

Work plan – Fundraising

This is a semester-long teaching resource that will require students to be actively involved in the project proposal, design and implementation. In total, it is expected that students will spend around 34¹ hours in developing the concept and conducting interviews with sport teams. In addition, it is expected that students will spend an additional 20² hours organizing the fundraising event.

Each stage is described below:

1st Stage: Conceptualization

During this stage, students will be divided into groups (separation into groups will be a choice of students), and together will decide on the team they will chose to support via fundraising. During this stage, students will provide a one-page summary on why they have chosen to support the organization (sport club) and who the main stakeholders are that they plan to involve. *(This stage will last 2 weeks)*

2nd Stage: Problem Study

After they have settled on a sports club, students will conduct research on the organization. They will learn about ticket sales, current sponsors, former sponsors, community engagements, number of local businesses, basic necessities of the sports club, etc. Furthermore, students will schedule at least 2 meetings with the management of the sports club to learn about their main challenges and gather information about the staff and their involvement with the organization. Lastly, students will decide on duties for each group member. *(This stage will last 4 weeks)*

3rd Stage: Planning and Budgeting

During this stage students will list the activities that will take place in order to raise €10,000 to support the club. Students are able to use Universum College facilities to organize events, however, should not include operational costs in their budget. During this stage, students must clearly state the name of each activity and the time it will occur. Students are encouraged to use specific scheduling techniques such as PERT or CPM to determine the longevity of the project. *(This stage will last 4 weeks)*

4th Stage: Implementing, Monitoring and Aftermath

Students along with representatives from the chosen sport clubs, community and local officials should partake in the events they have planned. Once the activities are completed, students will measure the success/failure of the project. In addition to turning in the project proposal, students will also write a self-assessment report about the success and failures of their work. In addition, they will conduct a peer evaluation which will be provided by the professor. *(This stage will last 2 weeks)*

¹ Please note that the amount of time required is calculated for each student.

² Please note that the amount of time required is calculated for each student.