



Fun 5k Run!

Project Proposal

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ITMG494

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## I. Project Analysis

### Project Scope:

Project Title: Fun 5k Run!

Project Justification: Fun 5k Run is an event to raise awareness for orphan kids. Participants can register and enter the event by donating a toy or make a money donation. The event will happen the week before Christmas and the proceeds will be distributed on Christmas to local orphans.

Project Deliverables:

- Scope Statement
- Progress Reports
- Issues Report
- Weekly Meeting Notes

Project Success: The project will be determined successful if there are at least 300 participants. With that many participants, it would cover the expenses of the project and will have enough to make a reasonable amount donation to an orphan.

### Project Objective:

The objective of this Fun 5k Run is to raise awareness, toys, and money for orphan children. Participants can register and enter the event with a donation of a toy or money donation. The proceeds will be donated to an orphan here in San Diego. The 5k run will consist of different levels of obstacles every half-mile that the participants can choose to accomplish. There will be vendor booths promoting their products at the start and finish line. This will help cover the cost of expenses.

## II. Return on Investment Analysis

The Return on Investment ratio is the difference between the gain on investment and cost of investment divided by the cost of investment. With this project proposal I didn't look at the exact numbers that the project will cost so I can only give an estimate. We're looking to generate a revenue of \$9,000 excluding the donation of toys and this number can change depending on the ratio of how many toys versus how much cash is donated during the application stage. The toys must be dropped off a week before the event to verify and complete the participant's application. The revenue generated from the vendors that want to have a booth at the event will first go toward the expense of the event, the venue rental, obstacle cost, traffic guides, etc. The higher the cost of the event, the more vendor we will need to recruit. Our goal as of day 1 is to recruit at least 50 vendors bringing in somewhere between \$4,000 - \$7,000 to cover the cost of the event.

**See Appendix I for support**

### **Expected Benefits:**

The benefits that this event is expected to bring is the awareness for the orphan kids here in San Diego. The event is hope to bring in about \$5,000 from booth vendors, about 50 vendors, and hopefully \$4,000 and 100 toys from the race participants, 300 racers. The money brought in will be used to pay for the cost of the venue, some of the operations such as portable bathrooms, and the obstacles during the race.

### **Expected Costs:**

There will be a few sources of expected cost for this event. One of the major cost is the cost to rent out a venue. With the idea of using USD as a venue for the Fun 5K Run, the school might allow this project team a lower fee then what they would charge outside vendors. The obstacles on the race course will also be a major cost for the project. Another service that we will be providing is the booths for the vendors. Booth vendors will have the choice of bringing their own canopy but if they choose to rent from us, we will charge them a fee that is determined by the 3<sup>rd</sup> party equipment rental. Another large factor towards the expected cost are the people that will direct traffic around the course. There will be a fee for the traffic directors while the hours of the event. By finding volunteers from local high schools here in San Diego, we will not have to worry about the cost of people to direct the runners unless we don't have enough people. We will need volunteers to run the front desk where registered runners will check in and receive their T-shirt. The T-shirts will be a major cost to the project because this will be given out to the participants with each registered runner. Hopefully our incentives team will find a T-shirt vendor who will produce the T-shirts at a low price.

## **III. Measure of Success**

Fun 5k Run's success can be measured by a number of factors. Budget plays an important measure of success because the expenses of the project should not exceed budget. The budget is the estimate of how much the project will cost and this is a building block for the breakeven analysis. Timing is another measure of success because having the project on time will allow the project to finish in a timely matter and not incur any further expenses. It is important to finish the project within scope because the scope can consist of multiple measures, and being successful there can mean that there is success in the project.

## **IV. Project Design**

### **Stakeholders**

The stakeholders in this project will be internal clients who would like to be apart of this project. The stakeholders will be the students and professor that is putting this project together. The students will be in charge and manage different aspects of this project.

### **Feasible Study**

Before initiating this project, we must first conduct if this project will be feasible. Fun 5k Run is a run that's purpose is to raise awareness, toys, and money for orphans here in San

Diego. Conducting this project will be part of the students grades therefore the students are the stakeholders with the tasks of managing the project and making key decisions. The outcome will be a great turnout of 300 participants and 50 booth vendors. The cost for the vendor for operating a booth at the event will generate enough money to fund the event.

### Goals

The goals of the project consists of:

- Advance marketing to recruit at least 300 participants
- Contact 150 local businesses that would want to participate as a vendor and have their own booth to promote their product. By contacting 150 potential vendors, we hope to bring in at least 50 vendors. The pricing of the booths will begin at a discounted price, \$75, so vendors are more likely to participate in the event. The pricing of the booths will increase, as the event gets closer and the price ends at \$150.
- Find a location where the event would be hosted. A potential candidate of a location for the event would be the USD campus. This would not only bring awareness to orphans but also awareness of the USD life.
- Course map needs to be finalized to show details of the course the participants would be running.
- A website for registrations, mission statement, and other information for potential participants and vendors.
- Separate tasks for specific students to manage.

### Risk Management Strategies

A strategy that would manage risk is having weekly meetings that would allow all the groups to elaborate on the progress of their task. Everything would be documented so it could be put in record. There would be class time every week to work on the different task of each department and allow input from other departments as well. There shouldn't be any other assignments that are not related to the project because it will allow all the students to focus on the project making it priority. I mention this because when we were working on the blood drive project, we had other assignments that took away time that we could work together in teams to talk about the blood drive. There were to many assignments at the same time that didn't allow us to prioritize the blood drive project.

