PRO BONO LAB

A short introduction
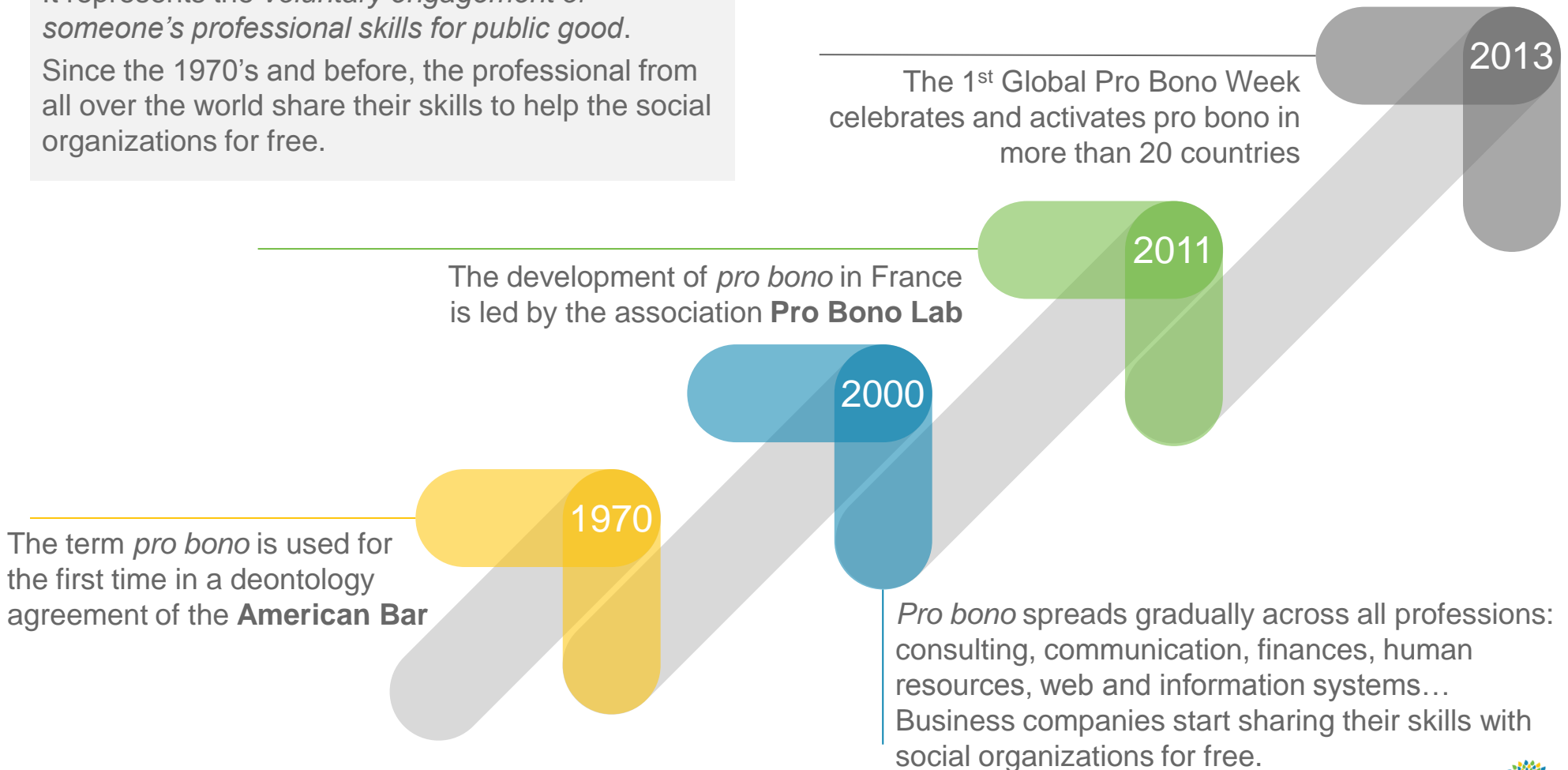
pro bono lab

DEMONSTRATING THE BUSINESS VALUE OF PRO BONO SERVICE

By Yoann Kassi-Vivier, Jennifer Pawlowski, and Carol Guttery
with Dima Mostovoy

pro bono lab

1aproot FOUNDATION

PRO BONO BUSINESS VALUE OVERVIEW

BUSINESS DRIVERS	BUSINESS IMPACTS	BUSINESS OUTCOMES
HUMAN RESOURCES	Innovative professional development	▸ Broaden range of training opportunities that efficiently sharpen employees' skills that are directly applicable to the work environment ▸ Aid in transitioning employees to new jobs or across divisions within the company or to prepare for or ease into retirement ▸ Increase opportunities to measure employee performance and potential to promote outstanding employees
	Increased employee satisfaction	▸ Boost employees' pride in their own skills and in their company values ▸ Enhance understanding and commitment to the company's culture ▸ Increase staff motivation, resulting in higher productivity and reduced absenteeism
	Enhanced recruitment	▸ Strengthen employee loyalty and advocacy ▸ Increase attractiveness of the firm to potential recruits, especially Gen Y professionals ▸ Create unique opportunities to engage non-employee participants in pro bono projects, creating recognition for the company
	More interconnected workplace	▸ Foster cross-functional communication across the company ▸ Strengthen teamwork and collaboration across the company ▸ Improve relationships between employees and line or HR managers ▸ Provide employees broader visibility within the company
REPUTATION	Improved public relations	▸ Increase visibility and brand recognition ▸ Enhance positive perceptions of companies with innovative and impactful Corporate Social Responsibility strategy ▸ Empower employees and partners to be brand ambassadors ▸ Generate effective press recognition at minimal or incremental marketing costs
	Stronger relationships and network	▸ Strengthen non-transactional relationships with priority stakeholders such as clients, businesses, or community partners ▸ Increase visibility of the company's expertise ▸ Generate business development opportunities
	Sustained license to operate	▸ Reduce exposure to risks such as public criticism or negative government decisions ▸ Foster stakeholder support for the company during possible periods of controversy or negative PR
