

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 5: Policy influencing

This model is intended for policy influencing. It is best suited to pro bono which contributes to policy, practice, or systems change, for example through evidence, stakeholder engagement or strategic litigation.

OUTCOMES AND INDICATORS

- To create change in the justice system
- To create change in line with the needs and interests of clients

ACTIVITY INDICATORS

POLICY INFLUENCING

- Charity insights and data enabled by delivering legal pro bono.
- Research and data sharing by the legal sector.



1. There is more evidence about need, impact on people and communities, and the underlying systemic issues affecting access to rights and justice
2. Charities and other stakeholders are more able to advocate for change to address injustices and inequalities
3. Charities and the legal sector are able to work more effectively for systemic change

MEDIUM-TERM OUTCOMES

7. Policy and decision-makers become more committed to reform in the justice system
8. Policy and decision-makers are more committed to reform around causes aligned to client needs and interests

SHORT-TERM OUTCOMES

4. Stakeholders have more understanding of inequalities, issues in the justice system, barriers to accessing justice and the lived experience of those affected by them
5. Stakeholders have more understanding of the causes and impact of injustices in line with client needs and interests
6. Policy and decision-makers and influencers increase engagement with the issues

LONGER-TERM OUTCOMES

9. Policy and decision-makers take action to improve laws, policies and legal frameworks to improve access to justice
10. The need for pro bono reduces because barriers to accessing justice are reduced
11. Policy and decision-makers take action to improve policy, practice and regulation around causes aligned with client needs and interests

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
- L5. Civil society is more resilient

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.

Outcome measurement of policy influencing work to create change in the justice system

ToC ref.	Outcome (preceded by theory of change reference)	Indicator(s)	Data collection tools/methods
4	Stakeholders have more understanding of: <ul style="list-style-type: none"> issues in the justice system barriers to accessing justice the lived experience of those affected by them 	What decision-makers and influencers say about barriers to accessing justice and whether their knowledge has changed	<ul style="list-style-type: none"> Media mentions Interviews Feedback forms
6	Policy and decision-makers increase engagement with the issues in the justice system	Number and types of engagement, e.g. references to the legal pro bono charity's work in the media/ parliament/ research/ analysis of academia/think tanks/ commentary	<ul style="list-style-type: none"> Public records Observation Social media mentions
9	Policy and decision-makers take action to improve laws, policies and legal frameworks to improve access to justice	Whether or not the government changes policy and guidance in line with recommendations <ul style="list-style-type: none"> Number and type of policy changes Number of case resolutions in the justice system line policy changes 	<ul style="list-style-type: none"> Analysis of national policy and guidance Tracking feedback about campaign influence Observation Public records

Outcome measurement of policy influencing work to create change in line with the needs and interests of clients

ToC ref.	Outcome (preceded by theory of change reference)	Indicator(s)	Data collection tools/methods
5	Stakeholders have a better understanding of the causes and impact of injustices in line with client needs and interests	What decision-makers and influencers say about the issues	<ul style="list-style-type: none"> Media mentions Interviews Feedback forms
6	Policy and decision-makers increase engagement with the issues	Numbers and types of engagement, e.g. references to or attributable pieces to the legal pro bono charity's work in the media/ parliament/ research/ analysis of academia/think tanks/ commentary	<ul style="list-style-type: none"> Record keeping Observation
		Level of alignment around the issues between policy/ decision-makers/ influencers and the campaign	<ul style="list-style-type: none"> Interviews Feedback forms Public record Observation Social media/media mentions
11	Policy and decision-makers take action to improve policy, practice and regulation around causes aligned with client needs and interests	Whether or not the government changes national policy and guidance in line with campaign recommendations	<ul style="list-style-type: none"> Analysis of national policy and guidance Tracking feedback about campaign influence
		Number and type of policy changes	<ul style="list-style-type: none"> Observation Public record

Activity indicators

You can also use indicators to measure your activities as well as outcomes. The table below identifies potential activity indicators suggesting appropriate data collection methods for each. As above, these are examples. Feel free to use as many or as few as you like and to adapt them to fit your service and capacity.

Activity	Indicator(s)	Potential data collection tools and activities
Research	<ul style="list-style-type: none"> ▪ Topic of research ▪ Contributors ▪ Type of research output ▪ Methods for research output dissemination 	<ul style="list-style-type: none"> ▪ Record keeping ▪ Spreadsheets or databases
Stakeholder engagement	<ul style="list-style-type: none"> ▪ Number of meetings/ focus groups/ roundtables ▪ Topic of meeting/ working group/ roundtable ▪ Topic of presentations at conferences and events ▪ Number of conferences/ events attended ▪ Profile of conference/ event ▪ Number of presentations at conferences and events 	<ul style="list-style-type: none"> ▪ Record keeping ▪ Spreadsheets or databases
	Profile of people/ orgs attending meetings/ focus groups/ roundtables	Questionnaire
Media engagement	Number of articles/ stories disseminated	<ul style="list-style-type: none"> ▪ Record keeping ▪ Spreadsheets or databases
	Topic of article/ story	Observation
	Profile of the organisation disseminated to	Record keeping
Social media	<ul style="list-style-type: none"> ▪ Number of social media posts ▪ Topic of social media posts 	Social media monitoring
	Number of views/ downloads	Online analytics

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