# npower
## the community corps

*Mobilizing the tech community to provide individuals, nonprofits and schools opportunities to build tech skills and achieve their potential.*

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# Leveraging Pro Bono to Expand Your Impact

# Introduction



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**NPower** mobilizes the tech community and provides individuals, nonprofits and schools opportunities to build tech skills and achieve their potential.

We pursue this mission through two signature programs:

- Technology Service Corps
- The Community Corps

**New York, Dallas, San Francisco Bay Area, Toronto**
**Newark NJ**

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# The Community Corps connects nonprofits and schools with skilled tech volunteers.

The Community Corps is a skills-based volunteering program connecting technology professionals with high impact nonprofits and schools via our online platform.

Our tech volunteers work hand-in-hand with schools and nonprofits to help them use technology more effectively and inspire the next generation of science, technology, engineering and math (STEM) professionals. .



**6,000+ Tech Volunteers** *working with…*

**2,000+ Nonprofits & Schools** *results in…*

5,000+ Volunteer Projects
80,000+ Hours Donated
Over $12 Million in Social Value

# The Community Corps connects nonprofits and schools with skilled tech volunteers.

1) **Internal IT / Capacity Building**: Volunteers address critical internal technology needs of nonprofits and schools; technology assessments, database management, website management, social media, Excel training and cloud based services.

2) **Program Delivery / STEM Mentoring:** Volunteers interact directly with students and community members to share their business and tech experience. Projects include in classroom STEM speakers, mentoring, hosting career site visits, and STEM program design and program delivery.

# Being a Member of The Community Corps has its Benefits!

As a member of The Community Corps you have access to numerous benefits and discounts on technology and technology events. We have many ways to promote your project and connect you with skilled tech volunteers. We also provide discounts on computers, accessories and trainings.

**Member Benefits & Discounts of The Community Corps:**
- Free access to skilled technical volunteers
- Post as many requests for skilled tech volunteers as needed.
- Priority access to special opportunities and events.
- Free project posting on LinkedIn to recruit volunteers
- 15% discount on laptops, desktops, tablets, monitors, keyboards and more through our partner, Interconnection.
- Free training webinar from NTEN with a 50% discount on an additional training.
- 15% to 30% discount on training courses and seminars from Idealware.

# Types of projects we offer!

| Tech Planning | • Tech Review & Assessment, Tech Selection Advisor, |
|---|---|
| Website | • SEO, Review & Assessment, Updates, Tech Help |
| Data | • Salesforce, Database Review & Assessment |
| Infrastructure | • Served more people[2] |
| Training | • Salesforce, Excel, Google AdWords |

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## Goals

In today's session, we will discuss:

❑ How to define the work that needs to be done

❑ The 4 screening tests before you start a pro bono engagement

❑ How to find pro bono resources

❑ How to make the ask

# Defining the Work

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## Traditional Volunteering Versus Pro Bono[1]

### Traditional Volunteering

- Direct or immediate needs, extra hands

- Type of support: hands on volunteering

- Examples: packing food, serving meals, cleaning up a park, walking dogs

### Skilled Volunteering

- Organizational or long term needs: infrastructure & leadership

- Skills based

- Examples: IT assistance, graphic design, HR coaching

1. Powered by Pro Bono Taproot Foundation

# Nonprofit Tech Stats

## Technology is challenging for nonprofits

Technology is consistently cited as either the **#1 or #2 functional challenge** for nonprofits[1].

