**Talking Points for the Value of Coaching**

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

* Position your 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](http://www.pointsoflight.org/tools/volunteercalculator). This helps you put an economic value on the time volunteers give to pro bono projects, including the planning hours required.

**Regional Fee Averages**

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| --- | --- |
| 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 |

*\*Average fees have been collected from the 2016 ICF Global Coaching Study, commissioned by the International Coaching Federation (ICF) and undertaken by PricewaterhouseCoopers.*