|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| CREST | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **P** | **R** | **O** | **J** | **E** | **C** | **T** | ★ | **P** | **R** | **O** | **P** | **O** | **S** | **A** | **L** |     **Fundraising & Alumni Affairs – St. Augustine Campus** |  |

Last updated: 17 JUN 2016

|  |  |  |
| --- | --- | --- |
| **Project Generic Title** | *Classic Concerts* | Abbr: |
| **Project Theme** | *Tribute to Roy Cape* | Abbr: |

**Table of Contents**

|  |  |
| --- | --- |
| 1. [**Project Summary**](#summary) 2. [**Project Administration**](#admin) 3. [**Project Context**](#context) 4. [**Project Programme**](#programme) 5. *Programme Agenda* 6. *Room/Area Set-up Requirements* 7. *Publicity Plan* 8. [**Project Development Timeline & Budget**](#development)    1. *Project Development Timeline*    2. *Project Summary Budget* | 1. [**Project Coordination & Sponsorship**](#coordination) 2. *Internal UWI Collaborators* 3. *External Collaborators & Sponsors* 4. *FAA Staff & Assistants* 5. *Project Working Committee* 6. [**Project Plan & Costs**](#plan) 7. [**Additional Project Information**](#additional) |

**A - Project Summary**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Classification** | ❑ Fundraiser ❑ Capital Project ❑ Engagement Event ❑ Alumni Service ❑ Alumni Involvement | | | | | | | | | | | | |
| **Frequency** | ❑ One time ❑ Annual activity held around: ❑ Other: | | | | | | | | | | | | |
| **Beneficiary** |  | | | | | | | | | | | | |
| **Target Group** | ❑ Alumni ❑ Students ❑ Staff ❑ Corporate Executives ❑ Trusts ❑ Public ❑ NGO ❑ Donor Agency ❑ Gov’t ❑ Other: | | | | | | | | | | | No. to attend: | |
| **Description** |  | | | | | **Objectives** | | |  | | | | |
| **Event Date(s)** |  | | | **Hours** |  | | | **Venue** | |  | | | |
| **Total Cost** | $ | Revenue | $ | | Sponsorship | | $ | | | Net | $ | ROI | X : 1 |
| **Total Hours** |  | FAAStaff |  | | Students | |  | | | P/T |  | Other |  |
| **Hour Distrib** |  | Planning |  | | Develop | |  | | | Exe |  | Rep |  |
| **Other Notes** |  | | | | | | | | | | | | |

**B - Project Administration**

|  |  |  |  |
| --- | --- | --- | --- |
| **Project Idea Originator** |  | **Date** |  |
| **Proposal Preparer** |  | **Date** |  |
| **Preparer Job Title** |  | **Unit** |  |
| **Preparer Email** |  | **Phone** |  |
| **Approval Status** | ❑ FERC ❑ OIAI ❑ Campus Council ❑ F&GPC ❑ Bursary ❑ Principal ❑ Other: | | |
| **Resource Status** | ❑ None ❑ Verbal Budget Promise ❑ Dedicated Budget ❑ Sponsor Interest ❑ Sponsor Confirmation ❑ Other: | | |
| **Status Notes** |  | | |

**C - Project Context**

|  |  |  |
| --- | --- | --- |
| **Area** | **Description** | |
| **Introduction & Background** |  | |
| **Fit with FAA Strategy** |  | |
| **Fit with UWI Strategic Plan** |  | |
| **Target Group Descriptions** |  | |
| **Envisioned Outcomes** |  | |
| **Critical Success Factors** |  | |
| **Performance Metrics** | **Performance Measurements** | **Performance Target** |
| * Target Donation Revenue | $ |
| * Target Sponorship Funds | $ |
| * Total Budgeted Cost | $ |
| * Net Contribution (Rev + Sponsor – Costs) | $ |
| * Return on Investment (ROI) | X : 1 |
| * Minimum Donation (if applicable) | $ |
| * Avg $ donations/ Donor | $ |
| * Actual # of donors/ targeted # of donors | % |
| * Cost/Attendee | $ |
| * Total attendance/ # of invitations sent out | % |
| * % that say they will attend future similar events | % |
| * Evaluation sheet scores | Avg. score: |
| * …/ |  |
|  |  |

**D - Project Progra****mme**

*Programme Agenda*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Time** | | | **Activity** | **Actors** | **Resources/Equipment** |
| **Start** | **Finish** | **Elapse** |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

