

TAPROOT FOUNDATION 2017 CAMPAIGNS

AN INTRODUCTION TO CAMPAIGNS

For over 15 years, Taproot Foundation has helped to define, build and advance the field of pro bono service around the globe. We have witnessed the transformative effect that pro bono service has on nonprofit organizations in helping them to increase their effectiveness and reach. We have seen the professional and personal development opportunities that pro bono service provides individual participants. And we know that human capital and professional expertise is an invaluable resource in addressing our society's most pressing challenges. In 2017, we are piloting Taproot Campaigns. A Campaign is a statement of our commitment to deepening the impact of pro bono service.

Through Campaigns, Taproot is able to:

- **Best leverage professional expertise to strategically address a critical social issue.**
- **Maximize the individual development opportunities that are inherent within pro bono service**
- **Respond to the ever-evolving needs of our nonprofit partners**

Our stakeholders range across for-profits, nonprofits, philanthropic organizations and individual community members, and we have successfully mobilized these diverse constituents behind a shared vision of social change success. We do not rest on our reputation or achievements. Our campaign work is indicative of our commitment to continue to lead, mobilize and engage professionals in pro bono service that drives social change.

OUR 2017 CAMPAIGNS

We have purposefully designed three overarching Campaign categories that cover the three impact areas of pro bono service: an issue area, the individual development of both the volunteer and nonprofit participant, and nonprofit organizational needs. Within each impact category, we have defined a specific focus for 2017.

Taproot's 2017 Campaigns are:

ACCELERATE CHANGE

Our commitment: Taproot is contributing to ending hunger and food insecurity by leveraging a person's highest level skills to tackle one of the world's largest problems.

Why now: Recognized as one of the 17 Sustainable Development Goals of the UN, hunger and food insecurity is an intractable global challenge. Today, one in nine people globally are food insecure. But many of us feel paralyzed to tackle this challenge given the vastness of the issue. By focusing on pro bono service, we can begin to break down this challenge and provide tangible ways for individuals and companies to connect to - and directly contribute to - fighting hunger.

Our vision for change: For our nonprofit partners, pro bono service will diversify and deepen the way they engage volunteers. Our campaign will help these organizations get the infrastructure support they need while still being able to meet the interests of the individual volunteer. For our corporate partners, our campaign will help a company hone in on where their unique expertise meets critical needs in the issue of hunger and food security so they can immediately recognize where their company's talent can be relevant and the most impactful. And for the individual volunteer, pro bono service has a multiplier effect. This campaign will help the individual understand how to build the capacity of a social change organization and therefore magnify the "reach" of their individual efforts.

DRIVE ENGAGEMENT

Our commitment: Through pro bono service, Taproot empowers nonprofit and corporate leaders to practice the essential leadership skills needed in our future workplaces and world.

Why now: The nature of work and the new personal competencies required to thrive in today's workplace are rapidly evolving. We need to purposefully develop individuals' leadership qualities in order to make them successful employees and community members. Nonprofits commonly lack the resources and means to create these professional development opportunities for their staff, resulting in a dire leadership deficit and loss of top talent. Companies struggle to build leadership development opportunities that offer rising talent the chance for hands-on learning experiences and opportunities to take risks

in situations that hold real consequence. Pro bono service is the ultimate innovative, experiential learning opportunity that we need to develop our nonprofit and corporate leaders.

Our vision for change: For our nonprofit partners, pro bono service is a solution to their professional development challenges. This campaign will drive more social change organizations to use pro bono service as a creative, viable way to develop and retain their organizations' best and brightest talent. For our corporate partners, pro bono service connects an employee to community, company and colleagues in a way that few corporate programs are able to achieve. This campaign will propel more companies to strategically use pro bono service to strengthen the community but also build individual development and bolster the business.

CONNECT AND RESPOND

Our commitment: Through pro bono programming, Taproot empowers nonprofits to more strategically understand, adopt and use technology and tech talent to solve critical social issues, while simultaneously supporting tech professionals to better leverage their skills for good.

Why now: Technology is changing how all organizations do business and how we operate in the world. Simultaneously the availability of technical expertise and tech talent is growing and these professionals are eager to donate their expertise to solving critical social problems. Yet among the growing interest in pro bono service among skilled individuals, and the rise of available tech talent, the nonprofit sector's understanding and use of technology remains stagnant at best. The result is a growing

technology divide between the nonprofit and for-profit sector, as well as missed connections among tech talent and missed opportunities for tech pro bono engagement.

Our vision for change: For our nonprofits partners, we want to use pro bono service to begin to address the underlying root causes of the tech divide: a common lack of technology fluency. This campaign will empower nonprofits to use pro bono service to build their understanding of technology definitions, solutions and management ultimately creating stronger, more technology-enabled and driven organizations. For our community of individuals, we want to create a network of informed and useful technical pro bono consultants. This campaign will educate individuals on how they can more effectively engage.

WHAT WE CAN DO TOGETHER

Taproot is looking for partners and peers who want to make a difference in:

- How to utilize human capital and professional expertise to end hunger and food insecurity
- How pro bono service develops leaders among the nonprofit and for-profit sectors
- How pro bono service can advance the technology knowledge, adoption and use in the nonprofit sector.

Taproot recognizes the contributions and expertise of partners already working on these focus areas, and we are looking forward to utilizing our core expertise in pro bono service to partner with those of similar passion and commitment.

If you're interested in talking more, please contact us at externalaffairs@taprootfoundation.org.