**77%** of nonprofit leaders surveyed reported that using technology effectively is a significant challenge[1].

For too many nonprofit professionals, technology is a source of never-ending confusion and frustration…
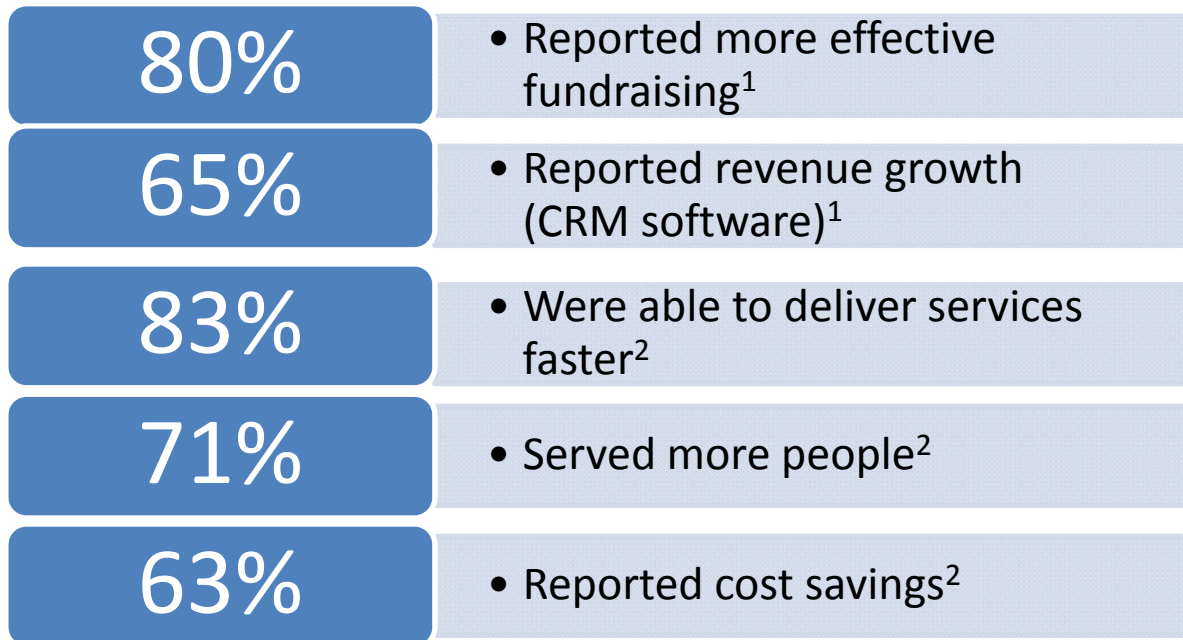
## What are the obstacles?

- Shortage of Money
- Inexperience
- No IT Staff
- Lack of IT Evaluation
- Lack of Time



1:  The Center for Effective Philanthropy: "Nonprofit Challenges – What Foundations Can Do." (2013)

# Tech improvements produce results!

When nonprofits were able to incorporate better technology into their program and service delivery...

| **80%** | • Reported more effective fundraising[1] |
| **65%** | • Reported revenue growth (CRM software)[1] |
| **83%** | • Were able to deliver services faster[2] |
| **71%** | • Served more people[2] |
| **63%** | • Reported cost savings[2] |

1. Find Accounting Software: "2014 Fundraising Technology Trends Study."
2. John Hopkins University, "The Nonprofit Technology Gap - Myth or Reality?" 2010

# Defining the Goals

Technology is not separate from your mission and program:

- It is the foundation to achieve your goals

- It touches everything you do

- It can support your work or make it more difficult

# Sometimes the Need is Obvious
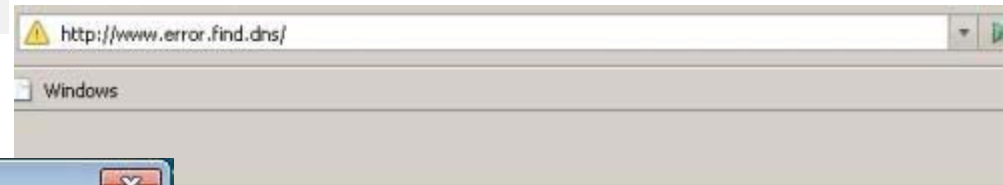
Sometimes the need is not obvious.
Tech Projects can support:

- Expanding services

- Cultivating individual donors

- Increasing public awareness

- Improving staff efficiency

- Tracking Impact Metrics

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# Tech Projects To Align with Goals

