

Torero Miracle Makers

December 16, 2014

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Executive Summary

| | |
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| Potential Project Name: | Torero Miracle Makers |
| Project Charity Organization: | Rady Children's Hospital-San Diego |
| Project Purpose: | Raise money for Rady Children's Hospital to fund life-saving technology and research, support the new Acute Care Pavilion, and provide a safety net for children with little or no private medical insurance |
| Deliverables: | Project Deliverable - Minimum of \$500 Project Management Deliverable - Business case, charter, team contract, scope statement, WBS, schedule, cost baseline, status reports, final project presentation, final project report, lessons-learned report, and any other documents required to manage the project |
| Required team skills: | Planning, organizational, website development, experience with social media, verbal and written communications, public speaking, people skills, negotiation skills, and problem solving |
| Roles: | At a minimum the project requires: <ul style="list-style-type: none">• General Project Manager• Marketing Project Manager• Recruiting Project Manager• Event Project Manager• Incentives Project Manager• General Support Staff |

Desired Role and why My desired role is the general project manager because of my planning and organization skills. In addition, I can keep the team focused and can communicate in a clear and concise manner.

Project Analysis

Problem Statement

Rady Children's hospital needs funds to reach out to more children including those with little or no private medical insurance and to procure state-of-the-art equipment in order to provide the best care.

Project Objective

Become a Rady Children's Miracle Maker by raising at least \$500 annually through fundraising events.

Project Scope

Justification

The funds mean:

- A child with a life-threatening brain tumor is able to undergo delicate neurosurgery with the most technologically advanced equipment, such as a Zeiss Surgical Microscope that was purchased last year (cost = \$142,000).
- Hospitalized kids can play in one of Rady Children's six playrooms or keep up with their schoolwork with the help of the hospital's fulltime teacher.
- Premature newborns can be transferred to our Neonatal Intensive Care Unit (NICU) in special isolettes that were purchased two years ago (cost = \$45,000 each).

- The more than 50 percent of the children who come to Rady Children's with little or no private medical insurance get quality healthcare.
- Specially trained Child Life Specialists can help kids prepare for surgery or engage them in therapeutic play during recovery.
- A patient with a heart condition can have access to a "Heart Card" that tracks the heart's rhythm and variability. The data, when downloaded into a computer, allows the pediatric cardiologist to diagnose problems and monitor changes.
- The siblings of a child with cancer can be part of a support group.
- Patients have the benefit of special intravenous (IV) pumps that substantially reduce the risk of medication errors during infusion. Rady Children's purchased 750 of these pumps last year (cost = \$67 each).
- A family whose child is critically ill or injured has the spiritual support of a nondenominational chaplain.

Project Requirements

Raise a minimum of \$500 for Rady Children's Hospital through online donations and in-person wellness fair and fundraising auction.

Project Deliverables Summary

The project deliverable is a minimum of \$500.

Project Management Deliverables:

1. Fundraising event
2. Wellness fair
3. Items for auction

4. Informational website and ability to make online donations
5. Business case
6. Charter
7. Team contract
8. Scope statement
9. Work breakdown structure
10. Schedule
11. Cost baseline
12. Status reports
13. Final project presentation
14. Final project report
15. Lessons-learned report
16. Other documents as required to manage the project

Project Success Criteria

The fundraiser will be considered successful if \$500 is raised and considered exceptional if \$1,000 is raised.

Return on Investment Analysis

Saving children's lives is priceless.

