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Quantifying the Value of your Pro Bono Project

What is the Pro Bono project you would like to consider?

Expenses:

Cost of staff time to scope and manage pro bono engagement: _____

Monetary value of staff member(s) hour x anticipated time commitment

Ancillary Implementation Costs for Project: _____

Additional budget required to implement and maintain deliverable (e.g. website hosting fees, staff time consumed with training on updating new website)

Opportunity Cost of Longer Implementation: _____

The value of the initiatives that you could otherwise pursue with the resources devoted to this project (e.g. program director unable to launch a new initiative since dedicating time towards website project)

TOTAL: _____

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Value:

Market Value of Deliverable: _____

Either the listed value of the project (e.g. an out-of-the-box website from a traditional vendor is 20K) or the going rate for a consultant in your region times the estimated project lift (e.g. \$150/hour for a web consultant x 100 hours)

Long-term Value: _____

What would be lost if this project did not exist (e.g. savings from discontinued vendors and associated fees, donor dollars earned from improved site enable expanded reach to X number of new constituents)

TOTAL: _____

NET TOTAL (Total Value – Total Expenses): _____

Other questions to consider when you're communicating the value of a pro bono engagement:

- Do you need this project addressed immediately? What would be the results of a potentially protracted timeline?
- Is there a particular volunteer or corporate partner that you are looking to deepen your relationship with? How could this volunteer engagement produce that deeper relationship and heightened engagement? What would this do for your organization?
- What skillsets are you seeking to develop in your staff? Particular functional skills (database management, communications, budgeting)? Project management?
- How will this project enable you to better achieve your mission?

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