- **Expanding services**
  - Technology Assessment

- **Cultivating individual donors**
  - CRM Review
  - Social Media Strategy
  - Website Updates & Enhancements

- **Increasing public awareness**
  - SEO, Search Engine Optimization
  - Social Media Strategy
  - Google AdWords

# Tech Projects

- **Improving staff efficiency**
  - Migrating to the cloud
  - Office 365
  - Fundamentals of Salesforce
  - Technology Training, Excel, PowerPoint, Salesforce, Website

- **Tracking impact metrics**
  - Staff training on data management
  - Making the cost of Excel
  - CRM review & assessment

# So Many Issues So Little Time

## Poll Question – answer in the chat:

Do you have a recent Technology Plan?

- Yes

- No

- Define recent

## So Many Issues,  So Little Time

Tech Assessment  & Tech Planning are a great place to start!

## For More Ideas

Tech Assessment & Tech Planning are a great place to start!

# So Many Needs So Little Time

# Is Pro Bono the Right Solution?

## Screening: 4 Tests for Great Pro Bono Engagements

❑ Scope

❑ Urgency

❑ Knowledge Needed

❑ Staff and Board Readiness

## Is Pro Bono the Right Solution?

# Screening Test: Scope

❑ Do you have a clearly defined project scope?

❑ Are you confident that the scope won't change over time?

❑ Is the scope of the project realistic for a volunteer project?

❑ Can this project be chunked into smaller projects?

# Is Pro Bono the Right Solution?

## Screening Test: Scope Tips

❑ Don't expect that everything can be done in one project

❑ Confirm that the project will address the issue

"Just like building a house – everything takes twice as long as you think. With pro bono even longer. We have learned to chunk our projects into more bit size pieces so we can make sure we are always making progress" – Itedal Shalabi, Executive Director, Arab American Family Services –[1]

1 Powered by Pro Bono Book Taproot Foundation

# Is Pro Bono the Right Solution?

## Screening Test: Scope

**Fail**

**Pass**

- ❏ Full Salesforce Implementation

- ❏ We need a brand new website

- ❏ Requirements gathering for implementing Salesforce

- ❏ Assessment of our current website

## Is Pro Bono the Right Solution?

## Screening Test: Urgency

❏ When does the project need to be done?

❏ What are the consequences of not meeting the deadline?

# Is Pro Bono the Right Solution?

## Screening Test: Urgency

❏ Important but not urgent

❏ Projects that won't put your organization in jeopardy if it takes 50% longer than expected

❏ Be realistic about Pro bono deadlines

"I look for opportunities to use pro bono where the work needs to be done within the year but not immediately" – Rismas Jasin, Executive Director, Presbyterian Senior Services [1]

# Is Pro Bono the Right Solution?

## Screening Test: Urgency

**Fail**

- ❏ Server just crashed

- ❏ Website was hacked

- ❏ Website needs to be updated for an event in 3 weeks

**Pass**

- ❏ Training staff on Excel

- ❏ Updating website for a program scheduled to launch in 6 months

- ❏ Are we using our database effectively?

## Is Pro Bono the Right Solution?

# Screening: Knowledge Needed

❑ How much detailed organization or nonprofit knowledge is needed?

❑ Is it worth your time to teach them?

❑ What is the likelihood  a volunteer will have the skill/knowledge

# Is Pro Bono the Right Solution?

## Screening Test: Knowledge Needed

❑ Look for projects that closely parallel corporate equivalent

❑ Look for projects where volunteer skills closely match

   "Our work is complicated and we have found pro bono services have been most effective when they are more functional than strategic. It enables us to quickly get results" – Robert Cordero, Executive Director, CityWide Harm Reduction

## Is Pro Bono the Right Solution?

**Screening Test: Knowledge Needed**

**Fail**

**Pass**

❑ Training on proprietary shelter software

❑ Implementing proprietary shelter software

❑ Increasing donations

❑ Salesforce project

❑ Access database

❑ Tech Recommendations

❑ Excel projects

## Is Pro Bono the Right Solution?

### Screening: Staff/Board Readiness

❑ Are the key stakeholders on board and support the project?

