**Project Leader: ???**

**Strategy:**

Offer to have female volunteers give Manis, Pedis and 5 minute massages at a Women’s Night Out / Spa Night for donations. Also see other ideas: Strike Gold, Auction off a Voucher from a local Salon, Dress Up / Down etc. Maybe combine them for more impact?

Collaborate with local beauty therapists to combine the night with quick “how to” make-up (tips) workshops (charge a fee). Purple eye shadow is intended to create the illusion of depth and to attract attention to the eyes. Purple was one of the first colours used in prehistoric art and fashion.

Secure permission to use venue that is suitable for this event. Ensure that entrance fees are sold at reasonable prices and if you have prizes (for example, best dressed, most gorgeous face, most talented therapist etc), make sure your prizes are worth the entries paid.

What equipment will you need for station? Do you have equipment and will you sell refreshments during these events? What refreshments will be suitable for this event and how much will you charge for each?

How long will it take to complete each therapy and can you do more than one at the same time? When will they start and finish? Will you have one or more than one of these events?

Who will be interested in participating in this event? List them as your target audience.

**Please note:**  You must inform Alumni Relation of your intention to approach Corporate and other donors. The office can assist with available prizes and inform you of approaches to those donors to date. (Knocking on the same doors at the same time is not feasible).

**Determine Your Available Resources:**

Who are your helpers and volunteers?

What equipment will they need to assist with therapy station?

Do you have the means to sell refreshments? Who will make them and sell them.

Do you have the equipment (including packaging) to do this?

When / Where will this be held?

Will you serve / sell refreshments? Who will make them and how will you serve them?

What will you charge per cup, glass, plate etc?

Do you have the budget for equipment, and refreshments beforehand?

Have you added this to your overall plan?

**Hammer out the Details (**Who does What, Where, When and hoW much will it cost?**)**

Dates and Times:

Venue:

Equipment:

Prizes:

Refreshments:

Advertising / Posters / Invitations / Posters / Marketing:

**After event Report (**Lessons learnt, how do we improve the next one?**)**

Did the project meet scope, time, and cost goals?

What was the success criteria listed in the project scope statement?

In terms of managing the project, what were the main lessons your team learned?

Describe one example of what went right / wrong on this project.

What will you do differently on the next project based on your experience working on this project? Have you submitted this report to the Alumni Relations officer?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Strategy | Fundraising Goal | Target Audience | Task Description | Person Responsible | Due Date? | Cost |
| Spa Night 1 | R 1 000.00 |  | Secure the date, time and venue. | **?** | **?** | **?** |
|  |  |  | Obtain Item(s) / equipment needed for each therapy / treatment session. | **?** | **?** | **?** |
|  |  |  | List target audience. Which staff / students might be interested in participating? | **?** | **?** | **?** |
|  |  |  | Secure your helpers / umpires for each station and the competition winner (s). | **?** | **?** | **?** |
|  |  |  | Serving / Selling refreshments? Who’s making them at what price? How will they be served / sold? Who will man those stations? | **?** | **?** | **?** |
|  |  |  | Market, Advertise / invite your audience. | **?** | **?** | **?** |
|  |  |  | Decide on how monies will be administered, reconciled and paid over to accountant. (both for treatments and sales of refreshments or Make-Up Tip workshop etc). | **?** | **?** | **?** |
|  |  |  | Who will clean up after the event? | **?** | **?** | **?** |
|  |  |  | Who will report back to Alumni Relations after the event? | **?** | **?** | **?** |
| Spa Night 2 | R 1 000.00 |  |  | **?** | **?** | **?** |
| Spa Night 3 | R 1 000.00 |  |  |  |  |  |
| Spa Night 4 | R 1 000.00 |  |  | **?** | **?** | **?** |
|  | **R 4 000.00** |  |  | **?** | **?** | **?** |