



# Pro Bono Program Toolkit

The ICF Foundation has compiled tools and templates to help your ICF Chapter conceive and execute a pro bono coaching activity that will help individuals and organizations in your community experience the transformative potential of professional coaching.

The ICF Foundation is on a mission to ignite social progress. We do so by offering transformational partnerships in accomplishing the vision of igniting social progress. Together, we will move the world forward. By 2030, through coaching the Foundation will generate new approaches, equip systems and individuals to evolve and be a catalyst for people to navigate life with self-awareness and responsibility.

*"Coaching is much bigger than coaching. Coaches are at the forefront of a way of being that the whole world needs to get to, where the core theme is compassion for all people and caring for all of nature and for our only home."*

*-Sir John Whitmore*



## ADMINISTERING A PRO BONO COACHING PROJECT

### Six to Twelve Months Out

- Identify the initiative or event your chapter will organize.
- Pitch pro bono coaching services to corporation, non-profit, NGO or conference. Once confirmed, obtain a signed copy of an agreement between the ICF Chapter and partner organization.
- Determine budget.

### Three Months Out

- Establish criteria for volunteer coaches.
- Invite members to volunteer as coaches or project coordinators/liaisons.
- Create and print collateral and signage for program, if needed.
- Establish a primary point of contact at the partner organization.
- Work with organization to identify potential coaching recipients.

### One to Two Months Out

- Provide training call for volunteer coaches, and distribute worksheets they can use during coaching sessions.
- Communicate with coachees about logistics, what they can expect from the coaching process and send the coaching agreement to complete.
- Send media alert to local news outlets and post on your website to promote partnership with non-profit organization.

### Two Weeks Out

- Send reminder communication to coachees containing the pre-coaching questionnaire.
- Develop a measurement tool to send to coachees following completion of the program.

### During Program

- Connect with with volunteer coaches to provide support and oversight on progress.
- Connect with primary point of contact at the partner organization for feedback.

### After Program Ends

- Send follow-up email to clients with additional information and next steps (including a survey/measurement tool).
- Post news item and/or blog post about the event on your chapter website.
- Email ICF Foundation Program Director, [Stephanie Keally](#), to share your initiative and outcomes.
- Consider applying to the ICF Foundation Gift of Coaching Awards program.

## PRO BONO COACHING PROJECT: TEMPLATES AND TOOLS

Click the links below to access documents..

*Resources are adapted from contributions from the ICF Foundation, ICF Metro DC, ICF New England and ICF Raleigh.  
Most documents are provided as Microsoft Word documents so your chapter can customize as needed.*

- [Coaching Agreement](#)
- [Coaching Evaluation Form](#)
- [Coaching Questionnaire](#)
- [Value of Coaching Talking Points](#)
- [Client Worksheet 1: Peak Experience](#)
- [Client Worksheet 2: Life and Energy Wheel](#)
- [Client Worksheet 3: Mind Map](#)
- [Client Worksheet 4: Reframing](#)
- [Example: Community Coaching Outreach \(CCO\) Committee Details](#)