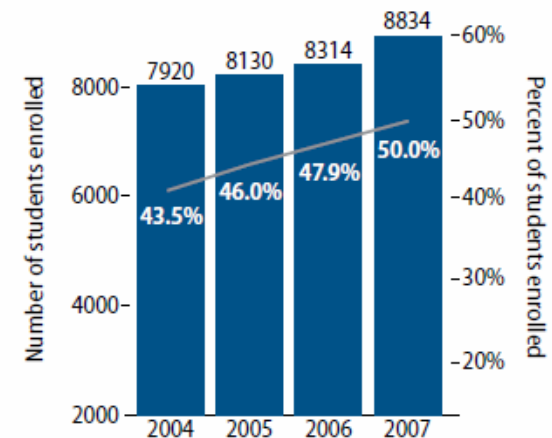
DELOITTE, LLC

The combination of formal pro bono work with additional corporate assets for the purpose of leveraging significant internal resources against a specific social issue.

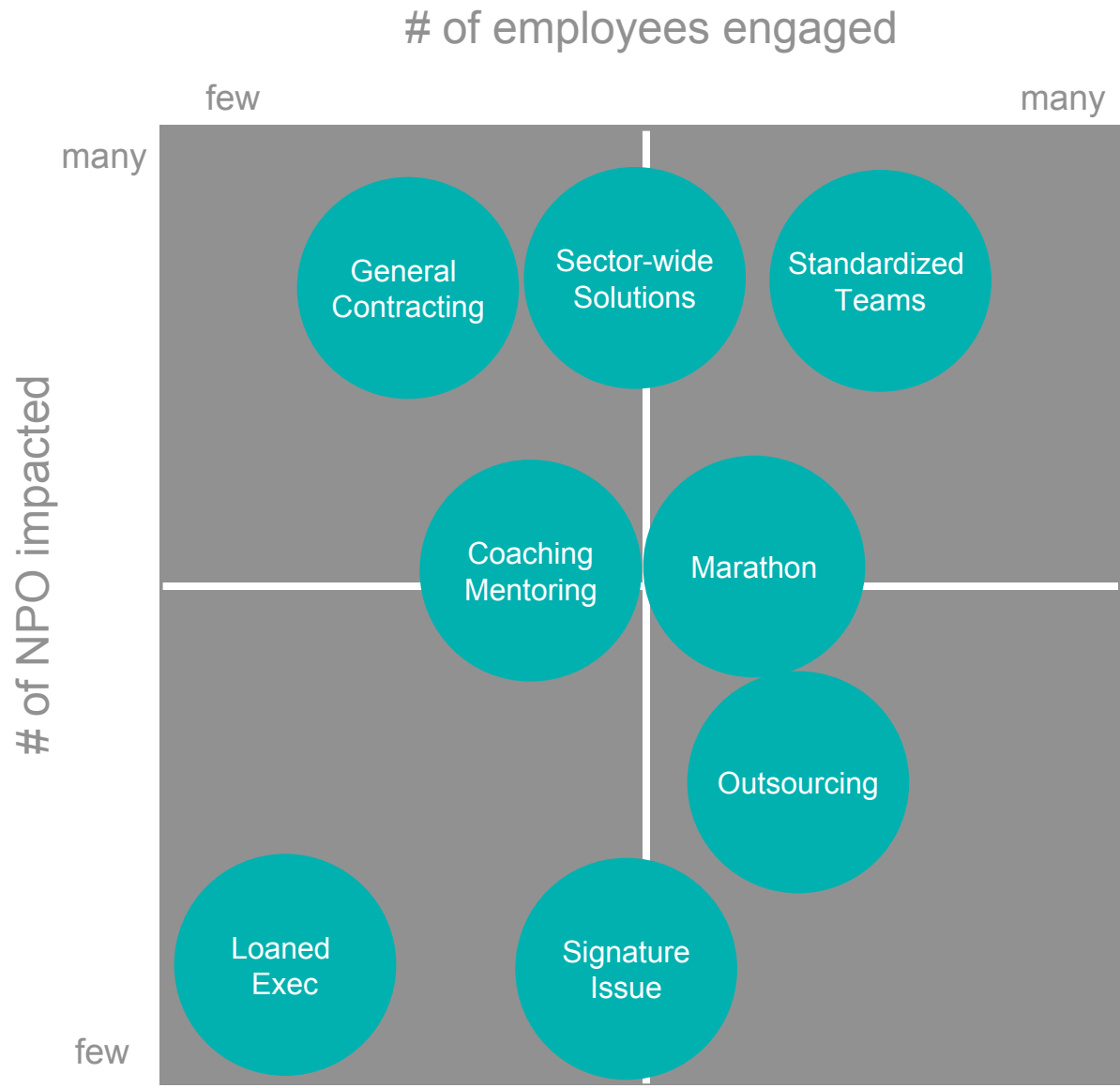
- ▶ **Impact:** Issue area support that combines pro bono with other forms of support
- ▶ **Company Value:** High profile reputation-builder. Can encompass a range of employee engagement benefits
- ▶ **Cost and Infrastructure:** Highly customized engagements can be resource-intensive

