

# taproot

## Virtual Volunteer Support for Your Small Business

Taproot Foundation | February 2024





# Introductions

---





## Meet Taproot

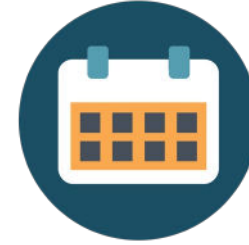
Taproot empowers mission-driven organizations by mobilizing skilled volunteers to advance resource equity.

# Linking up organizations like yours with capacity building support



**22+**

Issue Areas Served



**On-Demand**

Consultations and Projects Available



**\$300 million**

Pro Bono Services Delivered



**44**

Pro Bono Matches Weekly



**Small Business Support**

Since 2020

**taproot**

# Why Taproot?

- Democratizing access to resources
- Nonprofits and small businesses often don't have opportunities to conduct a root cause analysis
- Volunteers eager to give but unsure where or how
- Nonprofits and small businesses have trouble translating needs into opportunities





# Taproot Plus For Small Businesses

---



[www.taprootplus.org](http://www.taprootplus.org)

# GET THE SUPPORT YOU NEED

You make the world a better place, but you can't do it alone.  
Taproot Plus matches you with skilled volunteers who help you build a stronger organization.

GET STARTED

READ FAQ

## Join the Taproot Community

- Free of cost, unlimited accounts for your staff or board
- On-demand consultations, access to Taproot's full suite of corporate and grant-maker-led programming
- Access to networking and pro bono readiness resources from the national leader in skills-based volunteerism

# Taproot Plus Sessions



One-hour, one-time virtual consultation calls with experienced business professionals.

They're an amazing way for nonprofits, small businesses, or public schools to **quickly problem-solve, brainstorm creative ideas, or plan for ambitious projects.**



## < Session Request Form

Fill out this form to submit your request so our skilled volunteers know what you need help with. Please keep in mind that all information you provide here will be shared publicly with potential volunteer candidates.

Which area of expertise do you need support in?

\* Select Category



What kind of advice are you looking for?

\* Select Advice



What skills are most important to you?

\* Select Skill



What topic would you like to discuss in this 1-hour consultation session?

In 3-5 sentences, state your goal for this consultation session -- be specific and concrete about the advice that you need. Give context and details the skilled volunteer might need to understand your situation. Feel free to include links to relevant websites or materials.

Please write a short paragraph about your goal for this consultation session



# How To Request A Session

- What area of expertise do you need support in?
- What kind of advice are you looking for?
- What skills are most important to you?
- What topic would you like to discuss in this 1-hour consultation session?



**What area of expertise do you  
need support in?**





**What kind of advice are you  
looking for?**







**What skills are most important  
to you?**





**What is your goal for this  
one-hour Session?**



# What Happens To Your Session Listing



Nonprofits Volunteers Small Businesses Browse Opportunities Submit A Request

Search Opportunities by Keyword

All

Projects

Sessions

Events

Business Sessions



Filter

SUBMIT A REQUEST



Sessions

## Cut College Costs LLC dba HBCU Info Guide

We have developed an interactive database of merit-based scholarships from Historically Black Colleges & Universities. I...

- 1 Hour Consultation
- United States
- Virtual Engagement



Sessions

## The Sponsorship Catalyst

I would like to discuss how to transition my business to Pinterest, LinkedIn, and start a podcast/youtube. I'd like to...

- 1 Hour Consultation
- United States
- Virtual Engagement



Sessions

## The Sponsorship Catalyst

I would like to discuss how to transition my business to Pinterest, LinkedIn, and start a podcast/youtube. I'd like to...

- 1 Hour Consultation
- United States
- Virtual Engagement



Sessions

## Mr. Bray Labs, LLC

How a small design and animation company can look for grant opportunities to bring about systemic growth?

- 1 Hour Consultation
- United States
- Virtual Engagement





# What Happens To Your Session Listing

The screenshot displays the Taproot Plus web application interface. On the left is a blue sidebar with navigation options: Business Sessions, Applicants, Inbox, Business Profile, Settings, Resources, and Contact Us. The main content area shows a header with 'Browse Opportunities' and a 'SUBMIT A REQUEST' button. Below this is a search bar for 'Small Business Sessions' with a dropdown menu set to 'All' and a search input field. A 'NEW SESSION' button is also present. The main area contains two session listings. The first listing is for 'CRM', posted on 03/08/2023, with tags for 'Salesforce' and 'Crm'. The second listing is for 'Brand Development', posted on 03/07/2023, with tags for 'Brand strategy' and 'Marketing strategy'. Both listings include a 'Published' status and a 'Need help?' button at the bottom right.

**taproot PLUS**

Browse Opportunities [SUBMIT A REQUEST](#)

Drafts Alerts DT

**\$0** **0**  
value received projects matched

**Small Business Sessions**

All Search Sessions by Keyword [NEW SESSION](#)

**CRM**  
Since we're committed to decentralizing to allow for local community ownership, we've got a lot of relationships to balan...  
Posted 03/08/2023  
Not Scheduled  
CRM  
Salesforce Crm  
Published

**Brand Development**  
I would love feedback on our visual identity ideas so far :) We have some Figma mock-ups from a student we've been workin...  
Posted 03/07/2023  
Not Scheduled  
Brand Development  
Brand strategy Marketing strategy  
Published

[Need help?](#)

# Session Examples



**Communications:** Launching a new program? Have an exciting campaign on the horizon? Chat with a communications pro about how to get your community members the right info, at the right time.

**Business Planning:** Connect with a strategy professional for a conversation on how to adjust your business model in times of change.

**Advertising:** A brainstorming call with an advertising volunteer can help set your organization up for success when it comes to making the most of Google Ads, paid social media content, media placements, and more.

# Session Examples



**Technology:** Share about the tech issues you're experiencing, and a volunteer can offer informed recommendations for sites or software that can help solve them.

**Website Development:** Where to even begin? An experienced developer can take you through how you'll need to prepare for such a large undertaking.

**Project Management:** A Session with an experienced volunteer can get you the clarity you need to set clear project goals, communications expectations, implementation plans, and more.





## Golden Rule of Skilled Volunteerism

Treat every pro bono opportunity as if it were a for pay opportunity.



**Which Session topic would  
be most helpful for your  
small business? Let's scope  
your request now!**



# taproot

Questions & Answers

[help@taprootplus.org](mailto:help@taprootplus.org)