

About the opportunity

Thank you for your interest in BCBSLA's Team Blue Preaux Bono Day. This event will be focused on addressing **marketing and communications, strategy, human resources, IT, and finance challenges**. Please see below for a list of potential projects.

About the Consulting Session: The Team Blue Preaux Bono Day is an in person, day-long problem-solving event that help address a marketing, strategy, HR, IT, or finance challenge your organization is facing. During the event, each nonprofit will work with a team of 4-6 BCBSLA pro bono consultants to define the challenge, align on a desired outcome, and then develop a solution. You will leave the session with tangible deliverables and/or actionable recommendations for moving forward.

To apply, please follow this [link](#). You will be instructed to describe up to two of your organization's most pressing challenges. To be considered for this program, **please complete your application by Wednesday, April 24**.

Questions? Don't hesitate to reach out to Ivy Mitchell at ivy@taprootfoundation.org.

Functional Area	Potential Projects <i>*Pro Bono consultants may develop some of the following custom deliverables or solutions*</i>
Marketing & Communications	<ul style="list-style-type: none"> • Social Media or External Communications Plan • Key Messaging • Marketing Plan Outline • Brand Identity • Audience Persona and Segmentation • Marketing Goals and Metrics • Branding Guides
Strategy	<ul style="list-style-type: none"> • SWOT Analysis • Strategic Plan Roadmap • Business Continuity • Emergency Preparedness Strategy • Process Improvement Roadmap • Process Mapping • Customer Journey Mapping
Human Resources	<ul style="list-style-type: none"> • HR Policies and Procedures • Performance Evaluation Process and Communications • Employee Procedures • Performance Review Evaluation • Performance Management Strategies • Annual Performance Review Strategies • Recruitment Strategies • Exit Interview Creation
IT	<ul style="list-style-type: none"> • Cyber Security Incident Response Plan • Technology Systems and Applications Review • Developing Technology Processes and Procedures • Best-Fit Software Solutions
Finance	<ul style="list-style-type: none"> • Budgets and Forecasting • Financial Strategy • Financial Analysis • Accounting Process Review and Evaluation