Measures of Success

Project success criteria considered:

| Category | Priority | Expectations | Guidelines |
|------------------------------|----------|---|--|
| Customer Satisfaction | 1 | Far exceed the minimum of \$500 | Rady Children’s Hospital receives a minimum of \$500 |
| Time | 2 | No delays to planned events | Determine critical path, perform risk assessment, and mitigate risks |
| Quality | 3 | All team members are engaged and satisfied with results | All team members were willing, involved and enthusiastic about supporting the cause while meeting monetary goal of \$500 |
| Scope | 4 | Keep goals realistic and do not allow scope creep if manpower unavailable | Small internal team may not be able to handle scope creep |
| Cost | 5 | Internal team spends \$0 out-of-pocket | Campaign for donations or trade for services |

Project Design

Requirements Analysis

The following items are required:

1. Location for wellness fair enough space for an auction; location must meet a/v needs
2. Vendors and speakers for wellness fair including a master of ceremony/auctioneer
3. Volunteers
4. Storage location for auction items
5. Auction items
6. Website and/or other social media page(s)
7. Other marketing materials

Feasibility Study

Location

A potential location for the events is in the University Center in Forums A and B. Another location is in the Institute of Peace and Justice.

Potential Wellness Fair Vendors

The Student Health Center may provide flu shots with support from the School of Nursing. Other potential services from the center may be available depending on the timing of the project.

The Center for Health and Wellness may provide wellness information on different topics to students. Further, enlist the Center's support in planning the event as they have experience planning wellness fairs.

Campus Recreation may provide free mini fitness workshops for the event. Examples of workshops they have during the semester include country line dancing, massage techniques, and yoga.

Other vendors could include local juice and health food businesses as well as sport and fitness businesses.

Potential Donated Auction Items

Donated auction items may be obtained from various local businesses as well as students and faculty on campus. Depending on the value of the items, items may be consolidated into an auction basket to increase total value.

Local restaurants may potentially donate by auctioning a dinner for two or four, local bars may donate free drinks and food, and local clubs may donate free admissions and drinks.

Locate student teachers, local tutors, and even other qualified students to donate tutoring time to help study for finals.

Items collected will be the responsible of the assigned internal personnel and should not be the same as the general project manager. The general project manager will manage the inventory list and should not also manage the physical inventory.

Volunteers

The internal team will likely be small. For an event of this size, additional volunteers are needed. Contact should be made with the associated student body, Greek organizations, and other student organizations. Incentives such as spirit points and passport points should be arranged in advance. To further incentivize these organizations, a competition can be held for the best donation campaign measured by the value of donations; monetary and auction goods.

Risk Management Strategy

If the project period and event date is in the Fall semester, the project is competing with exponentially more charitable organizations during the holidays. These charitable organizations have special events during the holidays such as the Salvation Army itself and its Angel Tree Program which gives away toys and gifts to less fortunate families and seniors. Westfield UTC partners with St. Jude Children's hospital to campaign to support research and treatment at St. Jude by setting up donation centers at the mall.

Although all these organizations are supporting worthy causes, none appears to have made an effort with gaining support from student organizations.

Communication Management Strategy

The website or information page on Facebook and/or other social media site should be created in order to share information about the event as it evolves. The website should include updates about the event, how to donate, how to participate, and methods to contact the internal team. As mentioned in the feasibility section, contact should be made via website, social media sites, email, phone, and/or in-person with various student organizations including Greek organizations and associated student body. Enlist volunteers to help with the event as well as campaigning for donations.

Internal communication will be made at a minimum of once a week a standing status meeting. Event updates and status of each focus group will be discussed weekly. Daily communications will be made as appropriate via email and phone.

Donation campaign and presentation of donations to Rady Children's Hospital should be communicated to the organization well in advance of the event; preferably at the start of the project.

Project Development and Execution

Timelines/Work Breakdown Structures

Refer to Appendix A for the project summary schedule.

Refer to Appendix B for the work breakdown structure schematic and Appendix C for detailed list.

