**Project Leader: ???**

**Strategy:**

|  |
| --- |
| **Merchandise:**  Sales can include T-shirts, sweatshirts, shorts, hats, water bottles, car decals, etc.  Work with local businesses that already sell RU branded items and ask if you could sell on their behalf at a specific event for a percentage of the total sales for the day.  Try to coordinate with another larger event to maximize sales.  Examples include: a hosted tournament, a campus event such as a holiday craft or garden show, or a guest lecturer, etc. |
| **Services:**  Provide labour for an event(s) that occurs once or a few times a year. Examples would include residence / hall / house move-in or out, a pool opening or closing, venue cleaning (not just on campus). Research what is in the area, where help is needed and contact the organizers.  Assist with holiday help.  There are some businesses that have a rush during a certain time of year.  This requires extra help.  Think of creating things and helping businesses with specific celebrated days around Valentine’s or Mother’s Day etc. In exchange for services, a fee is collected.  Set prices in advance; according to existing skills and expertise. For example, which business / organisation might benefit from: Web / Logo / Brand design / Social Media / Marketing / Process / IT management / Human Factors (HKE) / Health & Safety / Space or Environment Saving recommendations, but cannot afford professional services?  Give massages for a small fee, rake leaves, market product, advertise brands, take care of a pet. When offering your service, ask the person who benefited from your actions for a donation toward your worthy cause. |

What are you selling or what service do you wish to provide?

Selling refreshments are not advised as you might damage product that is not yours and might have to pay for the damages.

Secure permission to use as outlet for your sale or service. Work with existing local business and offer to share a percentage of the profits.

Ensure that goods and services are sold at reasonable prices. What will you charge per item or session of service delivery?

How long will it take to complete each service? How many sessions can you do at the same time? When will it start and finish?

Who will be interested in paying for this service? Who needs the service you are providing? 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 |
| Service | R 1 000.00 |  | Secure the date, time and venue. | **?** | **?** | **?** |
|  |  |  | Obtain Item(s) / equipment needed to deliver your service. | **?** | **?** | **?** |
|  |  |  | List target audience. Who might be interested in this service? | **?** | **?** | **?** |
|  |  |  | Secure your service deliverers. | **?** | **?** | **?** |
|  |  |  | Market, Advertise / invite your audience. | **?** | **?** | **?** |
|  |  |  | Decide on how monies will be administered, reconciled and paid over to accountant. (both for auction and sales of refreshments etc). | **?** | **?** | **?** |
|  |  |  | Who will clean up after the event? | **?** | **?** | **?** |
|  |  |  | Who will report back to Alumni Relations after the event? | **?** | **?** | **?** |
| Merchandise | R 1 000.00 |  | Secure the date, time and venue. | **?** | **?** | **?** |
|  |  |  | Obtain Item(s) / equipment needed to sell your merchandise. Price them. |  |  |  |
|  |  |  | List target audience. Who might be interested purchasing some of these items? |  |  |  |
|  |  |  | Secure your sellers. |  |  |  |
|  |  |  | Market, Advertise / invite your audience. |  |  |  |
|  |  |  | Decide on how monies will be administered, reconciled and paid over to accountant. (both for auction and sales of refreshments etc). |  |  |  |
|  |  |  | Who will return unsold items and collect % of sales due to you? |  |  |  |
|  |  |  | Who will report back to Alumni Relations after the event? |  |  |  |
|  | **R 2 000.00** |  |  | **?** | **?** | **?** |