Measuring the Impact of your Skills-based Program

Being able to measure the impact of your skills-based volunteer program – on your company, your employees and your nonprofit partners – is critical to delivering the win-win-win benefits resident in pro bono.

Below is a framework to help you start thinking about how to approach measurement, what you can measure, and a few key methods and metrics that Common Impact has turned to when building a successful skills-based program.

This is just the tip of the iceberg – your pro bono dashboard needs to be customized to align with your specific business and community goals. For more information and support on measuring your program, please reach out to Common Impact

Functional
Skills

Leadership
Talents

Talent
Development

Employee
Engagement

Community
& Philanthropic
Impact

Measureable
Impact on Your
Community

Employee
Engagement,
Retention
and
Happiness

Talent Development

Functional Skills

Leadership Talents

What can you measure?

⇒ **Functional Skill Development**
Measure an employee's progress on a specific hard skill, such as application development, project management or LEAN operations

⇒ **Leadership and Soft Skill Development**
Measure an employee's progress on critical leadership skills such as navigating complexities, influencing and client focus

⇒ **Promotion Rates**
Measure how your pro bono program is developing your leadership bench by identifying promotion rates of participants

A few methods and metrics:

- Pre and post project employee self-assessment surveys
- Pre and post project manager assessments (interviews or surveys)
- Post project nonprofit client interviews
- Traditional performance assessments (360 reviews, individual goals related to KPIs)

See more about approaching pro bono with a talent development lens in Common Impact's Talent Development Toolkit.

Employee Engagement

Employee Engagement, Retention and Happiness

What can you measure?

⇒ **Engagement**
Measure an employee's engagement with your company, their colleagues and their community

⇒ **Retention**
Measure the impact your pro bono program has on your retention rates

⇒ **Loyalty**
Measure how connected employees are to your company and your brand

A few methods and metrics:

- Outputs (# of volunteer hours, dollar value of volunteer hours)
- Pre and post project employee surveys
- Participation in extra-curricular company based activities
- Inclusion in annual employee engagement surveys (e.g. Gallup or Towers Watson)
- Net Promoter Score

Check out a sample Program Impact Report showcases employee engagement benefits.

Community & Philanthropic Impact

Measureable Impact on Your Community

What can you measure?

⇒ **Nonprofit Effectiveness**
Measure the increase in a nonprofit's ability to deliver on its mission as a result of your pro bono support

⇒ **Nonprofit Relationship Development**
Measure the benefits to deepening your relationship with your nonprofit partner

⇒ **Issue area impact**
Measure how your pro bono support on a specific issue area, across multiple organizations, has impacted that issue

A few methods and metrics:

- Market value of project deliverable
- Nonprofit staff hours redirected from project challenge to program delivery
- Longitudinal nonprofit interviews (3 months, 6 months, 1 year post-project)
- Overall company outcomes for nonprofit partner pre and post pro bono engagement
- Issue area metrics (e.g. graduation rates, affordable housing units) tied to capacity & efficiency