common impact

Day of Service | Pitch Competition
Pro Bono Project Portfolio

Pitch Competitions connect skilled volunteers from a company with one or more nonprofits to tackle an organizational challenge in need of fresh thinking. During these fast-paced events, participating nonprofits present a challenge to the group. Then smaller teams of volunteers work together to develop solutions and recommendations before coming back together to "pitch" their ideas. Nonprofits benefit from the diverse volunteer skills and experiences and walking away with broad, creative ideas from an external perspective. The following project examples are a snapshot of the types of challenges that fit well with the pitch competition format.

Contact us at partners@commonimpact.org to design a skills-based volunteer event that aligns the skills of your employees with the needs of nonprofits

Marketing & Communications Projects

Communications Support
A team analyzes a key marketing and communications challenge (increasing awareness of an organization, program or an event; developing messaging for different stakeholders; reaching a new audience, etc.) and provides recommendations to overcome the challenge.

Digital Communications Plan
A team analyzes an organization's digital communications plan (may include website, social media, email or other online channels and platforms) and provides recommendations for the organization, focusing on bringing together consistent content approach, design, and user experience.

Landscape Analysis
A team analyzes provided information about peer organizations, noting key similarities, differentiators, audiences, and messaging; and generates recommendations on the organization's unique value proposition.

Product/Service Packaging
A team studies the way a service line or particular initiative is packaged and provides recommendations on more effective marketing, PR, and distribution.

Client Relations Projects

Customer and Client Service Management
A team develops recommendations for scaling and enhancing customer communication and retention or a high-level framework for reestablishing and strengthening lapsed or complicated client relationships.

Stakeholder Identification
A team works with an organization to identify its target audiences including potential clients, investors, and corporate partnerships and provides recommendations for key areas of focus including identifying and cultivating new partners.

Sales Strategy
A team assesses an organization's sales strategy including review of products, investment opportunities, and key growth areas and provides recommendations for new sales strategies that highlight key programming.

Strategy & Financial Planning Projects

Client Growth Planning
A team develops key questions and a high-level framework to help an organization analyze potential growth or refocused or emergency budget scenarios and provides recommendations for mitigating financial risks and/or program sustainability.

Income Strategy and Pipeline Management
A team develops a template and framework to identify financial costs and benefits associated with a specific program or initiative. This initial thinking supports planning for next steps such as program sunset or investment by identifying the net financial value of the program.

Infrastructure Enhancements
A team develops a series of recommendations that support organizational capacity growth. This analysis reviews existing infrastructure, assesses internal areas for growth opportunity, and suggests key focal points with a high ROI from an additional investment.

Technology Projects

Infrastructure Planning
A team assesses an organization's client relationship infrastructure (including client relationship management goals, review of staff capacity, technology systems and capabilities, and existing resources), and provides recommendations for developing infrastructure including possible CRM systems that supports effective client relationships.

CRM Recommendations
A team assesses an organization's existing data systems and provides recommendations for CRM systems that support the totality of the organization's data needs. Recommendations include identification of staffing supports that enable successful CRM integration.

Website Stickability
A team assesses an organization's website, traffic, and relationship engagement and provides recommendations for enhancing site visibility SEO, and engagement.