### Communication Management Strategies

Communication is key when conducting a project. All the departments need to be able to communicate with each other to ensure that all the tasks and goals are met and not done twice. There has to be a person that is segregated with the task of project manager who would be in charge of communicating with all the department managers to ensure everyone is on task and keep everyone cohesive. Communication will be done through email, phone, and during class meetings. Communication will ensure a higher potential that goals and tasks will be met.

## Project Development/Implementation

### Timeline/Work Breakdown Structure

The timeline for this project will be 4 months because to ensure that there will be a great outcome of participants and vendors. Based off our timeline with the blood drive, we had about 3 months to plan the project but it seemed like there wasn't enough time. The tasks that I think are the most important is finding the venue where the run will take place, getting the website working so participants and vendors can start filling out applications, and the marketing. It is important to find the venue first because that will be the predecessor of all the other tasks. By finding the venue where the run will hosted, the operation team can build a website with all the information required for this type of event. After the venue and website is completed, then the marketing team can go out and spread the word of the event hoping to pull in participants and booth vendors.

### Recruitment

The Recruitment team will be in charge of recruiting local businesses to either participate in the Fun 5K Run at either full price or discounted price or to be a vendor to promote their business. Recruitment will also have the important task of finding the venue where the event will take place. Finding the location where the run will take place is the most important task to get this event started because after the location is locked in, the other departments can get closer to their goals. Recruitment will also be in charge of contacting local high schools to spread the word of the event to either recruit more participants or to recruit potential volunteers that would help set up, clean up, cheer, and run the event. This is a more cost efficient way of finding help to run the event. The team will contact other organizations on other campuses to see if they want to participate in the run or maybe just promote the event to their students.

### Operations

The Operations team will be in charge of the way the event will operate from beginning to the end. Operations will be in charged of locating the start line and finish line where the event will end. The team will be in charge of placing vendors at the booths at the start and finish line. Another important task of operations is to make sure that there are enough hydration booths along the course and as well as first aid stations. Another major task of this team is to ensure that all the proceeds are going to the orphans and there are no loophole or fraud happening at the event.

### Marketing

Marketing will be in charge of making the website including the information required for potential participants and vendors to obtain information and register for the event. The team will be required to create social media websites that will push advertising through social media websites such as Facebook, Instagram, etc. Marketing will be in charge of putting out flyers around town, major running routes, other events, and around different school campuses.

### Incentives

The incentives team will work closely with the recruitment team because with this event, there are not incentives for winning the race but there will be incentives for the

participants like a free shirt for a registered participant. The shirt will have the run's name, Fun 5K Run, on the front side with a statement on the back to raise awareness for orphans. There will be a space located on the bottom of the shirt for major orphanages here in San Diego to allow other people to be aware of them. The cost of the T-shirts will be covered in the cost of the participant's donation and vendors cost. Part of incentives task is to find a T-shirt printing company here that will provide us the lowest cost possible to produce the T-shirts.

### **Staffing, Scheduling, and implementation**

Since this run is only a 3-hour event, it doesn't need a concise schedule. First, there will be an "oversight" team that will overlook the whole project and understand the project from start to finish. If it's a ITMG494 class of 5-10 people, it's best if the whole class knows the overview of the project from start to end just incase someone doesn't show.

There will be a setup team that will arrive in the morning and setup the course and check in table. The canopy booths will be setup by the third party but the operations team will still need to know where and the layout of the booths at both the start and finish line. There will be a team of 3 volunteers at the check-in desk to check in participants for the run. Vendors will have their own check-in desk, with a team of 2 volunteers managing the desk, who will direct the vendors in the way of their booth. The vendors will have a set location that will be determined the week before the event and have maps sent to them so they know where they are going to be located. There will be a team of 3 volunteers every half-mile of the course that will be providing a hydration and first aid station. There will be volunteers who will direct the runners in the direction of the course. There will be volunteers that will help keep the event clean and organize and be there for the people who have questions. Volunteers will have a different shirt that clearly says "Volunteer" on the back so it's easily noticeable. At every obstacle on the course, there will be a 6 volunteers that will be skilled in the obstacle who will help the participant get through it. With all the extra volunteers, they will be spread around the course cheering on the runners. At the end of the event, there will be a team of volunteers that will help take down and clean up the event.

Our goal is to have at least 50 volunteers from around the different high schools here in San Diego. The project team is required to be at the event from setup to take down to help oversee the whole operation. Since we're focusing on recruiting volunteers from local high schools to come help with the event, the cost of labor is close to none. The students working on the project will not be paid a salary but should receive some credit because this is a project management class and this is applying what they learn to a real life scenario.

### **Documentation/Testing**

Documentation happens throughout this project since day one. From the beginning, tasks are documented to assure that it is clear who is doing what. Of course this can change from week to week but at least there is a starting point. A project plan is drawn out of the estimate time that it will take to complete the whole project till the day of the event. There can be documentation of each job/task completed during the project. When

participants register via website or mail in application, their information is recorded and documented. Documentation happens when the participant runner and venter applies. Also there is documentation when the runners registered and vendors show up on the event day and check in at the desk. This is used to keep record of the actual amount of outcome. This amount can then be tied to the estimate and judging from the difference, the project can be deemed as a success or failure.

### **Final Analysis/Methods of Evaluation**

There are several ways of methods to evaluate the outcome. One method of evaluation, as mentioned above, is comparing the check-in sheet of the participants and vendors to the applications that they filled out prior. Although this will show the actual attendance of the event, it isn't that relevant, outside of the popularity of the run. It isn't a great method of evaluation because the cash was already collected when the applicant or venter registered. The fee that was due with the application was already collected so it doesn't matter if the participant shows up or not. In the end when it comes to the day of the event, there will always be changes last minute and the project manager should be able to make the changes then and there.