

Project Charter: **Fundraiser for Ronald McDonald House**

Project Sponsor: Ron A. McDonald, CEO
Project Manager: Hammond Burgalar

Date Created: Oct. 1, 2015
Date Updated: Oct. 15, 2015

1.0 Background

The Ronald McDonald House has a mission to “create, find and support programs that directly improve the health and wellbeing of children”. Our organization is undertaking a gala event in an effort to raise funds for the local Ronald McDonald House. This party will take place on Feb. 27, 2016, with an anticipated goal of raising \$70,000 for direct contribution to the Ronald McDonald House.

2.0 Objectives

- Host fundraising event for Ronald McDonald House on Feb. 27, 2016
- Successfully market event to local business and high-wealth donor communities
- Secure donations valued at \$15,000 for silent and live auction
- Secure event location that will seat 300 guests
- Secure vendors at least eight (8) weeks prior to event
- Host four-hour dinner and entertainment event charging
- Secure celebrity keynote speaker for event
- Secure sponsorship valued at \$10,000
- Raise \$70,000 for direct contribution to the Ronald McDonald House
- Budget not to exceed \$15,000

3.0 Project Scope

The fundraising gala is to be held on Feb. 27, 2016 and should raise \$80,000 for the local Ronald McDonald House, with a budget not to exceed \$15,000. A marketing campaign must be developed and executed in order to promote the gala. The gala will be held at a yet-to-be-determined location that can accommodate 300 guests.

4.0 Key Resources

- Ronald A. McDonald, CEO of Ronald McDonald House
- Hammond Burgalar, Project Manager
- Stephanie Simmons, CFO
- Shawna Franklin, Marketing Director
- Emily Forsythe, Volunteer Coordinator
- DeShawn Jackson, Site Planner
- James Smith, Catering Consultant

5.0 Project Milestones

Event	Start	Stop	Progress
Project Charter Review and Approval	10/15/2015	10/30/2015	I/P
Project Kick-Off	11/4/2015	11/4/2015	
Project Plan Completion	11/4/2015	11/24/2015	
Marketing Campaign	12/1/2015	2/27/2016	
Venue Search and Contract	12/1/2015	1/16/2016	
Sponsorship Contact	12/1/2015	1/30/2016	
Gala	2/27/2016	2/27/2016	
Attendee and Sponsorship Appreciation	3/2/2016	3/13/2016	
Project Evaluation and Close Out	3/16/2016	3/18/2016	

6.0 Project Budget

Category	Description	Estimated Cost
Venue	Event hall hosting 300 guests	\$3,000
Menu	Food/Cash Bar	\$5,000
Marketing	Promotion and Ticket Design	\$3,500
Security	Security Services	\$ 900
Entertainment	DJ/Music	\$1,500
Administration	Documentation/Audit	\$ 300
Contingency	Contingency fund	\$ 800
TOTAL		\$15,000

7.0 Risks

- Donor fatigue
- Unreliable volunteers
- Low turnout
- Cost overrun
- Vendors do not have the capacity to support the event
- Event does not meet fundraising objectives