

Introduction

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. BCBSLA is partnering with Taproot Foundation to bring this event to life.

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.

The Team Blue Preaux Bono Day will be held in person on Tuesday, June 25 from 9:30am - 3:00pm CT in Baton Rouge, with time scheduled for lunch (which will be provided) from 12:00pm - 1:00pm CT.

Additionally, a virtual training will be held for nonprofit participants on Monday, June 3 from 2:00pm - 2:45pm CT. If a representative from your organization is unable to attend at this time, a recording of the training will be provided afterwards.

About this application: In this application, you will be asked to describe up to two of your organization's most pressing challenges. The information you provide will help us understand which of your challenges, if either, is a good fit for the format of this program and the available subject matter expertise of BCBSLA pro bono consultants. If selected, this background information will also introduce your organization and challenge to your BCBSLA team.

Please complete this application by Wednesday, April 24. For questions regarding BCBSLA's Team Blue Preaux Bono Day or this challenge assessment, please contact Ivy Mitchell at ivy@taprootfoundation.org

Click the 'Next' button below to get started.

Availability

* 1. This event will be held **in person on Tuesday, June 25**. Please confirm your understanding that this event will be held in person.

Yes, I understand.

General Information

* 2. Please provide the following information.

Name of Organization	<input type="text"/>
Website	<input type="text"/>
Mission Statement	<input type="text"/>
EIN	<input type="text"/>
Number of Full-Time Employees	<input type="text"/>
Estimated Annual Budget	<input type="text"/>
Location (City, State)	<input type="text"/>

* 3. BCBSLA requires that at least one representative from your organization with the deepest understanding of your challenge attend the in-person event. Please share, below, the information for the primary contact person for this opportunity.

Primary Contact Name	<input type="text"/>
Primary Contact Title	<input type="text"/>
Primary Contact Email	<input type="text"/>
Primary Contact Phone Number	<input type="text"/>

4. BCBSLA and Taproot strive to host inclusive, accessible events that enable all individuals, including individuals with disabilities, to engage fully. We will work to meet accommodation requests to the best of our ability. If you have an accommodation request, please include it below. If you'd like to speak to someone about accommodation needs, please contact Ivy Mitchell at ivy@taprootfoundation.org.

Your Organization's Highest Priority Challenge

BCBSLA offers a range of expertise within the fields of marketing and communications, strategy, human resources, IT, and finance. During the Preaux Bono Day event, a team of BCBSLA volunteers will work with a representative or representatives from your organization to develop a tool, roadmap, set of recommendation, or perform an evaluation of an existing process, that will help to address a pressing challenge your organization has experienced.

Please provide details, below, to better help us understand your organization's primary organizational need.

Begin by taking a moment to consider a significant challenge or opportunity your organization will be facing in the coming year. We have provided some examples of common areas of support below.

- Marketing: challenges related to aligning communications to create meaningful and clear messages, brand awareness, and strategies.
 - Social media or external communications plan
 - Key messaging
 - Marketing plan outline
 - Brand identity
 - Audience persona and segmentation
 - Marketing goals and metrics
 - Branding guides

- Strategy: challenges related to strategy and planning, organizational growth, development, and sustainability.
 - SWOT analysis
 - Strategic plan roadmap
 - Business continuity
 - Emergency preparedness strategy
 - Process improvement roadmap
 - Process mapping
 - Customer journey mapping

- Human Resources: challenges related to employee recruitment & retention, organizational polices, and employee reviews.
 - HR policies and procedures
 - Performance evaluation process and communications
 - Employee procedures
 - Performance review evaluation
 - Performance measurement strategies
 - Annual performance review strategies
 - Recruitment strategies
 - Exit interview creation

- **IT: challenges related to technology, business intelligence, or systems.**

- **Cyber security incident response plan**
- **Technology systems and applications review**
- **Developing technology processes and procedures**
- **Best-fit software solutions**

- **Finance: challenges rel**

5. Which of the following best categorizes this challenge?

- Marketing and Communications
- Strategy
- Human Resources
- IT
- Finance

* 6. In a few sentences, describe this challenge or opportunity. Your problem statement could begin like one of the following examples:

"We would like to think through a new annual review process for our employees..."

"We have identified our key audience, but are having troubling finding the language and social media channels to reach them..."

"We are looking for some recommendations for how to best keep our data safe..."

* 7. Describe any efforts your organization has made to address this need in the past.

8. (Optional) Please describe the current state of your organization's challenge. Is the process outdated, not developed, or inefficient?

