**Project Leader: ???**

**Strategy:**

Ask a local / known band to donate their time by performing a benefit concert for your cause. Perhaps collaborate with existing Rhodes bands or choirs and split the take on the entry fees. Calculate the % of split beforehand.

What is the theme of your event? Does it coincide with an existing Rhodes calendar or Public Holiday event?

Will you sell refreshment or merchandise at the event? Make your own or work with existing local business and offer to share a percentage of the profits if you sell their refreshments or merchandise.

Ensure that tickets, goods and refreshments are sold at reasonable prices. What will you charge per entry, item or refreshment? What percentage of your merchandise has to be shared with which provider and does that add up to a feasible amount of money raised for the overall event?

When will it start and finish? Will sales of merchandise and refreshments only be during a break or during the entire evening?

Who will be interested in attending this concert and your merchandise for sale? Will there be a guest appearance by a well-known artist? What is the protocol to follow for celebrity appearances? This might change the price of your entry fee. 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 deliver the service?

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 or product beforehand?

Have you added this to your overall plan?

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

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 |
| Concert | R 5 000.00 |  | Secure the date, time and venue. | **?** | **?** | **?** |
|  |  |  | List target audience. | **?** | **?** | **?** |
|  |  |  | Secure your performer (s). | **?** | **?** | **?** |
|  |  |  | Secure your service merchandise providers and agreed % of take on sales. | **?** | **?** | **?** |
|  |  |  | 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. | **?** | **?** | **?** |
|  |  |  | Sell tickets at venue only or beforehand? | **?** | **?** | **?** |
|  |  |  | Decide on how monies will be administered, reconciled and paid over to accountant. (both for concert and sales of merchandise and refreshments etc). |  |  |  |
|  |  |  | Who will return unsold items and collect % of sales due to you? |  |  |  |
|  |  |  | Who will clean up after the event? |  |  |  |
|  |  |  | Who will report back to Alumni Relations after the event? |  |  |  |
|  | **R 5 000.00** |  |  | **?** | **?** | **?** |