



Talking Points for the Value of Coaching

As you are working with your partner organization, don't forget to share the gift of coaching they are receiving in this pro bono effort.

- Position your Chapter's commitment of pro bono service as a gift to the partner organization. An example would be to share, "Our gift to you, if purchased, has a value of approximately \$xxx per individual coached."
- Consistently speaking to your partner organization in terms of the investment made to their organization will lead them to understand the market value of this project. This will create an awareness of what a future budget line item in coaching should reflect.
- Information for calculating the average coaching cost per hour for your region is included below.
- Another strong resource to access is the Points of Light volunteer calculator. You can locate that information [by clicking here](#). This helps you put an economic value on the time volunteers give to pro bono project, including the planning hours required.

Regional Fee Averages

Region	Average fee reported per one-hour session (USD)
North America	\$234
Latin American and the Caribbean	\$156
Western Europe	\$288
Eastern Europe	\$139
Middle East and Africa	\$143
Asia	\$232
Oceania	\$294
Global	\$231