❑ Have you thought through the time commitment for your organization?

❑ Does your internal team have the time and capacity to support the volunteer(s)

# Is Pro Bono the Right Solution?

## Screening Test: Board/Staff Readiness

**Fail**

- ❑ You need and support a new website but your board does not

- ❑ Key staff person is taking parental leave

**Pass**

- ❑ Entire organization and board agree on the need for a new website

- ❑ Staff have the time to support the volunteer

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# Types of Volunteer Engagements

# Types of Engagements

- Individual Volunteer

- Team of Volunteers

- Loaned Employee Marathon Event

- Corporate Engagement Event

  - Office Hours

  - Marathon Event

# Methods of Engagements

- Onsite Volunteers

- Virtual Volunteers

  - Phone

  - Skype, WebEx, Go to Meeting

  - A System interface

**But Where Can I Find These People?**

# Finding Pro Bono Resources

## They are closer than you think!

- ❏ Individuals

- ❏ Intermediaries

- ❏ Schools/ Professional Schools/ Nonprofit Training Programs

- ❏ Corporations & Professional Services Firms

# Finding Pro Bono Resources

## Individuals

❑ Current volunteers

❑ Board Members

❑ Donors

❑ Community Members

## Finding Pro Bono Resources

# Intermediaries

❑ The Community Corps/ NPower

❑ Catchafire

❑ Taproot Foundation

❑ Volunteer Match

❑ Sparked.com

❑ Createathon

# Finding Pro Bono Resources

## Schools/Professional Schools/Nonprofit Training Programs

- ❑ NPower/ Technology Service Corps

- ❑ General Assembly/ Parsons School of Design

- ❑ NYU Wagner Capstone Program

# Finding Pro Bono Resources

## Corporations and Professional Services Firms

# Who are the Volunteers?

# Who are the volunteers?

| | | |
|---|---|---|
| Full Time Employees | Full time college student | New to the professional workforce |
| Enrolled in a skilled tech program | Skilled military spouse | Interested in a Career Change |
| Reentering the workforce | Seasoned professional | Retired – Semi Retired |

# Why are they volunteering?

**Individuals**

"I want to use my skills to make an impact on a cause I care about."

" **I want to keep my** tech skills fresh and be up to date on new technology applications "

"I really enjoy technology"

"**I want to give back in a way that makes sense for me**"

"With a hammer I'm a danger to myself and others but let me analyze your web traffic and I can show my true value."

# Why are they volunteering?

Corporations

"We want to be a good corporate citizen."

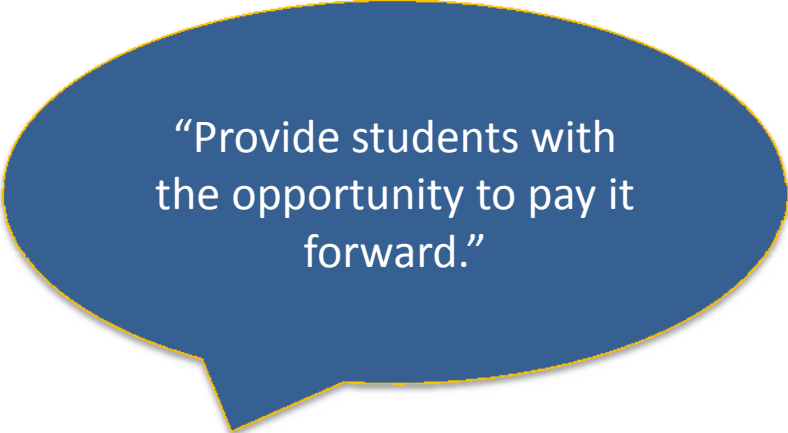"Engaging employees in volunteer projects help with team building. "

"We want to support causes we care about though various ways."