Staffing/Scheduling

The project requires a minimum of one person for each area of responsibility below:

1. General project manager – Oversees all aspects of the project, manages the project schedule, sets project initiatives, manages inventory of auction items, and other duties as needed
2. Marketing project manager – responsible for all aspects of marketing including development of website, social media site, and external communications
3. Recruiting project manager – responsible for internal communications, recruiting volunteers, obtain event approval for spirit, and works with event project manager to plan competition between student organizations
4. Event project manager – responsible for wellness fair preparation and implementation, securing vendors for fair, and works with recruiting project manager to plan competition between student organizations
5. Incentives project manager – responsible for making contact with businesses to obtain cash donations and/or auction items
6. General support staff – responsible for supporting project managers including providing creative input

At least one internal staff member must be present at all times on the day of the event.

Execution Method Discussion

Execution for this project begins as the start of the first task and throughout the project as each task is complete. There are no special execution instructions other than completing all necessary tasks.

Testing and Documentation

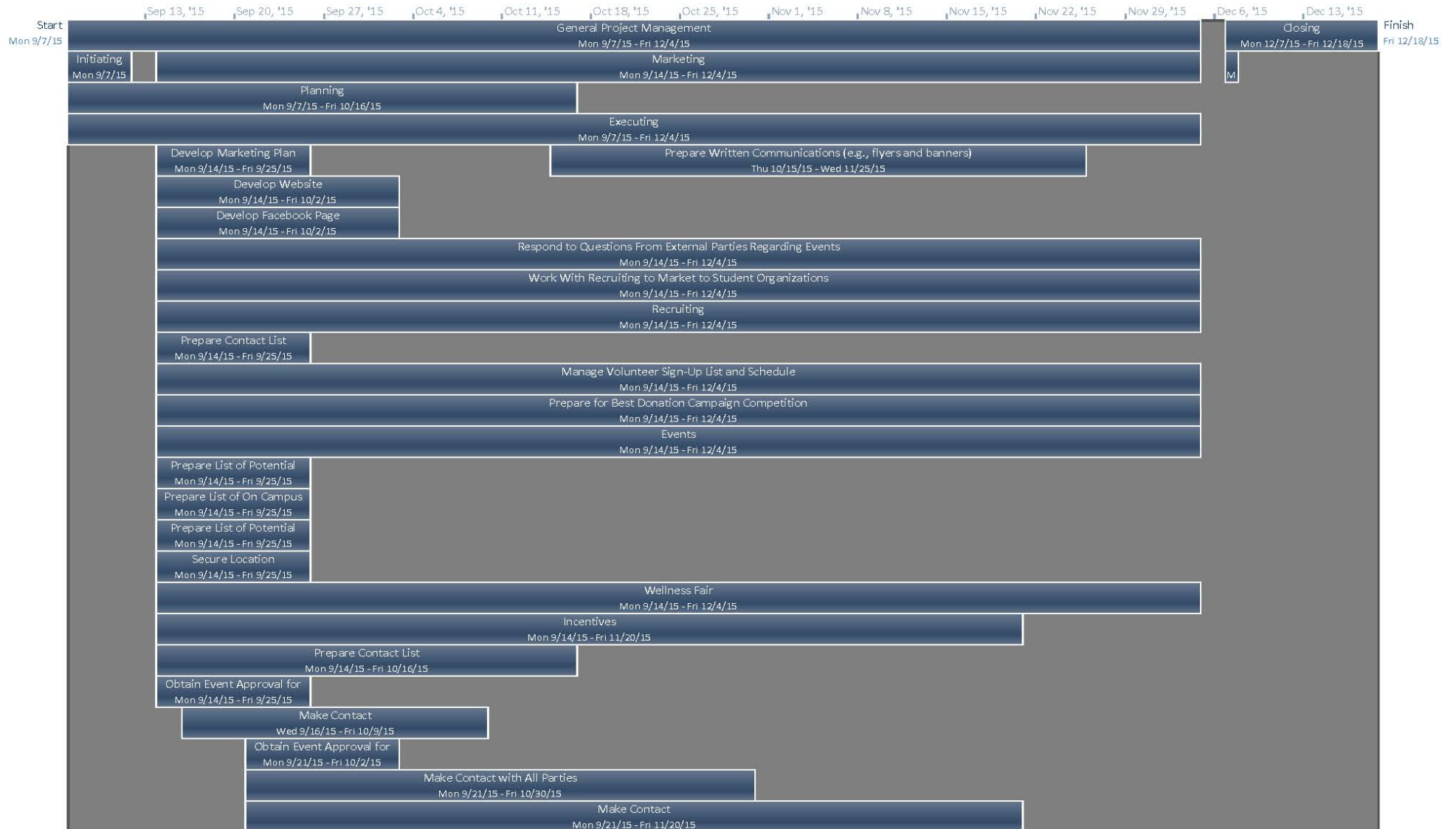
This section is not applicable for this project.

