

Pro Bono Sector Impact Toolkit

A PRACTICAL GUIDE FOR MEASURING THE IMPACT
OF YOUR ORGANISATION'S LEGAL PRO BONO WORK

THE **NATIONAL**
PROBONO CENTRE

NCVO





Model 1: Client work for individuals

This model has been designed for an organisation which primarily delivers pro bono legal services directly to individual clients in the form of advice, casework or representation.

OUTCOMES AND INDICATORS

EXAMPLE SURVEY

LEGAL PRO BONO ACTIVITIES

Legal pro bono support to individuals:

- Legal advice
- Legal casework, representation and litigation
- Referrals and signposting to other legal services and support
- Facilitation of legal education for the public

ENABLING ACTIVITIES ↑

- Community outreach to increase engagement with legal pro bono
- Brokerage, matching services and signposting to potential delivery partners

MEDIUM-TERM OUTCOMES

6. **Individuals feel increasingly valued as imbalances of power are reduced through access to legal professionals**
7. Individuals are more empowered to advocate for their rights and interests
8. Individuals increasingly pursue their rights
9. Individuals are more able to deal with legal issues
10. Individuals have increased trust in lawyers and the legal system

SHORT-TERM OUTCOMES

1. **Individuals have increased access to legal support which would otherwise be unavailable to them**
2. **Individuals have access to legal support which meets their needs which would otherwise be unavailable to them**
3. **Individuals have improved understanding, e.g. of their rights, legal system and processes, and the role of the law in day-to-day life**
4. **Individuals have more understanding of how to access the legal support they need**
5. **Individuals have more confidence to access legal support**

LONGER-TERM OUTCOMES

11. More individuals achieve resolutions for their legal issue (through access to free legal support which would otherwise be unavailable to them)
12. Individuals have increased security and economic resilience

LONG-TERM OUTCOMES

- L1. People and communities have improved quality of life
- L2. People and communities have improved wellbeing
- L3. The law and its application are more equitable, fair and consistent
- L4. The public have increased trust in the justice system

IMPACT ↓

Society is more just, equal and inclusive

Bold text indicates an outcome which is created by legal pro bono as distinct from other forms of free legal support

ADD YOUR ASSUMPTIONS HERE



Access this chart via [Canva](#) and adapt it to your own needs by copying it to your own document.

Outcomes and indicators

As touched upon in our toolkit overview, you should measure progress towards the outcomes set out in your theory of change by using through **indicators** and an appropriate method of **data collection**.

In the following table, we include examples of indicators you can use to measure progress towards the outcomes included in this model, as well as suggestions of different potential options for collecting data.

You can use as many or as few of these as you like. You can adapt them to fit your service and capacity, or you can develop your own from scratch.

ToC ref.	Outcome	Indicator(s)	Data collection tools/methods
2	Individuals have access to legal support which meets their needs, which would otherwise be unavailable to them.	Numbers of clients accessing legal support where they could not before	Registration data or case notes
3	Individuals have improved knowledge, e.g., of their rights, legal system and processes, and the role of the law in day-to-day life.	What your organisation delivers to create change in the world, such as services (e.g. providing advice or legal support, training, campaigning and influencing work), or research and the resulting reports	Surveys or interviews
11	More individuals achieve resolutions to their legal issues through access to free legal support that would otherwise be unavailable to them.	The real-world changes you create through your activities – changes for people, groups, organisations or wider society, or for things like the environment or justice system.	<ul style="list-style-type: none"> ▪ Spreadsheets or databases ▪ Case notes
		Examples of resolution, e.g. case concluded; client decided not to pursue, no of appeals submitted, etc.	<ul style="list-style-type: none"> ▪ Case notes ▪ Surveys or interviews

ToC ref.	Outcome	Indicator(s)	Data collection tools/methods
L1 (quality of life)	Individuals have improved quality of life (as a result of their legal issues being resolved)	Whether there are any benefits to the client as a result of case resolution, e.g.: <ul style="list-style-type: none"> Retained their home Compensation awarded Benefits awarded/ retained/ increased Client sentence reduced/ not convicted/ not prosecuted Etc.	<ul style="list-style-type: none"> Spreadsheets or databases Case notes Surveys or interviews
		Whether the client reports any quality-of-life improvement as a result of the resolution, e.g.: <ul style="list-style-type: none"> Reduced stress Increased sense of security Improved financial situation Improved ability to move on from the situation 	Surveys or interviews
L2 (well-being)	People have improved well-being (as a result of engaging with pro bono services)	Whether or not the client believes their wellbeing has improved as a result of engaging with legal pro bono support	Surveys or interviews

Example survey: Client work for individuals

To collect data, you could ask clients a short set of questions focusing on satisfaction, outcomes and 'what next'. We have included some example questions below. You can find more general advice on writing surveys – in particular introductions and profile questions – in a dedicated part of this toolkit.

Section 1: Introduction

Section 2: Your experience of the service

You should include a limited number of questions on satisfaction. Here are three examples of what they might include.

1. How satisfied or dissatisfied were you with the following aspects of our work?

Response options:

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied
- Not applicable

Statements:

- The staff member who supported you
- Feeling listened to and taken seriously
- The advice or support you received
- How accessible the service was (e.g., timing, format, communication)

2. How likely are you to recommend our legal services to someone who needs legal help or advice?

Use the same satisfaction scale as above OR 0 to 10, where 0 is not at all likely and 10 is extremely likely (this is the net promoter score, widely used for this type of question)

3. Is there more that you would like to share about your responses to this section? [Comment box]

Section 3: What has happened with your legal issue

What was the outcome of your case, or its current status if it is still ongoing? [Open response]

Example responses:

- Case resolved
- Referred or signposted to another service
- Formal action taken (e.g., appeal, complaint, enforcement step)
- Ongoing / awaiting response

Section 4: What has changed as a result of the support

Thinking about your situation when you first contacted us, and how things are now, how far do you agree or disagree with the following statements?

Response options:

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree
- Not applicable

Statements:

- I have a better understanding of my legal rights or position.
- I feel more confident dealing with this issue.
- I feel more confident dealing with similar legal issues in the future.
- My situation has improved as a result of the support.
- My overall well-being has improved.

Optional additional statements:

- I know more about my legal options.
- I have a better understanding of the legal system.
- I better understand legal processes/ the role of the law in day-to-day life.
- My housing/employment / financial situation has improved.

Section 5: Final reflections and improvement

What, if anything, made the biggest difference to you? [Comment box]

Do you have any suggestions for how we could improve our service, or any other comments? [Comment box]

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Design by Brenna Adams Baldwin