

# **Written Plan for events, fund raisers, projects**

This meant to help make your project successful, responsible, and be supported by the board. This will help you anticipate potential issues which will enable you to be prepared with a solution. By supplying the board with the following information, they can help you complete a successful and responsible project. This not meant to be a deterrent to your project!

It is also very important that the full board and the executive board be fully appraised of all Plans, events, Etc, as they are ultimately responsible for the actions of the Conservancy!

This information needs to be presented to the Executive Board members for review **prior** to presenting to the full board for their approval.

1. What are your goals
  - a. Fund raiser
    - i. Small amount of money
    - ii. Large amount of money
  - b. Project
    - i. Make money
    - ii. Spend money
  - c. Promote Conservancy
  - d. Educate
  - e. Why do you want to do this?
2. When do you want to conduct this event/project
  - a. Time of year ( Spring, Fall, What month, Etc)
  - b. Time of day ( Morning, noon, and or night)
3. How long
  - a. Will it take to get prepared to start
  - b. Will it last ( hours, days, years)
  - c. Take to complete ( from start to finish)
4. What is needed for the project
  - a. Man power
    - i. Number of people
    - ii. Type of people (Adults, children)
    - iii. Skills of people (Accountant, Lawyer, Master Gardener, Mechnic, Electrician, Etc.)
  - b. Who is responsible for this project, event, etc.
    - i. Name, address, telephone, cell phone, Etc.
    - ii. Who will be the backup person responsible if the leader is not available. (Name, address, telephone, cell phone, Etc.)
    - iii. Recruitment of volunteers, hired help, subcontractors, etc.
      1. Names of people that will be participating.
      2. Names of people to hired.
    - iv. Who will be giving directions, instructions, etc.

5. Complete cost / benefit analysis
  - a. Would like to see a spreadsheet of all costs, etc
  - b. Equipment (Accurate description)
    - i. Do you really need it?
    - ii. What are alternatives if you can not get what you need?
    - iii. Rent (2 quotes minimum)
    - iv. Purchase (2 quotes minimum)
    - v. Storage (where and what type)
    - vi. Who uses it (are they properly trained?)
    - vii. Maintenance
      1. Who (Require a professional or can any one)
      2. How much cost and how often
    - viii. Insurance required?
    - ix. Expected life of equipment if purchased.
  - c. Contingencies:
    - i. What if you do not reach your goals.
      1. Cancel or modify goals.
      2. Provisions for refunds?
      3. Notify who is affected, and how and in a timely manner
    - ii. What if you exceed goals
      1. What to do with excess funds
      2. Was it promoted correctly so the funds are not restricted.
      3. Refund (I hope not!)
      4. Explain needed? Or "thank you" needed or ???
  - d. Possible unexpected problems:
    - i. Weather
    - ii. Too many people
    - iii. ??????
    - iv. What could be possible unexpected results
6. What impact will the project have on:
  - a. Conservancy
    - i. List of good things
    - ii. List of possible bad things
  - b. Public
    - i. How will public perceive project
    - ii. Will it get Radio and/or TV attention
  - c. Competition
    - i. Are we competing with Someone's livelihood
    - ii. Other Charitable organizations
  - d. Lake people
    - i. Will it add to the lake experience
    - ii. Will it draw non lake people into the event.
  - e. Lake property
    - i. What possible effect on environment
    - ii. Will it affect the value of lake property

7. Define where money goes
  - a. Towards projects what % or dollar amount
    - i. Equipment
    - ii. Supplies
    - iii. Advertisement
    - iv. Labor
    - v. Concept or purpose of the project ( Publications, trees, etc
  - b. For purchase of Property what % or dollar amount
    - i. Specific property
    - ii. Any property
  - c. General Fund what % or dollar amount
    - i. Money to be spent for anything deemed necessary by Conservancy
    - ii. Every day expenses of Conservancy