**"We want to make a positive impact"**

"We provide employees with volunteer opportunities as an employee benefits."

# Why are they volunteering?

Schools
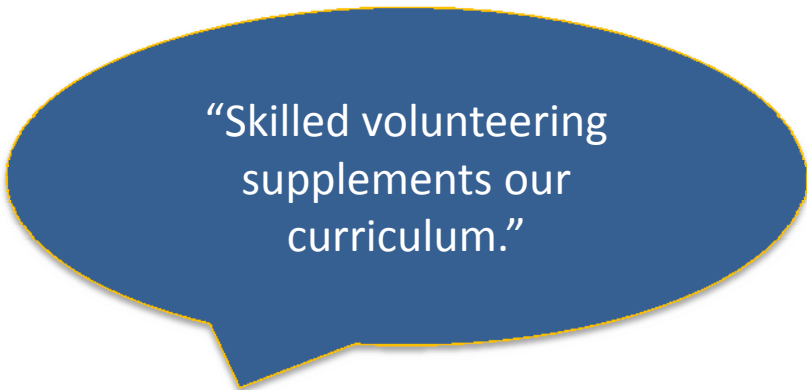
"Provide students with the opportunity to pay it forward."

"Provide our students with real world experience."

"We want to give back to our community."

"Skilled volunteering supplements our curriculum."

# Managing the Ask

# Market Your Project

## Who are you?

- ❏ Describe your organization

- ❏ What do you do?

- ❏ Highlight your programs

- ❏ Who do you serve?

- ❏ How do you make a difference?

- ❏ Make me care about your organization

## Market Your Project

**What is the issue?**

- ❑ What is the issue?

- ❑ How is this causing a problem?

- ❑ What is the pain point?

- ❑ What do you want the volunteer to do?

- ❑ Does this project have a clearly defined end?

## Market Your Project

## Why?

❑ Why is this important to your organization?

❑ What is the impact of this project?

❑ How will this impact your programs and constituents?

❑ Why is this a great use of my time?

## General Tips

**Putting Your Best Foot Forward**

❑  Answer all of the questions

❑  If submitting an online application preview the questions and create responses offline.

❑  Review the applications before submitting

❑  Run a spell check

# Examples

The **Brooklyn Bridge Park Conservancy** is the main stewardship and programming partner to Brooklyn Bridge Park, a new park project that spans 1.3 miles along the Brooklyn waterfront. The Conservancy produces and presents innovative cultural, recreational and educational programming in the current Brooklyn Bridge Park and actively promotes the needs of the Park and its constituents.
As a small non-profit working in a fast-paced environment, we serve more than 150,000 people a year through our public programs and stewardship.

Programming staff has a basic knowledge of Excel and uses it to collect and format data. However, we would like to advance our skills and improve our efficiency with the software. A sample of some of the skills we would like to improve upon: data design and organization, charts, shortcuts, formulas, and data analysis.

Advanced training in Excel will enable our staff to meet our public service and stewardship goals at Brooklyn Bridge Park.

# Examples

Are you a social media pro who would like to share their expertise with a 501c3 dedicated to bees? If so, keep reading...

The Honeybee Conservancy / Anthophilous is looking for a volunteer to help us plan and prepare for an innovative bee conservation and educational project launching later this year.

Support needed:
- Write and schedule social media content for our project
- Produce and/or manage the gathering of graphic and video content
- Data gathering

Skills Required:
- Experience creating success in the social channel for brands
- Familiarity with tools such as: HootSuite, Buffer, Google Docs, etc.
- Strong writing/editing/proofreading skills

Commitment
- This is a virtual position and you can work remotely
- We expect this project to take between two to four weeks
- Please visit our site to learn more about our mission: www.thehoneybeeconservancy.org.

# Examples

- We need a volunteer trainer on excel.

- Our website needs work. We would love to have people working on how we can make it better.

- Need to gather data in clients to track time to completion

- We just received our 10 free Salesforce licenses and we are ready to get started.

