

LAURA ARGENTO

PRO BONO CONSULTANT



CITY: SAN FRANCISCO
FIELD: MARKETING
PROJECTS: SEVEN

“Working with Taproot is larger than being an Account Director for a particular project; It’s being part of a team and communicating the mission of the organization.”

More than 600. That’s the amount of hours that Laura Argento has personally donated to serve nonprofits in the Bay Area. Of course, she’s no stranger to dedication. Laura’s career in the development and marketing of print and digital educational products spans 25 years, from her start as a copywriter and proofreader to her 10-year tenure as a senior executive. Laura’s also not one to sit still. Even after retirement, she created her own gourmet cookware store and explored vocal performance before deciding to bring her professional expertise to the nonprofit sector. And why? Noting the importance of social services in the changing economic climate, Laura says, “We’re finding that nonprofit organizations can do many, many things to fill the gap” in government or private services. Therefore, pro bono work within the nonprofit sector is “an exciting way to go and very attractive to skilled professionals. We want to make sure that we are able to contribute, but also that we can see the impact of our contributions.” In particular, she says, “Taproot has taken the concept of pro bono to a new level.” We say it’s because of professionals like Laura.

LAURA’S PROJECTS:
ANNUAL REPORT,
WEBSITE,
ADVANCED WEBSITE,
KEY MESSAGES AND
BRAND STRATEGY

ALAMEDA POINT COLLECTIVE (x2)
HAND IN HAND PARENTING
KIDPOWER TEENPOWER FULLPOWER
CAZADERO PERFORMING ARTS CAMP
STAGEBRIDGE
BOYS & GIRLS CLUB OF THE PENINSULA

From her seven projects, Laura has gained deep insight into the nonprofit sector. She notes that in some ways, many nonprofits are still learning the lessons of marketing, capacity building, and utilizing volunteers. And yet, they too have lessons to teach professionals of the corporate world about doing work with passion and commitment. “With a passion, great things can be done. You move away from the politics.” The Taproot experience is also very collaborative, she says, which is why she prefers to reduce the remote aspects of the process by incorporating face-to-face internal kickoff meetings. “When people look each other in the eyes, that’s where the building of the team relationship starts.”

LAURA’S PRO BONO POINTERS

ADVICE FROM THE FIELD

The most successful projects occur when team members’ skills and interests really align with the clients’ needs, and also complement each other. In recruiting team members, pay special attention to the skills you require to fill that team member role, but also to the added value your team member can bring to other areas of the team.

The way that we treat each other is important. It’s good form for Account Directors to get back to the people with whom they’ve interviewed and thank them for their interest. Don’t leave people hanging.

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**Thank you
for making
it matter,
Laura!**

taproot
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