

Healthy Community Institute Participant Expectations

Thank you for your interest in the Blue Cross and Blue Shield of North Carolina’s Healthy Community Institute for Nonprofit Excellence (HCI). The BCBSNC Foundation is pleased to offer you this opportunity to improve your nonprofit organization. HCI is not just a two-day training; it is a year-long capacity building partnership between your organization and the BCBSNC Foundation. Through HCI, the BCBSNC Foundation is investing in your organization’s success and seeks to determine what impact it has made in four key areas: strategic planning, Board participation, revenue growth and donor development.

Here’s what you can expect from us and what we will expect from you in the year ahead. As an HCI participant, your involvement will be measured for one year and includes the following touch points:

Date	Action	Method
April 4-5, 2012	<ul style="list-style-type: none"> Complete an organizational change plan to describe your organization’s commitment to implement strategies learned during the Institute. Identify milestones to benchmark your organization’s progress at the 90 day, six month and one year marks. 	Onsite in New Bern
April 9-13, 2012	<ul style="list-style-type: none"> Survey to share your feedback on the Institute 	Survey Monkey
July 16-20, 2012	<ul style="list-style-type: none"> Follow up phone calls to discuss progress toward organizational change plan 	Phone
August-October 2012	<ul style="list-style-type: none"> Optional webinars on topics like strategic planning, fundraising and Board governance with chance to ask questions and get feedback 	Computer/Phone
October 22-26, 2012	<ul style="list-style-type: none"> Check in on progress and achievement of milestones 	Phone/Email
April 2013	<ul style="list-style-type: none"> Post-assessment survey to quantify the difference in your organization a year later Areas measured include having a strategic plan, growing revenues and individual donors, as well as having strong Board participation. By responding to the survey, your organization is eligible for a \$10,000 competitive award in recognition of the growth and implementation of basic principles taught at HCI. Follow up phone call to further learn about the impact of the Institute on the organization’s results. 	Survey Monkey/Phone

We look forward to our partnership, and appreciate your willingness to share with us the progress your organization makes along the way. If you have any questions about your commitment, please contact Valerie Stewart, capacity building program officer, at (919) 765-4514 or valerie.stewart@bcbsncfoundation.org.