Chicago, Illinois: Increases in college enrollment⁴⁶

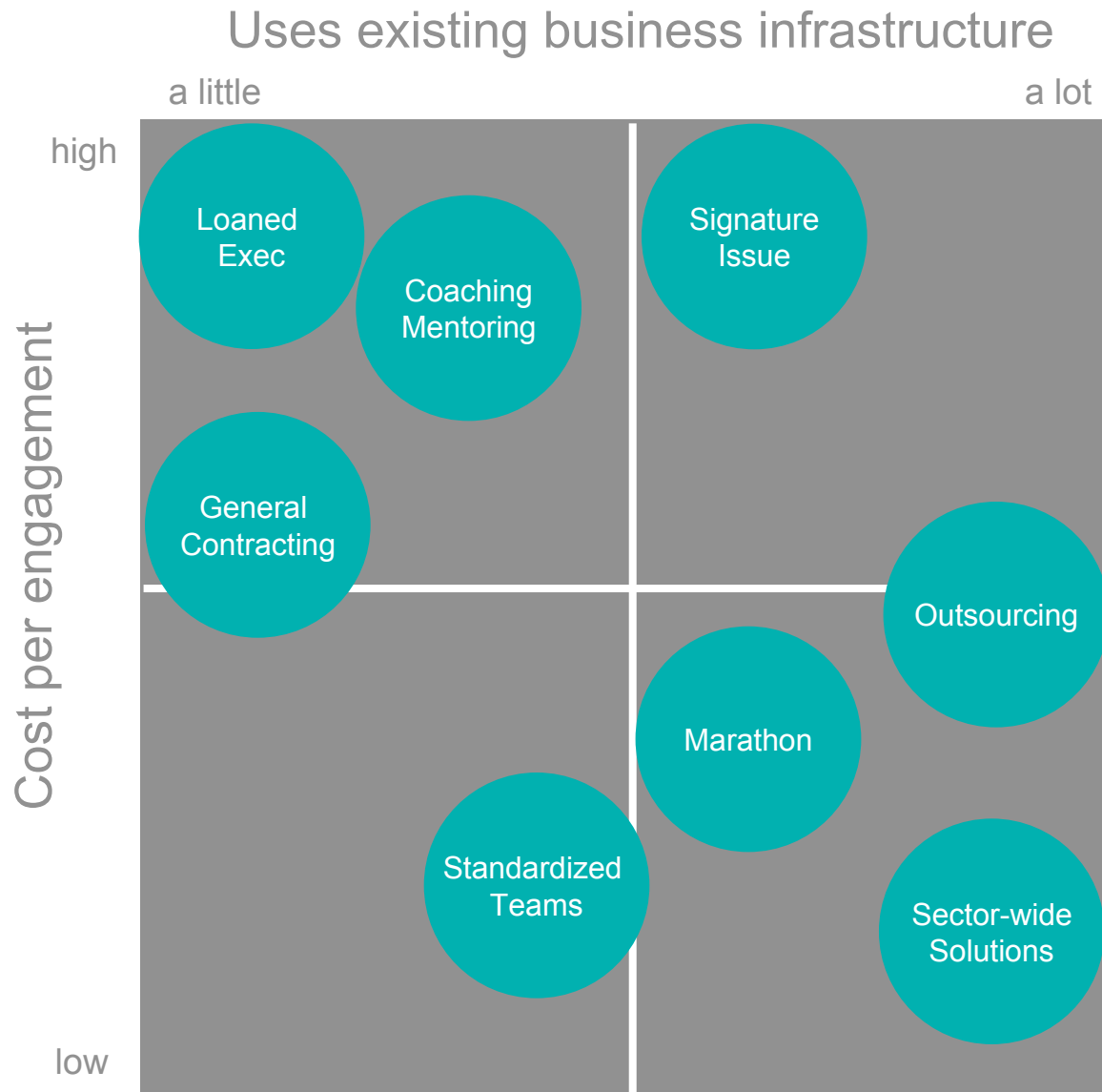
Enrollment in two- and four-year institutions



