



The HCA Foundation is excited to introduce **Hack for the Community**, an event for non-profits to collaborate with Nashville's best visual designers and software developers to improve the lives of those in need in Middle Tennessee through technology.

Are there problems you have identified within your organization or the community it serves that could be alleviated with a new mobile application, website, database, or other software tool?

Nashville's most talented professionals will be working alongside organizations like yours to build upon your ideas. *Create a lasting relationship with talented people to extend your organization's impact.*

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Interested in having your organization participate?

- ▶ Read the FAQ and set up a phone consultation to hone your idea.
- ▶ Submit your idea at [hackforthecommunity.com](http://hackforthecommunity.com).
- ▶ Identify a point-person from your organization to collaborate with participants in advance of the event.
- ▶ Attend the event from March 7th at 8:00AM through the conclusion on March 8th at 8:30 PM – held at Emma, 9 Lea Ave, Nashville, TN 37211.
- ▶ One grantee will be awarded \$2,500 for the ongoing development of the idea they kicked-off at Hack for the Community.

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**Ask a question. Submit an idea. Tell your story. Extend your impact.**

<http://www.hackforthecommunity.com/>

## Grantee Schedule

January 13th & 16th

*Grantee Introduction Meetings*

Week of January 20th

*Coaching Sessions by Phone*

*Idea Submission Open on Website*

January 31st

*Idea Submission Closed on Website*

February 10th

*Notification on Final Project Selections*

March 7th & 8th

*Hack for the Community*

March 17th

*Projects Posted on Website*

March 25th

*Press Event*

## Event Schedule

### ***Friday, March 7th***

8:00 – 9:00 AM

*Opening Ceremonies*

*Coffee/Bagels*

9:00 – 9:30 AM

*Project Presentations*

9:30 – 10:00 AM

*Aligning Projects & Teams*

10:00 AM – 6:30 PM Saturday

*Project Development Kick-off*

Noon

*Catered Lunch*

5:00 PM

*Catered Dinner*

## Volunteer Schedule

January 20th

*Registration Open on Website*

February 7th

*Project Managers Announced*

*Idea Submission Closed*

February 21st

*Project Manager & Team Lead Training*

March 3rd

*Volunteer Registration Closed*

*Volunteers Finalized*

*Pinch Video Training Available*

March 7th & 8th

*Hack for the Community*

### ***Saturday, March 8th***

8:00 – 9:00 AM

*Catered Breakfast*

Noon

*Catered Lunch*

5:00 PM

*Catered Dinner*

6:30 PM

*Project Presentations*

7:45 PM

*Closing Ceremonies*

*Awards*

8:30 PM

*Event Conclusion*

## Frequently Asked Questions

What is a hackathon?

*Started in Silicon Valley in 1999 to foster growth in the software development community, hackathons bring together software developers from all different industries to work on projects which center around specific themes. The goal is to develop creative solutions to invent new products or improve existing products. Much of the Twitter and Facebook functionality is the result of hackathon formatted events.*

How does a hackathon work?

*A hackathon is typically a 24-48 hour event where different groups present problems they are trying to solve. Attendees choose what they want to work on based on the presentations. Small groups form together to develop a specific product(s) inside the time box of the event. The event culminates in a closing ceremony where attendees present what has been created.*

Can any Middle Tennessee based non-profit participate in this event?

*The HCA Foundation maintains close relationships with more than 150 organizations in Middle Tennessee which closely reflect our mission and values. Hack for the Community is intended to specifically serve a small subset of those well-established relationships.*

Can someone help me determine an idea so I can participate in the event?

*Our event coordinators are available to consult with you the week of January 20, 2014.*

I already have an idea, how do I submit it?

*The event coordinators will be facilitating two Strategy Sessions to help our non-profit partners craft and hone their ideas. These sessions will occur on January 13, 2014 between 2:30 PM - 4:30PM and Thursday, January 16, 2014 between 8:00 AM - 10:00 AM. If you wish to submit an idea for consideration, attending one of these two sessions is the best way to get started.*

Will experts attend the event that are familiar with the technology we use?

