

# taproot

**Virtual Volunteer Support for Your Nonprofit's Capacity Needs**

Taproot Foundation | April 2024

# On The Agenda

- Meet Taproot
- Why Taproot?
- 5 Principles of Working with Skilled Volunteers
- Nonprofit Spotlight
- How Nonprofits Can Tap Into Support
- Examples of Support You Can Access
- Q&A





## Meet Taproot

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

# Linking up nonprofits 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



**63%**

Nonprofit Partners with < 5 FTE

**taproot**

# Why Taproot?

- Democratizing access to resources
- Nonprofits misidentify needs/skill sets
- Volunteers eager to give but unsure where or how
- Nonprofits have trouble translating needs into opportunities





A blue-tinted photograph of three diverse professionals in an office setting. A man on the left is looking towards a woman in the center, who is smiling and looking down. A woman on the right is looking down as well. The background shows office equipment like monitors and desks.

# 5 Principles of Working With Skilled Volunteers

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# 1) Act like a paying client

- Assess staff and board readiness
- Prepare for knowledge transfer
- Commit to timely, direct and honest feedback

## 2) Know and identify your needs

- Determine the size of the project
- Map solutions back to priorities
- What are the dependencies?



### 3) Get the right resource for the right job

- Vet prospective volunteers
- Think about workplace culture
- Skilled volunteering is not a giveaway, it's a *partnership*

## 4) Be realistic about deadlines

- Even small tasks can take longer than expected
- Skilled volunteering is rarely a good solution for *urgent* needs

## 5) Learning goes both ways

- Is this need urgent?
- What type of skill set do you need?
- Active communication is key to keeping the timeline on point





# Nonprofit Spotlight

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Kristen Johnson

**KR Scholars**



**SCHOLARS**

HBCU FOUNDATION



# How Nonprofits Can Tap Into Support

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[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 and multi-week projects, access to Taproot's full suite of corporate and grant-maker-led programming
- Access to nonprofit coaching, networking, and pro bono readiness resources from the national leader in skills-based volunteerism



# Projects



# Sessions



# Pitch Perfect: Projects

- Describe the project you would like a skilled volunteer to complete.
- Create a compelling pitch to attract volunteers to your project.
- What preparations have you made for the project? How do you plan to implement the project once it's complete?

# Pitch Perfect: Sessions

- Stay focused
- Clarify the goal of the call
- Be Specific



# Examples of Support You Can Access

# Marketing and Communications



## Partnership Possibilities with Skilled Volunteers:

- Brand Style Guide
- Graphic Design
- Social Media Strategy
- Key Messages Development

# Business Strategy and Finance



## Partnership Possibilities with Skilled Volunteers:

- Chart of Accounts
- QuickBooks
- Develop Your Case for Support
- Financial Audit

# Information Technology

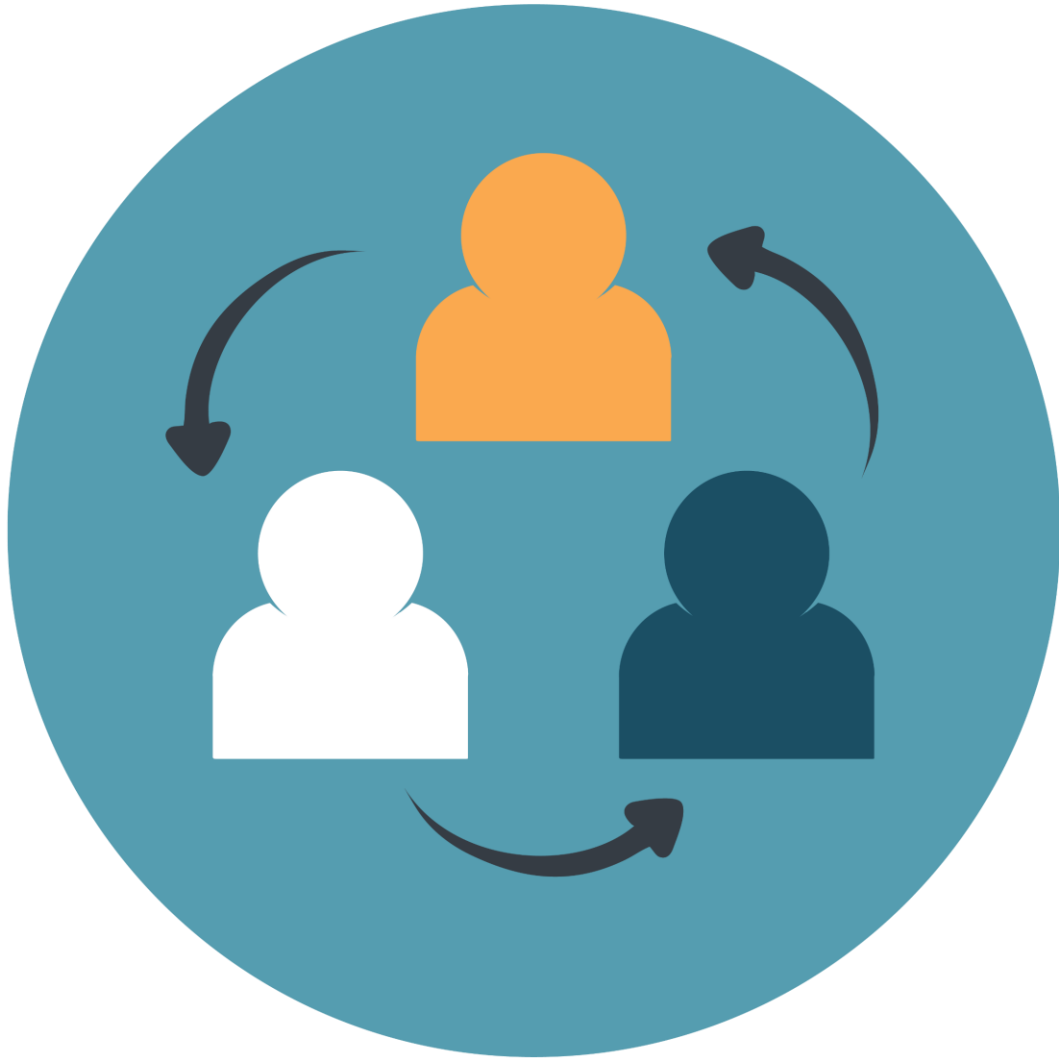


## Partnership Possibilities with Skilled Volunteers:

- Office 365 or G-Suite Set-Up
- Website UX/UI Design
- Video Editing
- Salesforce/CRM Set Up



# Human Resource and Leadership Development



## Partnership Possibilities with Skilled Volunteers:

- Organization Chart
- Board Recruitment Strategy
- Volunteer Management System
- Employee Handbook



Just to name a few...  
What kind of skilled  
volunteering do you  
need?



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Questions & Answers

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