NPOs SERVED VS. EMPLOYEES ENGAGED



ONGOING COST VS. LEVERAGED INFRASTRUCTURE



TAKE ACTION

- ▶ Take one of these models and white board how it could look in your company
- ▶ Speak with your team about formalizing a pro bono program- bring this content to them
- ▶ Read the white paper
www.taprootfoundation.org/leadprobono/
- ▶ Visit the blog for periodic spotlights of interesting happenings in pro bono
www.taprootfoundation.org/blog/
- ▶ Follow us on Twitter
www.twitter.com/taprootfound
<http://twitter.com/#!/vmconnect>
- ▶ Email me if you have questions
carol@taprootfoundation.org

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solutions@volunteermatch.org

Read The Blog: **Volunteering Is CSR**

www.volunteeringiscsr.org

The screenshot shows a blog post on the VolunteerMatch Solutions website. The page has a purple and white color scheme. At the top, the VolunteerMatch Solutions logo is in the upper right, and the title 'Volunteering is CSR' is in a large purple font. Below the title is the subtitle 'The VolunteerMatch blog for business leaders'. A navigation bar contains links for 'VOLUNTEERMATCH SOLUTIONS', 'ABOUT THIS BLOG', and 'HOME'. The main content area features a purple hand icon next to the article title '“Creating Change” with Pro Bono: A Q & A with Discovery Communications', followed by the author 'by Robert Rosenthal on October 15, 2010'. Below this is a large graphic for 'Discovery IMPACT CREATING Change'. The text of the article begins with 'Most people are familiar with [Discovery Communications](#) for the award-winning work of its entertainment and news brands, including Animal Planet, Discovery Channel, TLC, and Treehugger. The Silver Spring, Maryland, company also has a strong [commitment](#) to social responsibility.' The next paragraph starts with 'Inspired by its first ever global service event last June, “Discover Your Impact Day,”, this December the company will launch an innovative program to deliver pro bono expertise to nonprofits, called “Discovery Impact: Creating Change” [...]'. At the bottom left of the article is a comment count '{ 0 comments }'. On the right side of the page, there is a sidebar with several promotional boxes. The top one is for 'PRO BONO VOLUNTEERING' with '8 Proven Models for Community and Business Impact' and a 'Register' button. Below it is a 'SEARCHLITE WIDGET' with a 'DOWNLOAD' button. At the bottom of the sidebar is a 'WELCOME' section with the text: 'Volunteering Is CSR is our argument to business leaders that volunteer engagement can and should be a prominent part of the CSR mix. VolunteerMatch can help. [Learn more.](#)'

VolunteerMatch Solutions

Volunteering is CSR

The VolunteerMatch blog for business leaders

VOLUNTEERMATCH SOLUTIONS ABOUT THIS BLOG HOME

“Creating Change” with Pro Bono: A Q & A with Discovery Communications

by Robert Rosenthal on October 15, 2010

Discovery IMPACT CREATING Change

Most people are familiar with [Discovery Communications](#) for the award-winning work of its entertainment and news brands, including Animal Planet, Discovery Channel, TLC, and Treehugger. The Silver Spring, Maryland, company also has a strong [commitment](#) to social responsibility.

Inspired by its first ever global service event last June, “Discover Your Impact Day,”, this December the company will launch an innovative program to deliver pro bono expertise to nonprofits, called “Discovery Impact: Creating Change” [...]

{ 0 comments }

VolunteerMatch Solutions

PRO BONO VOLUNTEERING
8 Proven Models for Community and Business Impact
10/21 | 10AM PT/ 1PM ET
[Register](#)

VolunteerMatch Solutions

Track Hours
Manage Events
Engage Community
Service Causes

SEARCHLITE WIDGET
DOWNLOAD

WELCOME

Volunteering Is CSR is our argument to business leaders that volunteer engagement can and should be a prominent part of the CSR mix. VolunteerMatch can help. [Learn more.](#)