*We are seeking to attract a wide range of experts in Microsoft and open source technologies.*

How can I determine if an idea is achievable inside the 36 hour time box?

*Selecting projects requires the careful consideration of our event coordinators. Helping you answer this question is a key objective of the Strategy Sessions held on January 13, 2014 and January 16, 2014 (see previous question/answer).*

What do I do if I have more than one idea?

*We encourage our non-profit partners to formulate several strong, concise ideas. Our event coordinators will work with you to find one idea which has the highest likelihood of success inside the 36 hour time box of the event.*

What are a few good and bad examples of projects to undertake at this event?

*In most cases, the creation of a simple web site or mobile application is achievable. Creating a social media strategy, “skinning” Twitter and Facebook profiles, or setting up Google Analytics would be achievable. Setting up a blog, a CRM, or an email marketing system would be achievable in most situations.*

*Adding, modifying, or removing functionality on an existing web site or mobile application can be problematic inside a 36-hour time box. Anything related to physical hardware, networking, or cabling – such as setting-up or configuring a phone systems or server – would not be an ideal project for this event.*

How will I know if my idea has been selected for the event?

*Our event coordinators will notify you within 30 days of the event.*

If my idea is selected, what happens next?

*Our event coordinators will coach you via phone or in-person sessions on how to hone your idea and presentation to increase your likelihood of attracting volunteers to your cause.*

I don't know how to manage a technology project, can someone help me?

*A team of project managers, trained specifically for hackathons, will be present at the event.*

Is it guaranteed that people will volunteer to help me?

*If your idea is selected for the event, you will have the opportunity to present your idea to our volunteers. In most cases, volunteers are not assigned to projects prior to the event. We recommend you take great care in presenting your idea to pique the interest of volunteers so that they align with your project. Our event coordinators will help you refine your pitch.*

Will the expert volunteers be available to help me when the event is over?

*A key objective of Hack for the Community is to create lasting relationships between technical and creative professionals with the non-profit community. Your expectation should be that if any professional offers their assistance during the event, they are doing so on a voluntary basis with the understanding that their contribution is time boxed to 36 hours. However, it would not be unusual for a lasting connection to be made and continue outside the event.*

What do I need to do to ensure my idea is clear and my project is a success?

*If your idea is selected to be included as part of Hack for the Community, our event coordinators will provide you Pinch training. Pinch is a decision-making and work-tracking framework for hackathons. Learn more at [startpinching.com](http://startpinching.com).*

Will I need to attend the event over all 36 hours?

*Volunteers who favor your idea and choose to work alongside you will assess the level of effort necessary to complete your idea. Your team will identify it's own schedule inside the 36 hour window. If someone from your team is working on your idea, you should be onsite and supporting them.*

What can I do to show my appreciation to volunteers?

*Working alongside your volunteers demonstrates that you appreciate their effort. If you aren't able to contribute to the technical or creative exercises they are undergoing, be sure they are well fed and hydrated and have what they need to get the job done. Share with your volunteers an example of how you anticipate their work will help benefit the Middle Tennessee community and keep in communication with them after the event to let them know about the impacts of their work.*

# Project Presentation Guidelines

When introducing your projects following the opening ceremonies, presentations must be approximately 3 minutes in length, unless the event coordinators grants more time. A moderated Q&A will follow your presentation.

At the conclusion of the event attendees will vote on their favorite project. The favored projects will be eligible for additional financial support. You will be allotted 3 minutes to present your final project. Attendees of the event will be encouraged to consider the following criteria when casting their vote.

- ▶ Impact Potential
- ▶ Feasibility of Adoption
- ▶ Originality / Innovation
- ▶ Ease of Use
- ▶ Presentation