

# Skills-Based Volunteers – The Missing Link

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# Live Polling Practice

In this presentation you will be able to use your phones to answer questions and get a live audience response....

1) ACTIVATE POLL ON PHONE

2) ANSWER QUESTIONS VIA TEXT MESSAGE

3) SEE LIVE RESPONSES



# Live Polling Practice

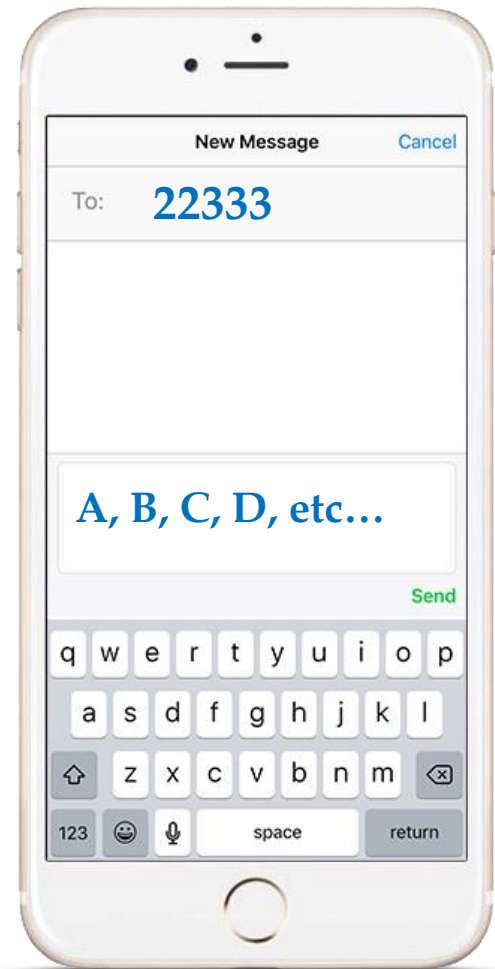
## LET'S START!

- 1) Start a new message, and put the five-digit code 22333 in the “to” line. (Standard rates apply; all numbers are confidential and will not be saved)
- 2) Put PACF in the message line and send
- 3) *NOW YOU ARE A PARTICIPANT!*



# Live Polling Practice

Now simply answer the following question with the corresponding letter....



# Which is your favorite puppy?



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# Imagine



# Agenda



**KEEP  
CALM  
WE'RE  
HERE TO  
HELP**

1. **Skills-based volunteering primer**
2. Ensuring your nonprofit is “pro-bono ready”
3. Scoping, finding & securing skilled volunteers
4. Scaling & best practices
5. Resources

# Defining Volunteerism

A person who freely offers to take part in an enterprise or undertake a task - Oxford Dictionary





# Defining Skills-Based Volunteerism

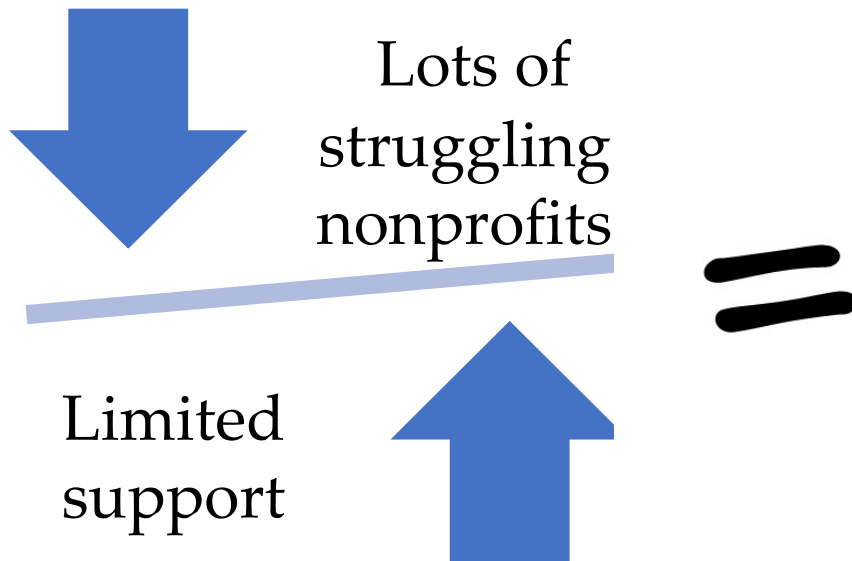
The donation of professional services to social change organizations