Project Closure Method

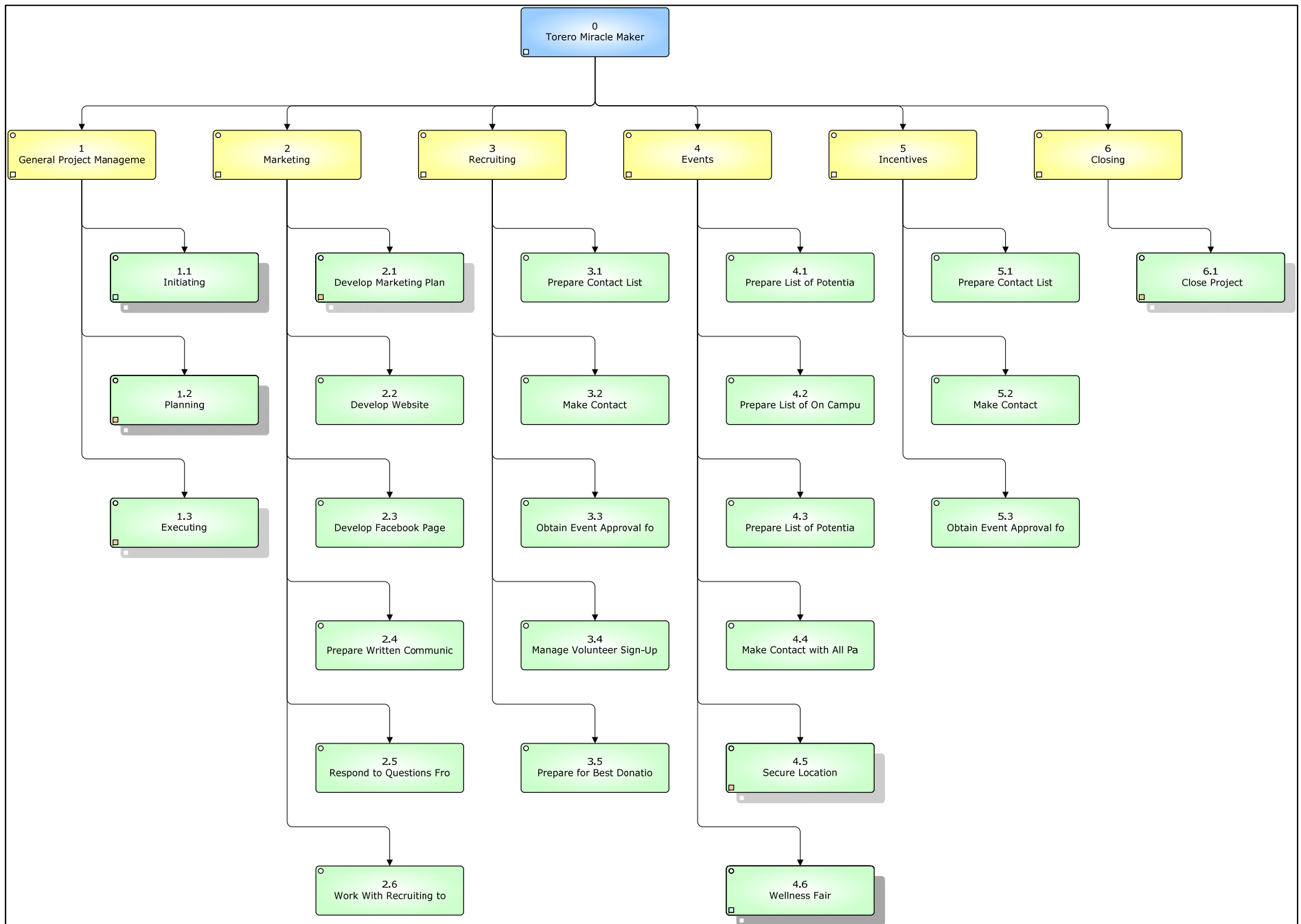
Notify all parties of final results of the project via website, social media site, email, etc. and acknowledge donors, sponsors, participants, volunteers and team members. Also, all project documentation and deliverables should be finalized so that final review of the project may be performed.

