

CHECKLIST

DISCOVER

- Decide what your company wants to achieve with a pro bono program
- Determine the impact you would like to make—e.g. community and business benefits
- Decide on an appropriate scale and size for your program
- Choose from the many models of pro bono service to find a good fit for you

DESIGN

- Determine how many nonprofits and employees to involve in the immediate future (you can set separate goals for growing the program later on)
- Assess common areas of nonprofit need and available employee skills—and then look for alignment
- Determine high-potential project types and create a short-list of viable projects
- Determine an outreach strategy to target and recruit employee participants and nonprofits
- Select a group of pilot projects and nonprofit partners and begin recruiting volunteers
- Look for existing project management tools and best practices
- Create additional tools (if needed) to ensure smooth and consistent program operation
- Design an evaluation model to capture feedback and track impact and results
- Prepare standard evaluation tools to capture employee feedback and measure satisfaction
- Prepare evaluation tools to gather feedback and measure nonprofit satisfaction
- Establish a system to track employee hours and determine project values

LAUNCH

- Finalize list of projects and participants and conduct any remaining recruiting for employees
- Notify participants that they have been selected to join projects
- Onboard participants: conduct nonprofit training and employee training to prepare both for service by reviewing common challenges and project specifics
- Support project launch and troubleshoot as needed; gather feedback and best practices from participants

EVALUATE

- Follow through with evaluations and integrate lessons learned for future projects
- Track and report on what you have accomplished
- Consider more sophisticated tools to measure impact on partner and ROI
- Promote what the program has accomplished internally (newsletter, brown bag lunch, etc.)
- Consider external reporting opportunities to highlight your program's accomplishments
- Think about program growth in terms of number of participants, physical location, model of pro bono service, or type of projects offered
- Plan your next round of projects!