CAPACITY BUILDING: PRO BONO 101

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The program will begin shortly.
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Clinton Global Initiative
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Chief Program Officer
Common Impact
Introduction to Skills-Based Volunteering

Capacity Building, Expanding Resources, and Project Identification
Defining Skills-Based Volunteering

SBV is the practice of lending one’s specific professional expertise to community organizations in a way that helps them affect social change.
Why is Skills Based Volunteering Valuable

Benefit of Specialization

**CORPORATE ROLE**

**Digital Marketing Specialist**

- Manage digital content, search engine marketing (SEM), and email campaigns.

**NONPROFIT ROLE**

**Director of Development & Marketing**

- Responsible for leading **ALL** the annual giving, special events and development activities and marketing for the organization.
Why is Skills Based Volunteering Valuable

Opportunity for Virtual Engagement Across Borders

- Share **cross-border expertise** without having to be on-the ground
- Great opportunity to engage socially distant **virtual volunteers**
- Easily customizable to **each organization and island’s needs**
Capacity Building

• Not just about today - it's **about the nonprofit’s ability to deliver its mission effectively** now, and in the future

• An **investment** in the effectiveness and future sustainability of a nonprofit

"Capacity building is whatever is needed to bring a nonprofit to the next level of operational, programmatic, financial, or organizational maturity, so it may more effectively and efficiently advance its mission into the future."

National Council of Nonprofits
Skills-Based Disaster Support

Building disaster resiliency with pro bono

- Focus on your organization’s **preparedness** for disaster
- Scope projects that separate your organization’s **response** and **resiliency** efforts
- Identify local and global **partner organizations** to source volunteers
Disaster Resiliency Projects

Example Projects

Strategy & Operations

Peer Organization Partnership and Network Strategy
Design a peer partnership or network strategy (amongst regional and/or national organizations) that outlines a partnership approach to resource sharing and service delivery, such as facilities sharing, in-kind or volunteer distribution, client and service referrals during periods of disaster relief.

Top Skills Needed: Strategic Planning, Market Research, Process Improvement (LEAN or Six Sigma), Process Mapping, Partnership Development and Structuring, Conflict and Negotiation

Human Resources

Temporary or Emergency Staffing Plan
Design a temporary or emergency staffing plan for disaster relief periods, including an immediate reduction of staff, significant increase in staff needs or change in staff requirements based on service delivery needs.

Finding Volunteers

Consider Potential Engagement Models

• Touch Point
• Team Term Team Project
• Ongoing Support

Identify Volunteers Based on Model

• Intermediaries
• LinkedIn
• Institutions & Companies
PROJECT SCOPING

Assessing Readiness and Project Selection
Organizational Readiness

- Vision & Strategic Plan
- Clear Goals for SBV Project
- Organizational Financial and Staffing Stability
- Resources for Implementation
- Effective Relationship Building Strategies
Scoping a Project

Defining a project

• **Project Scoping:** the process of defining a pro bono project that will help your organization achieve its strategic priorities

• **Best Practices**
  • Directly tie to organizational priorities
  • Have a clearly defined deliverable
  • Keep it simple with the volunteer(s)
  • Require only light implementation
Managing the Project

*Requiring all players to understand and commit to project roles, expectations, and process.*

- Refer back to your documented project “scope”
- Develop a timeline and meet your deadlines
- Provide direct feedback & address cultural differences
- Involve all relevant staff and stakeholders
  - Staff may need to be involved at just the beginning or throughout the project
- Identify opportunities to “skill share”
Sample Project Scope

**Digital Communications Plan**

**Project Need**

X is working to expand visibility among a younger (18-25) subset of prospective X is using largely dormant digital marketing platforms (e.g. Facebook, Instagram, Twitter, LinkedIn, blog) to reach this audience. By formalizing a digital communications plan, X can more systemically leverage its platforms to reach and engage target audience.

**Project Goal**

A year-long digital communications plan that lays out staff activities to increase online visibility

**Project Phases**

- Phase 1 – Kick-Off
- Phase 2 – Discovery
- Phase 3 – Design
- Phase 4 – Implementation
- Phase 5 – Wrap

**Skills Needed**

**Project Timeline**
SKILL & LEADERSHIP DEVELOPMENT

Professional Development for Your Organization’s Staff
Leadership Development

An opportunity for staff to build leadership

• By engaging skilled volunteers, your **staff** can *also* build leadership skills in:

  ▪ Project Management
  ▪ People Management
  ▪ Effective Communication
  ▪ Partnership Building
  ▪ Navigating International Cultural Barriers
Skill Development

An opportunity to build technical skills

Staff involved in the volunteer project can build technical skills through **skill sharing** as a part of a SBV project.

**Example:** A staff member learns quick Salesforce tools that she can use in her **day-to-day** while working on a Salesforce redesign project.
BUILDING EFFECTIVE BOARDS
### The Role of a Board Member

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<th>NONPROFIT NEEDS</th>
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<th>“EXTRA HANDS” TO DELIVER SERVICES/PROGRAMS</th>
<th>INFRASTRUCTURE AND LEADERSHIP</th>
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<td>PRO BONO PROFESSIONAL EXPERTISE</td>
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<td>HR &amp; Legal resources</td>
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Taproot Foundation, 2008.
Why Look to Your Board?

Building an SBV Focused Board

• Add pro bono to your board job description, contracts, and annual assessments

• Engage board with annual operating & strategic planning to identify potential areas for pro bono support

• Document pro bono opportunities and be selective about which offers to take on
Why Look to Your Board?

*Being an SBV Focused Board*

- Be an advocate for the benefits of pro bono at your organization and offer your professional expertise directly
- Think about your network and existing relationships for their connections to professional skills and expertise
- Ask potential pro bono sources about their experience and expectations for working with a nonprofit
Finding Skillsets in Board Members

87% of human resources professionals and 92% of marketing professionals are interested in board service.

63% of millennials consider social impact as a core component of their personal leadership brand.

Board members donate an average of 120 hours per year valued at $23,000+ annually.
DISCUSSION & RESOURCES
Your one-stop shop for skills-based volunteerism

- **Education** about skills-based volunteerism as a tool to build capacity and leadership
- **Tools and Tips** that guide you through preparing your organization, scoping pro bono projects, finding the right volunteers, managing the partnership and evaluating impact
- **Peer Examples** to spark ideation and jumpstart your project with existing pro bono deliverables
- **Connections to Skilled Volunteers Across the Globe** via referral partners and integration with online matching platforms
Pro Bono Hotline

*Talk with an expert about a challenge your organization is facing. Get quick, timely advice on an issue that could use outside perspective.*

Option to list preference for a Spanish-speaking volunteer!

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<th>Process</th>
<th>Challenge Types</th>
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<td>1. Tell us about your challenge</td>
<td>Virtual strategy considerations</td>
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<td>2. We find a volunteer with the right skills</td>
<td>Remote employee policies</td>
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<td>3. You talk to an expert</td>
<td>Crisis communication</td>
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<td>Technology strategy</td>
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</table>
- Aruni Ranaweera, Manager of Field Building, Common Impact
- Kevin Andrezejewski, Senior Project Manager, Engineers Without Borders
- Emily Colón Albertorio, Executive Director, Instituto de Educación Práctica
- Leo Gilling, Chairman, Jamaican Diaspora Task Force Action Network
- Matt Aubry, Executive Director, Organization for Responsible Governance Bahamas
Thank you for joining!

Please direct any inquiries to Erica Kruszel at ekruszel@clintonfoundation.org