

COMMUNIQUE

Trends, Best Practices, and Opinions on Community Involvement

Pro Bono Today: How Companies are Moving the Practice Forward *Part 5 of a 5-Part Series*

When we started this research, we were seeking innovative pro bono programs. After interviewing a dozen companies and their nonprofit partners, we had to admit that we hadn't uncovered anything particularly innovative. But we did find a lot to be excited about.

The companies in the study are continually evaluating their programs to increase their reach and effectiveness. Collectively, these efforts are moving the practice of pro bono forward by:

Expanding Opportunity for Both Employee and Nonprofits: The benefits of pro bono are not just reserved for high-potential employees and nonprofits with big strategic issues. Many companies in our study have consciously expanded their pro bono programs to include more employees and more nonprofits.

Setting Development Goals for Employee Volunteers: Pro bono service is a valuable leadership development tool for employees. Instead of assuming the benefit is there, companies are getting human resources involved and setting specific development goals for the volunteers. Post-project, the employees are asked to evaluate how well those goals were met and also how they will apply their new or enhanced skills to their regular jobs.

Measuring More Outcomes and Impacts: Besides tracking employee skill development, companies are conducting more longitudinal studies of nonprofit impact. Besides surveying nonprofits at the conclusion of the project, some companies continue to check in with them periodically to see if they have implemented the deliverable and if they have, what the impact has been. One company in the study follows its nonprofit partners for as long as three years.

Using Third Parties to Help with Nonprofit Preparation: The study found, not surprisingly, that both volunteer and nonprofit preparation is important for the success of the project. That is a lot for companies to handle, and they aren't necessarily

equipped to prepare the nonprofits. That's where third parties are helpful. They have the expertise to help select appropriate partners, scope the projects, and train the nonprofits' staff on how to work with volunteers.

Taking Actions That Make it Easier for Nonprofits to Take on Pro Bono

Volunteers: A happy consequence of some of the changes companies are making is that they are breaking down some of the barriers to pro bono we identified in our last study. For example, having short-term or pre-scoped project opportunities makes it easier for nonprofits to get started in pro bono, as does having an experienced intermediary with which to work.

The full report can be downloaded for free at <http://lbg-associates.com/our-publications/research-publications/>.

Previous issues in this series can be viewed [here](#).

Thank You to Our Sponsors:

- Andeavor Corporation
- Booz Allen Hamilton
- JPMorgan Chase & Co.
- Macquarie Group
- Target
- PIMCO

About LBG Associates

LBG Associates is a woman-owned consulting firm focused on designing, implementing and managing corporate citizenship and employee engagement programs and initiatives. Founded in 1993 by Dr. Linda Gornitsky, LBG Associates drives social change through advice, implementation, research and training. Find more information at: www.lbg-associates.com.

LBG Associates ▪ 245 Long Close Road ▪ Stamford CT 06902 ▪ Tel: 203-325-3154 © 2018 LBG Associates