	Fostered climate of innovation	▸ Stimulate employees' creativity, productivity and commitment ▸ Foster new ways of thinking and an entrepreneurial culture
	New or improved products	▸ Develop new services and products to meet social needs that can ultimately be sold commercially ▸ Improve existing products that integrate the end-user innovations generated on pro bono projects
	New markets enhanced ...	▸ Improve understanding of the challenges, priorities, and large unmet needs of new markets and niches to be served ▸ Broaden geographic presence or/and reach clients that are not currently served by the company, such as nonprofits or small companies

pro bono lab

pro bono lab

22,000	Hours of pro bono
2,100	Volunteers engaged
160	Non-profit organizations
250	Missions achieved
190	Diagnosis performed
50+	Partners

Pro Bono Lab mobilizes teams of volunteers to provide pro bono consulting services to small and medium non-profit organizations.

Those missions called « Probono Missions » enable mission-driven non-profit organizations to mobilize the talents they need in marketing, communications, strategy, finance, human resources, web development, legal…

Since 2012, Pro Bono Lab has helped 110 non-profit organizations by engaging 1500 volunteers to deliver more than 180 Probono Missions.

We want to be the open source lab for pro bono volunteering.

Our values are : Humanism, Cooperation, Autonomy

OUR PARTNERS
We partner for everything we do

NEEDS IN CAPACITY IN THE NON-PROFIT FIELD
Common needs observed in France and in the USA

MANAGEMENT

- Improve the relationship with the leadership
- Improve internal communication
- Avoid "management burn-out"
- Animate volunteers

LEADERSHIP

- Strengthen Boards
- Improve the relationship between the Board and the ED
- Avoid "executive burnout"
- Leadership transmission over the years

ADAPTATION

- Stay proactive despite the pressure on resources
- Improve the quality of strategic alliances
- Improve management of organizational knowledge
- Formalize the theory of change
- Improve planning

TECHNIQUE

- Ability to deliver quality programs
- Ability to work with new technologies
- Ability to review processes