Post-project review of lessons learned, strengths and weaknesses of deliverables, creative process, and project management process.

Appendix A: Project Summary Schedule



Appendix B: Work Breakdown Structure Schematic



Appendix C: Work Breakdown Structure Details

| Task Name | Start | Finish |
|--|--------------|--------------|
| 1. General Project Management | Mon 9/7/15 | Fri 12/4/15 |
| 1.1. Initiating | Mon 9/7/15 | Fri 9/11/15 |
| 1.1.1. Develop Project Charter | Mon 9/7/15 | Fri 9/11/15 |
| 1.1.1.1. Identify Goals and Objectives | Mon 9/7/15 | Wed 9/9/15 |
| 1.1.1.2. Develop Strategies and Plans | Tue 9/8/15 | Thu 9/10/15 |
| 1.1.1.3. Research Prior Project/Experience | Mon 9/7/15 | Thu 9/10/15 |
| 1.1.1.4. Write Project Charter | Mon 9/7/15 | Fri 9/11/15 |
| 1.2. Planning | Mon 9/7/15 | Fri 10/16/15 |
| 1.2.1. Define Scope | Mon 9/7/15 | Fri 9/25/15 |
| 1.2.2. Develop Project Schedule | Mon 9/7/15 | Fri 9/25/15 |
| 1.2.3. Develop Risk Plans | Fri 9/25/15 | Fri 9/25/15 |
| 1.2.4. Organize Project Resources | Mon 9/7/15 | Fri 9/11/15 |
| 1.2.4.1. Develop Roles and Responsibilities | Mon 9/7/15 | Mon 9/7/15 |
| 1.2.4.2. Assign Responsibilities | Mon 9/7/15 | Fri 9/11/15 |
| 1.2.5. Develop Project Management Plan | Fri 10/16/15 | Fri 10/16/15 |
| 1.3. Executing | Mon 9/7/15 | Fri 12/4/15 |
| 1.3.1. Provide General Support | Mon 9/14/15 | Fri 12/4/15 |
| 1.3.2. Facilitate weekly status meetings | Mon 9/7/15 | Fri 11/27/15 |
| 1.3.3. Manage Project Communication | Mon 9/14/15 | Fri 12/4/15 |
| 2. Marketing | Mon 9/14/15 | Fri 12/4/15 |
| 2.1. Develop Marketing Plan | Mon 9/14/15 | Fri 9/25/15 |
| 2.1.1. Determine Resource Availability | Mon 9/14/15 | Fri 9/18/15 |
| 2.1.2. Determine Skills Required to Meet Plan | Mon 9/14/15 | Fri 9/18/15 |
| 2.1.3. Develop Written Marketing Plan | Mon 9/14/15 | Fri 9/25/15 |
| 2.2. Develop Website | Mon 9/14/15 | Fri 10/2/15 |
| 2.3. Develop Facebook Page | Mon 9/14/15 | Fri 10/2/15 |
| 2.4. Prepare Written Communications (e.g., flyers and banners) | Thu 10/15/15 | Wed 11/25/15 |
| 2.5. Respond to Questions From External Parties Regarding Events | Mon 9/14/15 | Fri 12/4/15 |
| 2.6. Work With Recruiting to Market to Student Organizations | Mon 9/14/15 | Fri 12/4/15 |
| 3. Recruiting | Mon 9/14/15 | Fri 12/4/15 |
| 3.1. Prepare Contact List | Mon 9/14/15 | Fri 9/25/15 |
| 3.2. Make Contact | Wed 9/16/15 | Fri 10/9/15 |
| 3.3. Obtain Event Approval for Spirit Points | Mon 9/21/15 | Fri 10/2/15 |
| 3.4. Manage Volunteer Sign-Up List and Schedule | Mon 9/14/15 | Fri 12/4/15 |
| 3.5. Prepare for Best Donation Campaign Competition | Mon 9/14/15 | Fri 12/4/15 |

