

Project Introduction & Rationale

fdf



34 Thirty Four @ 34 ,34

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1. About this document

This document provides an introduction to, and summary of, the **fdf** project that we believe will provide significant operational, service and financial benefits to **34 Thirty Four @ 34 ,34** and its stakeholders.

It is provided to:

1. Inform stakeholders about our proposed project, resulting systems and key benefits; and
2. To assess and attain the, financial commitment, enthusiasm and endorsement to progress it further.

TABLE OF CONTENTS

Executive summary

Key Objectives

Operational savings / Return on Investment

Non-financial benefits

Project Scope

Functional areas to be implemented

Costs and timelines

Timeline & milestones

Roles and responsibilities

Conclusion and Next steps [Project objectives and benefits](#)

This document provides an introduction to, and summary of, the **fdf** project that we believe will provide significant operational, service and financial benefits to **34 Thirty Four @ 34 ,34** and its stakeholders.

Assuming that the project progresses we anticipate that it will be completed by **12 November 2014**, at an expect cost of **3**.

[Contribution to 34 Thirty Four @ 34 ,34 mission](#)

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[Contribution to 34 Thirty Four @ 34 ,34 goals](#)

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[Operational savings / Return on Investment](#)

This project is intended to generate ongoing savings/returns against the initial financial investment. Should the project proceed to the next planning phase the returns will be quantified through completion of comprehensive functional requirements.

At this stage are expecting to create efficiencies and reduce errors in the **6** areas listed below in the project scope section of this document.

[Non-financial benefits](#)

In addition to the financial savings we are also expecting to achieve improvements in our operations and service through automation, systemisation and enabling 'self-service' for the following groups:

Stakeholder group
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[2. Project Scope](#)

We have identified **6** functional areas that the implemented system will facilitate, these are listed below.

The project scope will be further defined by specifying a list of key features within each of these functional areas.

The Project Detail Document (a key deliverable of the next project phase), will contain:

- Estimates return on investment (ROI), saving per year based on the current operations costs, and
- Expected non-financial stakeholder / constituencies benefits of these functional areas.

At this stage new additional revenues are not estimated or included in this documentation.

Functional areas to be implemented

The identified functional areas to be implemented are:

Contact Database

In almost all membership system builds, whether on or off line, the contact database is a central feature. It is mandatory to the implementation of a working membership system.

Your contact database records information on all of your constituency, independent of their relationship to your organisation. These attributes (for example, subscriber, current member, committee member) all refer back to the central contact database.

A list of functional line items are provided below for you to include or exclude and to provide a ranking of importance for your project.

Contact database features include:

- Adding new contact details
- Managing and editing contacts and status
- Manage access and user permissions

Membership Application

Automation of membership processes, and providing the ability for members to self serve, can represent a significant saving (operational efficiency) to your organisation at the same time as providing improved (self) service.

Online membership application and membership processing can also encourage quicker renewals and an increase the overall number of renewals and new member applications. A list of functional line items relating to Membership Application are provided below for you to include or exclude.

Key Membership Application features are:

- Individuals / corporations can apply for membership via the public website
- Members can choose applicable options and levels
- Communications and payments are handled by the system

Continuing Professional Development

Many Associations focus on assisting in improve industry standards by providing, monitoring and rewarding members for undertaking ongoing professional development activities.

The steps and actions required to be taken by members in this process vary between industries, but many are based on points systems that require tracking. A list of functional line items are provided below for you to include or exclude and to provide a ranking of importance for your project.

Key features include:

- CPD goals and points can be set-up flexibility in the system
- Members can be prevented from renewing their membership if CPD goal(s) have not been met
- Members can track and manage their own CPD record e.g. to add external activities that qualify for CPD recognition

Website Content Management

Websites are a critical channel of communication for Associations. To keep a website up to date, fresh, relevant and attractive to search engines the content on the site should be modified and updated regularly. It is therefore essential that this task can be easily and quickly managed by non-technical personnel.

A list of functional line items are provided below for you to include or exclude and to provide a ranking of importance for your project.

Key features include:

- All site content can be managed by non-technical administrators
- Menu structures and Information Architectures (site maps) can managed
- Content approval workflow is supported

Member Directory

In some cases the publication of certain membership details back to the website is necessary. This often occurs amongst networking groups or where members are organisations and the organisational details are being published.

These directories or lists can be published publicly or log in only areas. A list of functional line items are provided below for you to include or exclude and to provide a ranking of importance for your project.

Key features include:

- Members receive directory listings as part of their membership benefits

- Details to be included in the directory can be configured
- The member directory can be filtered by a range of custom options

Event Administration

The 'back-office' activities required when running an event can be extensive and time consuming. Many however can be automated to some extent, which represents a significant saving of time and money.

Key features include:

- Seating allocation can be done automatically but with manual override as required
- Name tags can be automatically generated for event
- Follow up emails can be sent to both attendees and non-attendees after event

3. Price, Process, Timelines & Milestones

We intend to "go-to market" to finalise pricing, however we are provisionally recommending a project budget of **3**.

In addition to the financial costs, the project will also require the time, input and enthusiasm of the following team members listed in the Roles and Responsibilities section below.

Timeline & milestones

The project duration is expected to be **8** days.

- The intended start date is: **04 November 2014**
- The target completion date is: **12 November 2014**

The project will include key milestones, these will help us monitor and keep the project on time and budget.

The milestones are not finalised, but are likely to include:

Milestone No.	Milestone name	Date
1	Project Commencement	04 November 2014
2	Project Completion	12 November 2014

4. Internal team roles

Successful execution of the project will require the input and participation of a number of team members, these are listed below along with their anticipated roles and responsibilities.

The next stage of the project will include more detail on this including estimated effort and individual responsibilities.

Project team

The project team leader is **s.**

Team member
s
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5. Conclusion and Next steps

To achieve the benefits we propose to deliver the project following the milestones outlined.

The next step is to specify the project process and system functionality in greater detail. This will be captured in a 'Project details' document which will be the primary reference for all stakeholders.

Please contact s on s@yahoo.com with questions and your feedback.