*Room/Area Set-up Requirements*

|  |  |  |
| --- | --- | --- |
| **Item** | **Requirements/Specifications** | **Notes** |
| Attendance Est. |  |  |
| Venue |  |  |
| Room(s) |  | ❑ Floor Plan attached |
| Tables |  |  |
| Chairs |  |  |
| Podium |  |  |
| Other Furnishings |  |  |
| Presentation Equip |  |  |
| Mikes |  |  |
| Decor |  |  |
| Banners |  |  |
| Posters |  |  |
| Programmes |  |  |
| Registration Doc |  |  |
| Handouts |  |  |
| Donation Envelope |  |  |
| Evaluation Sheets |  |  |
| Give-aways |  |  |
| Gifts |  |  |
| Ushers |  |  |
| Assistants |  |  |
| Parking |  |  |
| Security |  |  |
|  |  |  |
|  |  |  |

*Publicity Plan*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Period/Date** | **Target Group** | **Objective** | **Message** | **Media** | **Cost** |
|  |  |  |  |  | $ |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| Post-Event |  |  |  |  |  |

**E - Project D****evelopment Timeline & Budget**

*Project Development Timeline*

|  |  |  |  |
| --- | --- | --- | --- |
| **Key Activities** | **Start Date** | **Due Date** | **Responsible Party** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

*Project Summary Budget*

These figures are: ❑ Rough estimates ❑ Confirmed actual cost figures ❑ Confirmed revenue figures

|  |  |  |  |
| --- | --- | --- | --- |
| **EXPENSES** | **TT$** | **REVENUE** | **TT$** |
| Event Planning | $ | Sponsorship | $ |
| Publicity | $ | Event Ticket Sales | $ |
| Printing/Copying Costs | $ | Booth Rentals | $ |
| License/Legal Fees | $ | Sale of Goods | $ |
| Venue Rental | $ | Donations | $ |
| Venue Set-up | $ |  | $ |
| Decor | $ |  | $ |
| Event Staff | $ |  | $ |
| Celebrity Fees | $ | **Total Revenue** | $ |
| Event Entertainment | $ |  | $ |
| Event Catering | $ | Less Total Expenses | $ |
| Event Activities | $ | **Net Contribution** | $ |
| Gifts & Give-aways | $ |  |  |
| Goods to be Sold | $ | ROI | **X : 1** |
| Photography | $ |  |  |
| Security | $ | $Cost/Attendee | $ |
| Venue Clean-up | $ | Avg $ donation | $ |
| Follow-up Activities | $ |  |  |
|  | $ |  |  |
| **Total Expenses** | $ |  |  |
| Expense Notes: | | Revenue Notes: | |

**F - Project Coordinatio****n & Sponsorship**

*Internal UWI Collaborators*

|  |  |  |
| --- | --- | --- |
| **Collaborators** | **Role/Contribution** | **Notes** |
| M&C |  |  |
| Bursary |  |  |
| [UWISTAT](http://www.jamaicaobserver.com/news/97993_UWI-launches-programme-to-develop-young-leaders--promote-Caribbean-integra) |  |  |
| Student Guild |  |  |
| [UWIAATT](http://uwiaatt.org/) |  |  |
|  |  |  |

*External Collaborators & Sponsors*

|  |  |  |
| --- | --- | --- |
| **Collaborators** | **Role/Contribution** | **Notes** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

*FAA Staff & Assistants*

|  |  |  |
| --- | --- | --- |
| **Position** | **Role/Activities** | **Notes** |
| Senior Manager, FAA |  |  |
| Alumni Affairs Officer |  |  |
| Student Ass’t - 1 |  |  |
| Student Ass’t - 2 |  |  |
|  |  |  |
|  |  |  |

*Project Working Committee*

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Title/Unit** | **Role/Activities** | **Notes** |
|  |  | Chair of Committee |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**G - Project Plan & Costs**

| **#** | **Major Activity** | **#** | **Tasks** | **Hrs.** | **Who** | **Resources** | **Cost** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| A |  | 1 |  |  |  |  | $ |
|  |  | 2 |  |  |  |  | $ |
|  |  | 3 |  |  |  |  | $ |
|  |  | 4 |  |  |  |  | $ |
|  |  | 5 |  |  |  |  | $ |
| B |  | 1 |  |  |  |  | $ |
|  |  | 2 |  |  |  |  | $ |
|  |  | 3 |  |  |  |  | $ |
|  |  | 4 |  |  |  |  | $ |
|  |  | 5 |  |  |  |  | $ |

**H - Additional Project Inf****ormation**

* Appendix
* Attached Documents
* Architectural drawings (if a capital project)
* History of this Event
* Other Helpful Information

🙜