| Task Name | Start | Finish |
|--|--------------|---------------|
| 4. Events | Mon 9/14/15 | Fri 12/4/15 |
| 4.1. Prepare List of Potential Vendors/Booths | Mon 9/14/15 | Fri 9/25/15 |
| 4.2. Prepare List of On Campus Contacts | Mon 9/14/15 | Fri 9/25/15 |
| 4.3. Prepare List of Potential Speakers or Events | Mon 9/14/15 | Fri 9/25/15 |
| 4.4. Make Contact with All Parties | Mon 9/21/15 | Fri 10/30/15 |
| 4.5. Secure Location | Mon 9/14/15 | Fri 9/25/15 |
| 4.5.1. Determine Location Requirements | Mon 9/14/15 | Fri 9/25/15 |
| 4.5.2. Reserve Location | Mon 9/14/15 | Fri 9/25/15 |
| 4.5.3. Reserve Equipment (e.g., A/V, tables, chairs) | Mon 9/14/15 | Fri 9/25/15 |
| 4.6. Wellness Fair | Mon 9/14/15 | Fri 12/4/15 |
| 4.6.1. Preparation | Mon 11/9/15 | Thu 12/3/15 |
| 4.6.1.1. Prepare Day of Schedule | Tue 11/3/15 | Mon 11/23/15 |
| 4.6.1.2. Instructions and Parking for Guests | Tue 11/3/15 | Mon 11/30/15 |
| 4.6.1.3. Prepare Signage | Tue 11/3/15 | Mon 11/30/15 |
| 4.6.2. Event Day | Mon 11/30/15 | Fri 12/4/15 |
| 4.6.2.1. Setup Signage | Mon 11/30/15 | Fri 12/4/15 |
| 4.6.2.2. Setup Tables and Chairs | Mon 11/30/15 | Fri 12/4/15 |
| 4.6.2.3. Vendor Setup | Mon 11/30/15 | Fri 12/4/15 |
| 4.6.2.4. Donation Presentation | Mon 11/30/15 | Fri 12/4/15 |
| 4.6.2.5. Donation Campaign Competition Winner | Mon 11/30/15 | Fri 12/4/15 |
| 5. Incentives | Mon 9/14/15 | Fri 11/20/15 |
| 5.1. Prepare Contact List | Mon 9/14/15 | Fri 10/16/15 |
| 5.2. Make Contact | Mon 9/21/15 | Fri 11/20/15 |
| 5.3. Obtain Event Approval for Passport Points | Mon 9/14/15 | Fri 9/25/15 |
| 6. Closing | Mon 12/7/15 | Fri 12/18/15 |
| 6.1. Close Project | Mon 12/7/15 | Mon 12/7/15 |
| 6.1.1. Assess Satisfaction | Mon 12/7/15 | Mon 12/7/15 |
| 6.1.2. Summarize Project Results and Lessons Learned | Mon 12/7/15 | Mon 12/7/15 |
| 6.1.3. Finalize Project Deliverables | Mon 12/7/15 | Mon 12/7/15 |