pro bono lab

MOST COMMON PRO BONO PROJECTS FOR NON-PROFITS
To be scoped during a diagnosis
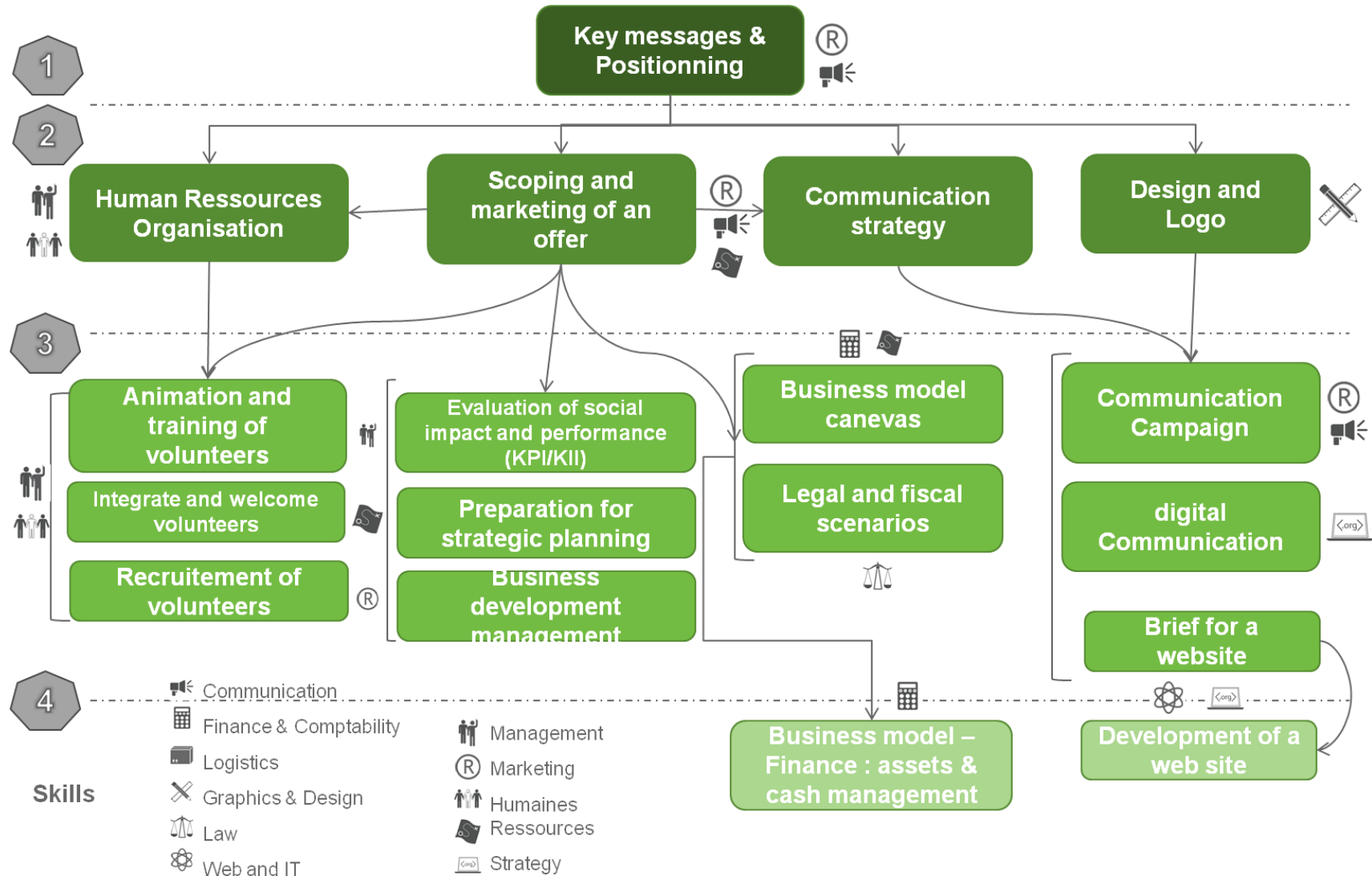
MISSIONS WITH INNOVATIVE FRAMEWORKS

We have developed methods to facilitate project management for impactful time-limited pro bono missions performed by teams of volunteers

The pro bono missions are services tailored to the specific needs of social organizations. They are led by a team of volunteers, students or volunteer employees, in parallel with a main activity.
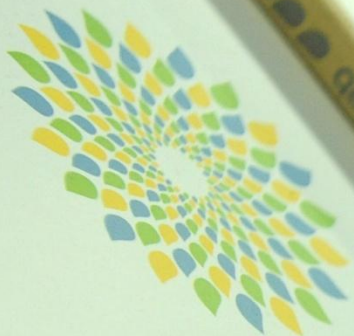
CONCEPT

DIAGNOSIS `180`

2 volunteers analyze the situation of an organization and create a project brief (12h)

MARATHON `250`

10 volunteers realize a project team for 8 to 24 hours

CONSEIL `16`

5 volunteers carry an advisory mission 4h / week for 1 to 3 months (50h)

EXAMPLE

DIAGNOSIS
- 1st phase : understanding the social project/model
- 2nd phase : creating mission briefs

MARATHON
- Visual and / or digital communication
- Business economic model plan
- Performance indicators

CONSEIL
- Brand strategy and key messages
- Improved volunteers HRM
- Social Impact Assessment

TALENTS

pro bono lab

THE PRO BONO MARATHON PROCESS
Classical steps and timings

MONTH 1	MONTH 2	MONTH 3	MONTH 4
1 ORIENTATION	2 PREPARATION	3 MARATHON	4 REVIEW
Internal agreement & definition of roles	Recruitment of Project Leaders	Speed-meeting	Assessment & feedback
Selection of charities	Diagnosis & project framework definition	Marathon day	Speed-ending
Work plan	Recruitment of volunteers	Deliverables	Communication

pro bono lab

Antoine COLONNA
DIRECTOR - GLOBAL PRO BONO
Co-founder – Pro Bono Lab
antoine@probonolab.org
skype: antoine.coldist

Tatiana HEINZ
PARTNERSHIPS & RESEARCH
tatiana@probonolab.org
Skype: tatiana.heinztatischeff

www.probonolab.org