



CONFERENCE ON VOLUNTEERING AND SERVICE

JUNE 27-29, 2016

Inspired by Pro Bono

June 27, 1:30-3:00pm

Points of Light * HandsOn Network * generationOn * Corporate Institute * AmeriCorps Alums

Convened by:



Co-Title Sponsors:

JPMORGAN CHASE & CO.



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Session Agenda

Agenda Item	Time
Welcome from Points of Light	1:30 – 1:32
Welcome from JPMC	1:32 – 1:35
Panel Presentation	1:35 – 2:10
Questions for the Panel	2:10 – 2:25
Working Groups <ul style="list-style-type: none">• Quantify to Convince• Hidden Champions: Your Board!• Cultivating Volunteer Relationships• Pro Bono: It's Not Just for Lawyers	2:25 – 2:55
Wrap Up	2:55 – 3:00

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Meet Our Panelists



Moderator: Teri Johnson
*Senior VP, Partnerships &
Program Expansion*
Points of Light



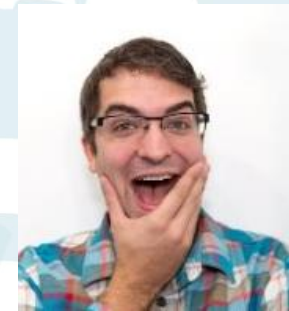
Danielle Holly
CEO
Common Impact



**Elizabeth Schwan-
Rosenwald**
*Chief External
Relations Officer*
Taproot Foundation



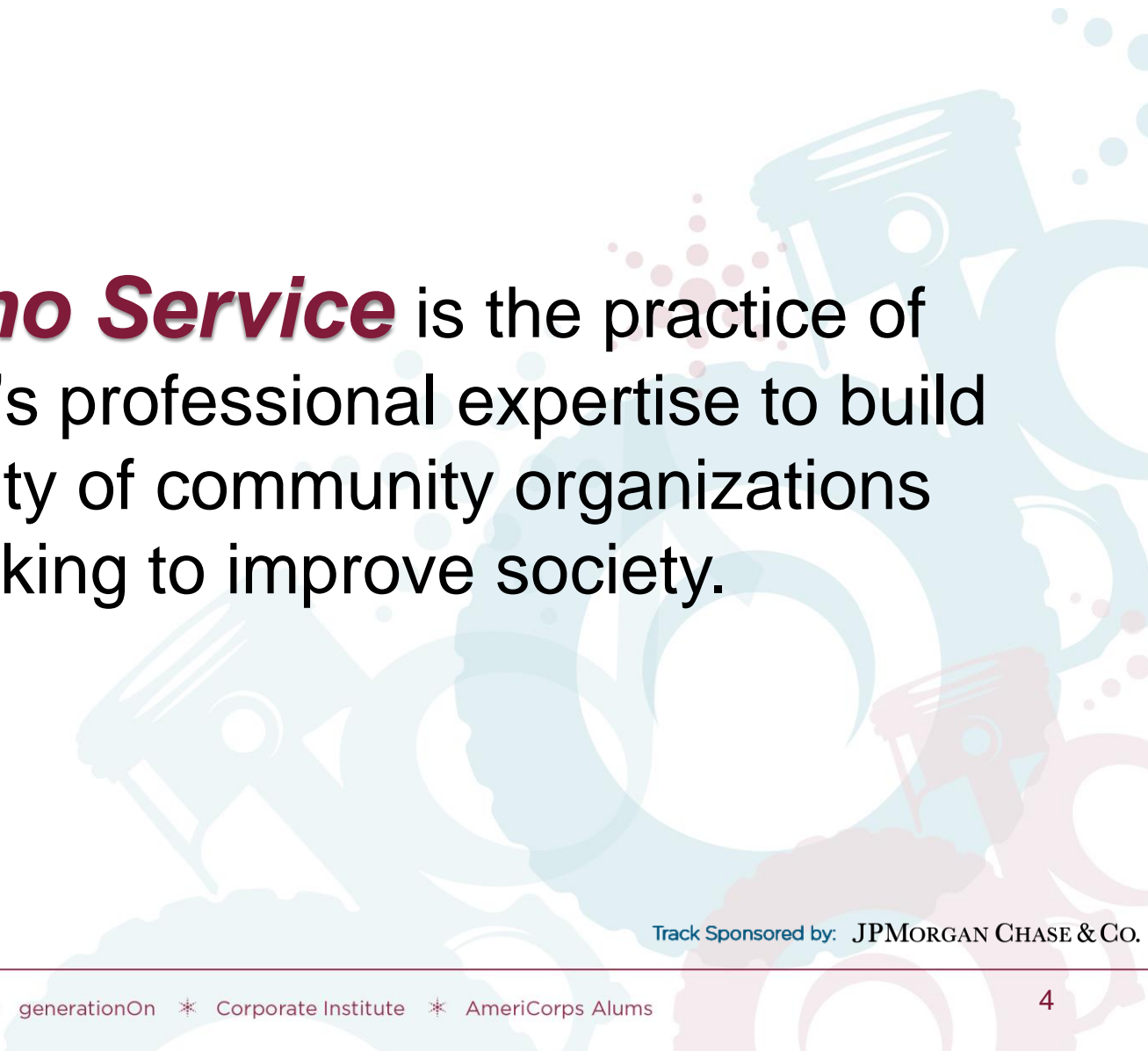
Georgia Gillette
Senior VP, Programs
Points of Light