# Broaden Your Horizons

# Connecting with a Volunteer

## Be Flexible

❑ Be open to virtual volunteering

❑ Be open to volunteers from different areas

❑ Be open to working with volunteers on off hours

❑ Be open to various volunteer opportunities

## Is Pro Bono the Right Solution?

# Making Pro Bono Work: 5 Principles

❑ Principle One: Know and define your needs

❑ Principle Two: Get the right resources for the right job

❑ Principle Three: Be realistic about pro bono deadlines

# Is Pro Bono the Right Solution?

## Making Pro Bono Work: 5 Principles

❑ Principle Four: Act like a paying client

❑ Principle Five: Learning goes both ways

# Questions

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# Want to Get Started? Have Questions?

## Contact me to set up a 30 minute consultation!

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# Resources

# Nonprofit Tech Resources

**NTEN**

**www.nten.org**

Membership organization of nonprofit tech professionals with goal to use technology more effectively.

**Resources:**

- Webinars

- Newsletters

- Community

# Nonprofit Tech Resources

**Webinars & Recordings:**

- Nonprofit Technology 101

- Succesful Strategies for Social Engagement

- Nonprofits & Data Thirty Ways To Manage Data Effectively

- Nonprofits & The Cloud: To infinity and Beyond – Transitioning to the Cloud

- How to Humanize Your Nonprofit in the Social Media Age

# Nonprofit Tech Resources

**Reports:**

- State of Nonprofit Data

- State of the Nonprofit Cloud

- Vendor Satisfaction

- Benchmarking

# Nonprofit Tech Resources

**Idealware**
**http://idealware.org/**

Provides thoroughly researched, impartial and accessible resources about software to help nonprofits make smart software decisions.

## Resources:

- Online trainings

- Reports

- Articles

- Tips of the Month

idealware

Helping Nonprofits Make
Smart Software Decisions

# Nonprofit Tech Resources

**Trainings:**

- Live Online Seminars capped at 25 participants, internet connection, a phone line and 90 minutes

- Online Courses, intense 5& 6 part trainings

- Recorded Seminars

- Free, $20, $40

# Nonprofit Tech Resources

**Sample Trainings:**

- From Audit to Redesign: The Complete Nonprofit Website Toolkit

- Getting Started with Online Conferencing and Seminar Tools

- Choosing a Low Cost Donor Database

- Getting Started with Social Media

**idealware**

Helping Nonprofits Make
Smart Software Decisions

# Nonprofit Tech Resources

**Reports:**

- The 2013 Field Guide to Software for Nonprofits

- What every Nonprofit Should Know about Mobile

- The Nonprofit Social Media Policy Workbook

- **Articles:**

- Types of Databases for Managing Constiuents

- 10 Things to Consider in a CRM

**idealware**

Helping Nonprofits Make
Smart Software Decisions

# Nonprofit Tech Resources

**TechSoup**
**http://www.techsoup.org/**

Gives nonprofits and libraries access to donated and discounted technology products and services.

**Resources:**

- Menu of donated and discounted software and hardware

- Articles

# Nonprofit Tech Resources

## Examples of TechSoup Discounts

**http://www.techsoup.org/**

- Microsoft Office products

  - Outlook, Access, PowerPoint

- Symantec Norton Antivirus, Ghost

- Dell notebooks & desktops

- Smart phones

**techsoup**.org
the place for nonprofits and libraries

# You found a volunteer, now what?

## You Found a Volunteer

# Volunteer Vetting?

- LinkedIn

- Google Search

- Interview

  - Background, Skills

  - Why are you volunteering? Have you volunteered with other nonprofits?

# You Found a Volunteer

## First Meeting

- Setting Expectations

    - Goals, Scope, Timing

- Level of commitment

- NDA

# You Found a Volunteer

## Progress

- Setting Expectations

    - Goals, Scope, Timing

- Level of commitment

- NDA

# You Found a Volunteer

## Celebrate Success!

- Thank you Email/Letter

- Share the impact of their work

- LinkedIn Recommendation