# What All Volunteers & Nonprofits Want



# Why do we need skilled volunteers?



# When to use Pro Bono?

## Pro Bono

- Business Plans
- Communication Plans
- Database Research
- Financial Advising
- IT Systems Management
- Legal Support
- Marketing Plans
- HR Guidance
- Strategic Planning

## Paid Consultant

- Event Planning
- Graphic Design
- Grant Writing
- Website Design

## Example – D&R Greenway



*“In addition to valuable insights and guidance into our volunteer engagement, our skilled volunteer’s warmth and spirit of respect and inclusion have made our staff meetings with her something people look forward to - and, I think, have impacted our staff satisfaction.”*

Should your organization use strategic-level support?

Yes

No

Maybe

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# Are You Ready?





# Organizational Readiness



## Top Questions to Ponder:

- 1) What are your organizational goals?
- 2) Have you evaluated past volunteer/consultant engagements?
- 3) Are you able to manage outside help?

# Project Readiness



## Top Questions to Ponder:

- 1) Can you define project success?
- 2) Do you know how you will support the project after it's been delivered?
- 3) Are all the individuals who need to be involved with this project able to do so now and for the duration?

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# Process to Skills-Based Volunteer Success

## 1. Scope

The right projects – identify engagements that are important to your organization and are a good match for skilled support



## 2. Secure

The right resources – locate and partner with skills-based volunteers



## 3. Manage

Skills-based volunteer engagements – not by running the whole show but by acting like a good client



## 4. Scale

Your efforts – so that using skilled-volunteers is a tool and fully integrated across your organization

# SCOPE: Identifying Good Projects

## Create a List of Needs

Using your 6-12 month “To-Do” list

- Eg... new brochure, salary assessment, ED mentoring

Using your strategic goals

- Eg. Updating donor database; creating communications plan

What area does your organization likely need strategic support?

Strategic Planning

Marketing/Commu...

IT - Information  
Technology

Human Resources

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# SECURE: Finding Skilled-Volunteers



Intermediaries



Individuals/LinkedIn



Corporations



Professional Schools



Professional Services

# MANAGE: Project Management

**PROJECT  
DESCRIPTION**

(Clear  
Deliverables)

**AGREEMENT**

(Timeline,  
Workspace)

**CHECK-IN  
POINTS**

(Mid-Process  
Evaluations)

**CLOSING  
OUT**

(Presentation  
&  
Evaluations)

**THANKS  
(Celebrate!)**

**OUTCOME  
(Success)**



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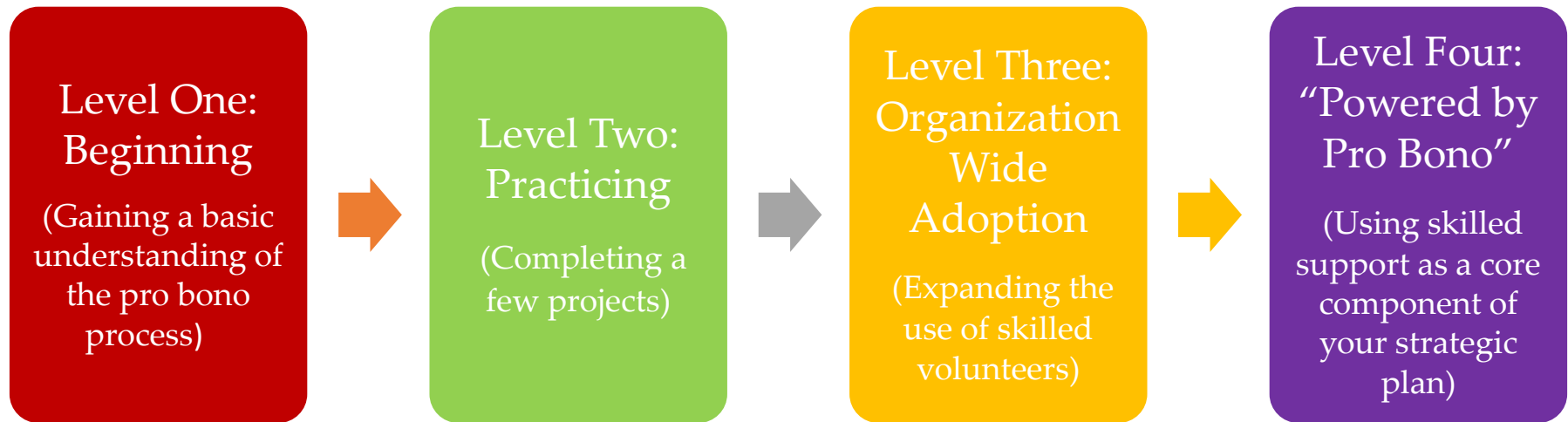