* 9. Briefly describe what success would look like at the end of your consultation. What existing tool or resource might the consulting team work on as part of the session? Or, what product, tool, resource, or type of recommendations would you hope to have in-hand at the end of this session to meet your goal?

Note: you and your team will have a "Connector Call" in advance of the engagement to identify the best manner in which to address your challenge in the time allotted at the session (about 4 hours).

10. (Optional) What relevant documents or resources would a BCBSLA team have access to as they address this challenge?

Second Challenge

* 11. Would you like to submit another challenge?

- Yes, I am interested in submitting a second challenge.
- No, I am not interested in submitting a second challenge.

Your Organization's Second Highest Priority Challenge

BCBSLA offers a range of expertise within the fields of marketing and communications, strategy, human resources, IT, and finance. During the Preaux Bono Day event, a team of BCBSLA volunteers will work with a representative or representatives from your organization to develop a tool, roadmap, set of recommendation, or perform an evaluation of an existing process, that will help to address a pressing challenge your organization has experienced.

Please provide details, below, to better help us understand your organization's second highest organizational need.

Begin by taking a moment to consider a significant challenge or opportunity your organization will be facing in the coming year. We have provided some examples of common areas of support below.

- Marketing: challenges related to aligning communications to create meaningful and clear messages, brand awareness, and strategies.
 - Social media or external communications plan
 - Key messaging
 - Marketing plan outline
 - Brand identity
 - Audience persona and segmentation
 - Marketing goals and metrics
 - Branding guides

- Strategy: challenges related to strategy and planning, organizational growth, development, and sustainability.
 - SWOT analysis
 - Strategic plan roadmap
 - Business continuity
 - Emergency preparedness strategy
 - Process improvement roadmap
 - Process mapping
 - Customer journey mapping

- Human Resources: challenges related to employee recruitment & retention, organizational policies, and employee reviews.
 - HR policies and procedures
 - Performance evaluation process and communications
 - Employee procedures
 - Performance review evaluation
 - Performance measurement strategies
 - Annual performance review strategies
 - Recruitment strategies
 - Exit interview creation

• **IT: challenges related to technology, business intelligence, or systems.**

- **Cyber security incident response plan**
- **Technology systems and applications review**
- **Developing technology processes and procedures**
- **Best-fit software solutions**

• **Finance: challenges related to finance strate**

12. Which of the following best categorizes this challenge?

- Marketing and Communications
- Strategy
- Human Resources
- IT
- Finance

* 13. In a few sentences, describe this challenge or opportunity. Your problem statement could begin like one of the following examples:

"We would like to think through a new annual review process for our employees..."

"We have identified our key audience, but are having troubling finding the language and social media channels to reach them..."

"We are looking for some recommendations for how to best keep our data safe..."

* 14. Describe any efforts your organization has made to address this need in the past.

15. (Optional) Please describe the current state of your organization's challenge. Is the process outdated, not developed, or inefficient?

* 16. Briefly describe what success would look like at the end of your consultation. What existing tool or resource might the consulting team work on as part of the session? Or, what product, tool, resource, or type of recommendations would you hope to have in-hand at the end of this session to meet your goal?

Note: you and your team will have a "Connector Call" in advance of the engagement to identify the best manner in which to address your challenge in the time allotted at the session (about 4 hours).

17. (Optional) What relevant documents or resources would a BCBSLA team have access to as they address this challenge?

Final Thoughts

18. Please share anything else you believe would be helpful for us to know about your interest in this program.

Thank you again for your interest in the Team Blue Preaux Bono Day with Taproot.

Please note that while submitting this application confirms your interest, it does not guarantee participation in the event. Project selection will depend on the match between your specific challenge(s) and the available subject matter expertise of BCBSLA employees.

Taproot and BCBSLA will be reviewing applications in the coming weeks and will reach back out in May. In the meantime, please **block your calendar for the Preaux Bono Day on Tuesday, June 25 from 9:30am - 3:00pm CT** and the **virtual training on Monday, June 3 from 2:00pm - 2:45pm CT**. More information about in-person logistics will be shared closer to the event date.

You also can request volunteer support throughout the year with **Taproot Plus for Louisiana**. Ranging from quick, one-hour consultation sessions to longer-term projects based on the support your organization needs. **Learn more and create an account** to stay informed on opportunities to engage volunteers.

For questions regarding this challenge assessment or the program itself, please contact Ivy Mitchell at ivy@taprootfoundation.org.

Press 'Done' to complete the application.

When participating in or accessing our programs and services, Taproot Foundation may collect certain personal information about you. To learn more about what information we collect and how we use it, please read our [Privacy Policy](#).