Tyler Manley
*Strategic Partnerships
Manager*
Catchafire



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Pro Bono Service is the practice of lending one's professional expertise to build the capacity of community organizations working to improve society.

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The Pro Bono Supply is Growing

- LinkedIn reports over **32 million professionals** have expressed interest in joining a nonprofit board or doing skills-based volunteering¹
- Pro bono is the **fastest growing corporate engagement program**



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1. LinkedIn for Good team, personal communication

Models of Pro Bono



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

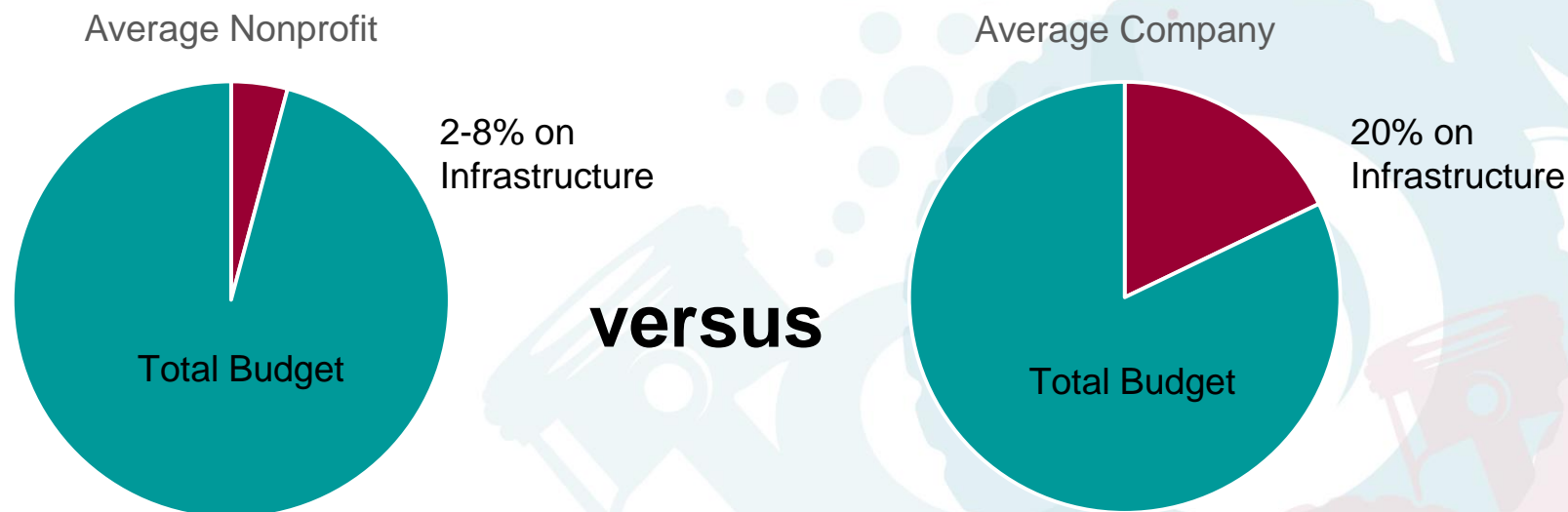
The combination of formal pro bono work with additional corporate assets for the purpose of leveraging significant internal resources against a specific social issue.

