

Fall 2011



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VOLUNTEERMATCH MAKES IDENTIFYING EMPLOYEE SKILLS EASY WITH TAPROOT TOOL

In the last issue of WireTap, we mentioned our work on the development of [Volunteer Profile Standards](#). VolunteerMatch has been one of our partners on that project and we are very happy to report that they have incorporated these standards into their new Listing Wizard. It's designed to help organizations more easily recruit skilled volunteers.

[READ MORE](#) ►

TAPROOT, BOARDSOURCE KICK OFF PRO BONO AND BOARD SERVICE CAMPAIGN IN ATLANTA

Taproot's President Aaron Hurst led a standing-room only panel on how board members can bring in hundreds of thousands of dollars each year to their organizations - through pro bono of course! Thanks to

HOW NEW INSIGHTS FROM THE FIELD WILL HELP YOU BUILD A PRO BONO PROGRAM: JOIN TAPROOT AT BILLION+CHANGE LAUNCH EVENT

Join 25+ of your corporate peers in making a pledge to start or grow a pro bono program. Taproot has partnered with A Billion+Change - the national campaign to mobilize \$1 billion of pro bono and other skills-based volunteer service resources by 2013 - to make sure companies have access to the information they need to build high-impact pro bono programs.

**A BILLION
+ Change**

[Learn about the Billion+Change launch event](#) ►

Join Taproot Foundation for lunch and discussion.

Immediately following the Billion+Change launch on November 3rd, we'll be sharing insights from critical new research coming out of the nonprofit sector and providing an overview of how to best leverage it to drive your pro bono program development.

- When: November 3, 2011, 11:45 - 1:45pm ET
- Where: BoardSource Offices (750 9th Street NW, Suite 650, Washington, DC [MAP](#) ►)
- How: RSVP through your Billion+Change registration or to Martha Grant (Martha@taprootfoundation.org) by October 28th ►

WHY NONPROFITS INCREASINGLY COMPETE WITH GOOGLE FOR TALENT: TAPROOT HOSTING WEBINAR WITH THE ECONOMIST'S MATTHEW BISHOP

Join Taproot's Aaron Hurst for a conversation with Matthew Bishop, bestselling author and business editor for The Economist, about his recent report, "America's Labour Market." We are all increasingly aware that we are facing high unemployment for the foreseeable future, but that isn't the whole story. Bishop will share some exceptions and nuances to the overall gloomy employment environment that present significant opportunities for the nonprofit sector, corporate philanthropy and the role of professionals in society.



Why Nonprofits Increasingly Compete with Google for Talent: a Webinar with The Economist's Matthew Bishop

Wednesday, November 16, 2011, 3-4pm ET
[REGISTER NOW](#) ►

support from Chevron, Taproot and BoardSource are teaming up once again to develop new resources teaching nonprofit board members about the potential of pro bono. This builds on the joint research completed last year focused on marketing and HR professionals who serve on boards.

[LEARN ABOUT THE CAMPAIGN](#) ►

CHICAGO CELEBRATES 5 YEARS OF SERVICE

Taproot Foundation in Chicago recently celebrated 5 successful years! Over 135 pro bono consultants and nonprofit executives celebrated and toasted the more than \$16 million in pro bono consulting channeled by Taproot and our 2,000+ business volunteers. Congratulations to all those who are part of Taproot's pro bono success in Chicago.

[MORE ON CHICAGO'S STORY](#) ►

NEW YORK CELEBRATES SERVICE IN STYLE

Taproot's NYC office celebrated the success of its NYC Service Initiative and its impact on the city (\$2.7 million dollars in consulting value!) by inviting 90 volunteers and nonprofit staffers to come visit our new NYC office space.

[SEE HOW WE CELEBRATED](#) ►



[Visit Our Featured Partner](#)

HP LAUNCHES GLOBAL PRO BONO PROGRAM

Doing pro bono well globally means learning how to do it locally.



We have been working with HP to help them develop their global pro bono program and started by piloting a series of local projects. One such project was completed earlier this year for the Boys and Girls Club of the Peninsula. The project tackled the complexity of helping BGCP fulfill on its national vision as well as an additional vision particular to the region in which

they operate. They engaged with an HP team consisting of a new HP marketing employee and one who had been at the company for 20+ years. Together, they used their professional expertise to develop inspirational communication themes and a memorable brand story.

The resulting work has allowed BGCP to differentiate itself from other local nonprofits and it has given them the base they need to update their marketing portfolio. The newer employee participating on the pro bono project reported that she felt like she "enhanced her skill sets" and the project made her feel good about working for her new employer.

This project has produced a type of dual impact that serves both the nonprofit and the participating employees and it supports HP's global citizenship goals for long-term shared value. The full text of the case study can be found on [our blog](#) and more information on HP's global citizenship can be found on their website.

[VISIT HP ONLINE](#) ►

INNOVATION OF THE MONTH: DONE-IN-A-DAY PRO BONO? IT'S POSSIBLE!

Have employees that would love to join a pro bono project but can't commit to a long-term project? A new speed-consulting format developed by Taproot's Los Angeles team may be the solution. Most companies already run day-of-service type events - cleaning up a local park or partnering with a local youth group - but you can make an even bigger impact in those hours by adding speed pro bono to your day-of-service. Taproot's LA office recently organized a speed-consulting event focused on honoring September 11th. Professionals with marketing, HR, IT and strategy backgrounds were paired with nonprofits serving veterans and emergency response groups for 30-minute pro bono consulting "mini dates." Nonprofits came prepared with specific questions for each focus area and used time to get advice and feedback from an expert. Here's four benefits this model can bring to your company:

- It engages senior staff in pro bono service without a significant time commitment
- It uses the "done in a day" format as a stepping stone - getting employees hooked without asking for ongoing involvement up-front
- It serves as a great "meet-and-greet" opportunity; participants meet multiple organizations in a single day
- It provides meaningful, skills-based opportunities that compliment a traditional day-of-service event and timeframe

Pro bono comes in many shapes and sizes. [DOWNLOAD OUR 8 MODELS OF PRO BONO WHITE PAPER](#) ►