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# SCALE: Planning for the Future

## Using skills-based volunteers as a part of your strategic planning process



# Breakout – Case Studies

## Directions:

1. Please break-up into three small groups at each table
2. Each group should select a different case study
3. Within each group discuss the pros & cons of using a pro-bono consultant to support the strategic need.
4. Ten minutes to review and then we'll report out



# Best Practices for Project Management

## Five Guiding Principles of Successful Pro Bono Engagement and Management

### Principle 1

Be prepared to invest time

### Principle 2

Act like a paying client

### Principle 3

Foster internal team communications

### Principle 4

Create space for skilled-volunteer to share ideas

### Principle 5

THANK &  
CELEBRATE

# Faces of Pro Bono



**RoseMarie LaMar,  
Independent Consultant**

I use my skills  
to make a  
community  
impact

# Faces of Pro Bono



Nancy Alter

A very rewarding  
experience and  
opportunity to do  
good work that  
supports others

# Faces of Pro Bono



Our project  
united my  
employees in a  
shared goal

# Faces of Pro Bono



My pro bono  
experience  
helped me land  
a new position



**Kevin Doherty**  
**Enterprise Database & Applications Manager**  
The Academy of Notre Dame de Lamur



# Faces of Pro Bono

I saved about  
\$10,000 using  
pro bono  
support



# Faces of Pro Bono

In getting our  
project up and  
going, our skilled  
volunteer was just  
invaluable to us



# Faces of Pro Bono

We developed  
a new  
business plan  
AND got a  
new board  
member



**Carol Burden**  
Executive Director –  
Trenton Community Music School

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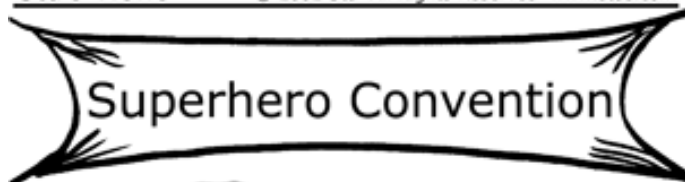
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# NJ Resources for Skills-Based Volunteer Support

Stu's Views

© 2002 Stu All Rights Reserved [www.stus.com](http://www.stus.com)



"Us? No, we're not in disguise.  
We're pro bono volunteers."

## Skilled Volunteer Opportunities

**VolunteerConnect**  
*VolunteerConnectNJ.org*

Probono Partnership  
[probonopartner.org](http://probonopartner.org)

Taproot Foundation  
[taprootplus.org](http://taprootplus.org)

Sparked  
[sparked.com](http://sparked.com)

Taproot Foundation  
[taprootplus.org](http://taprootplus.org)

Catchafire  
[catchafire.org](http://catchafire.org)

## Web-Based Blogs & Resources

Blue Avocado: [blueavocado.org](http://blueavocado.org)

The Chronicle of Philanthropy: [philanthropy.com](http://philanthropy.com)

Center for Nonprofits: [njnonprofits.org](http://njnonprofits.org)

Nonprofits With Balls: [nonprofitswithballs.com](http://nonprofitswithballs.com)

Joan Garry Nonprofit Leadership: [joangarry.com](http://joangarry.com)

Gail Perry & Associates: [gailperry.com](http://gailperry.com)

Readiness Roadmap: [readinessroadmap.org](http://readinessroadmap.org)

# Future Princeton Area Community Foundation

## topic best meets your organization's needs?

Measuring Impact

Leadership  
Development

Fundraising

Marketing

IT

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# Contact Information



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*Thank You!*

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