Graphic Created by: **laproot**
FOUNDATION

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The Social Sector Need for Pro Bono

- **1.5** Million nonprofits across the US. **10%** of the national workforce and **5.5%** of GDP³
- **Infrastructure Gap:**



versus

3. Common Impact, "Assessing the Problem, Underinvestment in Organizational Infrastructure"

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Nonprofits are excited...

72% of nonprofits believe they could increase their impact with the use of skills based volunteers⁴

90% of nonprofits report needing more volunteer support

...but

many nonprofits **struggle to access effective pro bono and integrate it as a strategic, proactive resource**

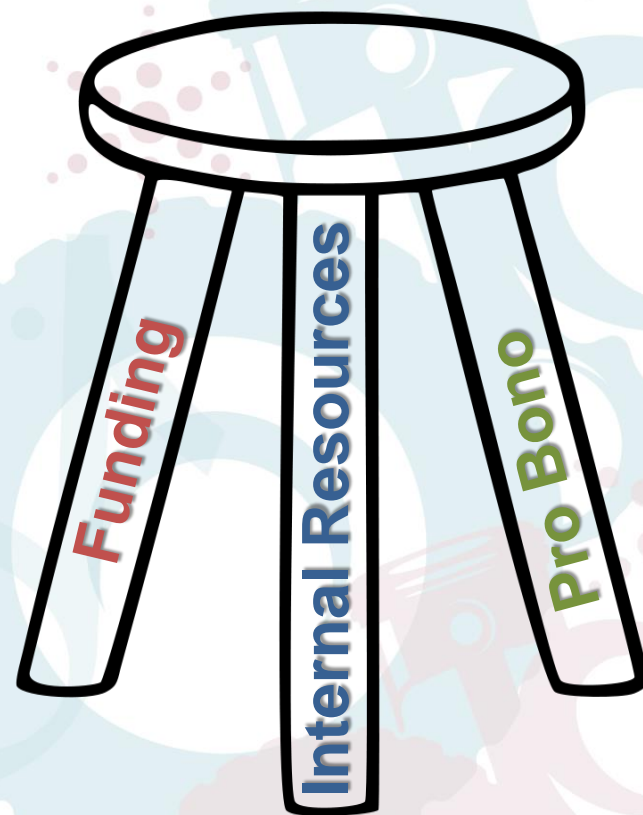
4. Deloitte Impact Study, 2009

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Taking Your Pro Bono to the Next Level

- Pro bono = “the new normal”
- The most forward-thinking nonprofits are **incorporating pro bono into their overarching organizational strategy**

Strategic Levers



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Key Challenges



A purple rounded rectangle with a black border containing the text "Intangible Long-Term Value".

Intangible Long-Term Value

A green rounded rectangle with a black border containing the text "Back-Burner Need".

Back-Burner Need

A red rounded rectangle with a black border containing the text "Lack of Access".

Lack of Access

Intangible Long-Term Value

“It’s hard for my organization’s stakeholders to grasp and buy into the less tangible benefits of pro bono.”

“I don’t have the time or resources to take this on right now.”

