

MAKING THE CASE FOR MORE PRO BONO

Feeling overwhelmed at your nonprofit? Pro bono can help with that.

WHY?

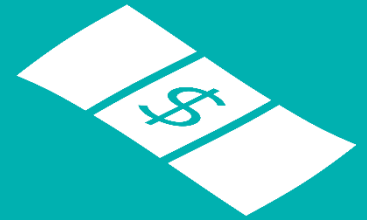
Taproot knows that your nonprofit organizations often don't have access to the marketing, design, technology, or planning resources you need to succeed in tackling challenges in your community. We know your organizations are understaffed, under-resourced, and that you need support.

In the 2017 State of Pro Bono Service Survey, we focused on the challenges you experience each day, and in this report we identify some of the resources that can be helpful in overcoming these barriers.

So, if you've ever felt overwhelmed at your organization—or maybe some of these thoughts have crossed your mind?—we think we have the solution. Pro bono.

Have you ever thought:

I DON'T HAVE ENOUGH RESOURCES TO SOLVE MY ORGANIZATION'S CHALLENGES.



68% of nonprofit respondents report that they **don't have enough financial resources to do the work they do.**

SOLUTION:

USE PRO BONO FOR PROJECTS THAT YOU MIGHT OTHERWISE PAY FOR, LIKE DESIGN OR HR STRATEGY.



75% of nonprofit respondents report that the **work they've completed through pro bono met or exceeded their goals for the project.**

Have you ever thought:

I NEED HELP, BUT I DON'T KNOW HOW TO GET IT.



25% of nonprofit respondents report that **they are responsible for more than one role at their organization.**

SOLUTION:

USE AN ONLINE, ON-DEMAND MATCHMAKING PLATFORM LIKE TAPROOT+ TO HAVE AN ARMY OF SKILLED VOLUNTEERS ON SPEED DIAL.



85% of nonprofit respondents **who looked for pro bono in the last year received it.** And **73%** of respondents **received pro bono through just one or two places.**

Have you ever thought:

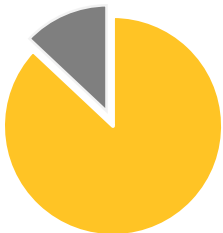
**I NEED HELP, BUT I ONLY WANT IT
IF IT'S USEFUL.**



61% of nonprofit respondents said that that **their organization does not have a full-time staff member dedicated to HR**, and **51%** report **not having a full-time staff member dedicated to marketing**.

SOLUTION:

USE AN INDUSTRY EXPERT DONATING THEIR TIME PRO BONO FOR PROJECTS NOT IN YOUR AREA OF EXPERTISE.



87% of nonprofit respondents who have used pro bono services said that their volunteers **ranked as good or excellent in professionalism**, and **84%** said they ranked as **good or excellent in competence**.

MORE PRO BONO PLEASE!

Taproot envisions that one day your organizations will be equipped to successfully take on urgent social challenges without the barriers of being under-resourced and understaffed. We're making this happen by ensuring that pro bono is **readily available, effective, trusted, and commonly used** as you work towards achieving your mission.

Throughout 2018, we'll be releasing companion resources to our State of Pro Bono Service Survey to help you and your organization access and use pro bono as you drive change in your communities.

BRINGING THE SURVEY TO LIFE

This report is based on the results of the Taproot Foundation's annual State of Pro Bono Service survey administered in the summer of 2017. The invitation was distributed by Taproot and several survey distribution partners. Our sample consists of 858 respondents who work at nonprofits or non-governmental organizations. Participation was voluntary and anonymous. All eligible respondents were entered into a sweepstakes as an incentive.

- All regions of the United States were represented, with the highest number of responses coming from professionals in the western U.S. (31.8%).
- 53% of respondents were from nonprofits with 10 or fewer staff members.
- 71% of respondents were in positions of leadership.
- 48% of respondents work at organizations with a budget of under \$500,000.

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