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Quantify the Value

Intangible Long-Term Value

Back-Burner Need

Lack of Access

Investment:

- Cost of staff time to scope and manage pro bono engagement
- Ancillary implementation costs for project
- Opportunity cost of a potentially protracted timeline due to volunteer availability

Value:

- *Tangible*
 - Market value of volunteers' time
 - Immediate and long term value of deliverable
- *Intangible*
 - Deepened relationship with pro bono volunteers and companies
 - Leadership and functional training for nonprofit staff
 - Enhanced ability to achieve mission

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Quantify the Value

Intangible Long-Term Value

Back-Burner Need

Lack of Access

BOSTON PARTNERS IN EDUCATION

WHO WE ARE GET INVOLVED HAPPENING NOW DONATE

GET INVOLVED

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Excited to be a featured nonprofit partner of @LetsAll_DoGood. Read more about it in today's @BostonGlobe!
<https://t.co/ASkSSwrsKR>
 4 hours ago

RT @BosPartnersED: Happy that @bostonpartners is one of the 1st #nonprofits using the app. Another way to communicate w/ our community.
<https://t.co/1A1wHBvExi>
 4 hours ago

RT @CommonImpact: Excited 2 kick-off a project btwn @StateStreet &

LATEST NEWS [VIEW ALL →](#)

BIG CHEESE READS GALA APPEARS IN BOSTON GLOBE

BY BOSTON PARTNERS IN EDUCATION ON APRIL 14, 2016

POSTED IN NEWS

The all-star line up at Monday's Big Cheese Reads Gala got the attention of Bill Brett, a award-winning photographer at The Boston Globe. Check out his party pics on Twitter!

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Quantify the Value

Intangible Long-Term Value

Back-Burner Need

Lack of Access

- **Timeline | Scope:** 4 month website refresh project, 300 volunteer hours
- **Volunteer Source:** Team from corporate partner
- **Management:** Led by Director of Communications
- **Implementation:** 2 staff trained to update and maintain the website post-project

Value	
Discontinue ongoing outsourced website support	\$3,600
Market value of deliverable	\$10,000
New or strengthened relationships with pro bono volunteers and companies	Intangible
Increased expertise and capacity of nonprofit staff	Intangible
	\$13,600
Expense	
Staff Management Time	\$2,000
Implementation and Maintenance	\$985
Opportunity Cost of Longer Implementation	\$3,000
	\$5,985
Net Value	\$7,615

Quantify the Value

Intangible Long-Term Value

Back-Burner Need

Lack of Access



- Pro bono can constitute up to **15% - 20% of a nonprofit's operational budget**
- Funders will soon demand that nonprofits leverage pro bono

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Back-Burner Need for Board & Staff

Intangible Long-Term Value

Back-Burner Need

Lack of Access

“My board and donors won’t support this if they can’t see the gains it yields.”

“My staff is more interested in running the programs that directly help our constituents.”

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Back-Burner Need for Board & Staff

Intangible Long-Term Value

Back-Burner Need

Lack of Access

- Most nonprofit boards and staff **agree conceptually** that they need the skills corporate volunteers bring to bear
- Building **internal buy-in** can be one of the biggest barriers nonprofit leaders face

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Communicate the Priority

Intangible Long-Term Value

Back-Burner Need

Lack of Access

Tell a compelling story...

- Stories drive action through **simulation** and **inspiration**

...with these components

- The **market value** of the project deliverable
- The ways in which the deliverable will **enhance your mission**
- The potential of a **long term relationship** with the volunteers and the companies they represent

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Build Internal Support Systems

Intangible Long-Term Value

Back-Burner Need

Lack of Access

- Assemble **the right project team**
- Consider pro bono a **strategic talent development** opportunity for staff
- **Plan** for the implementation and maintenance of the project

Lack of Access to Pro Bono

Intangible Long-Term Value

Back-Burner Need

Lack of Access

“I have no idea how to find pro bono resources.”

“My organization had a bad experience with poorly executed pro bono in the past. How do I know this time will be any different?”

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Consider your Options

Intangible Long-Term Value

Back-Burner Need

Lack of Access

- Consider **what type of pro bono engagement is best** for your organization and your particular project
 - Team versus individual volunteers
 - Virtual versus in-person pro bono
 - Length and model of engagement
- **Leverage your existing relationships** with individuals and companies
- Consider working with an **intermediary organization**

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Questions for the Panel



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Working Groups

- **Quantify to Convince**
- **Hidden Champions: Your Board!**
- **Cultivating Volunteer Relationships**
- **Pro Bono: It's Not Just for Lawyers**

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