Project Introduction & Rationale

**gfdg**

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# About this document

This document provides an introduction to, and summary of, the **gfdg** project that we believe will provide significant operational, service and financial benefits to **gfd** 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.

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# Project objectives and benefits

This document provides an introduction to, and summary of, the **gfdg** project that we believe will provide significant operational, service and financial benefits to **gfd** and its stakeholders.

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

## Contribution to gfd mission

fdgfdgfd

## Contribution to gfd goals

dgfdfgdf

## Operational savings / Return on Investment

This project is intended to generate ongoingsavings/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 **5** 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 |
| fuyyt |

# Project Scope

We have identified **5** 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 management**  
  
Members are the lifeblood of the organisation, delivering services to them and enhancing their lives is a key priority. Membership Management is therefore an essential function for Associations and many other other non-profits groups.  
  
 The level of functionality required to support the management of your membership data and membership interactions will vary with the complexity of your membership structures and the overall level of automation and interaction you require.  
  
 Closely tracking and growing membership numbers is often a primary goal and key revenue generator, so storing and (quickly and flexibly) accessing information on them is essential.  
  
 Key Membership Management features include:  
 - Membership cycles can be defined (calendar year, pro-rater etc)  
 - Membership levels and pricing can be configured  
 - Membership reporting tools **Marketing Communications**  
  
Moving your communications from the traditional posting of letters also represents significant savings and flexibility. Many organisations are in-fact being pushed by there members and constituents to stop sending letters, in preference to email.   
  
 Whilst for many the transition from letters to email can take some time, even moving 50% of your communications will save money and benefit the environment. 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:  
 - Newsletters (as well as notifications to individuals) can be sent from the system  
 - Subsets of database can be chosen based on a range of profile information and/or custom segments  
 - Statistics are available to allow analysis of success of communication **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 **Online Store**  
  
Online stores, or mechanisms to purchase products and resources can drive considerable revenue for Associations. They are also becoming quicker and easier to build into online platforms. In combination with a willingness to purchase online, this means that the ability to generate revenue from selling merchandise and products via your website is becoming increasingly attainable and popular.   
  
 Online stores can range dramatically in complexity and sophistication, so truly specifying and costing this area of functionality can be difficult.   
  
 Key features include:  
  
 - Any number of categories/subcategories of products can be defined  
 - Online payment can be taken flexibly via payment systems  
 - Different shipping methods and pricing can be configured

# Price, Process, Timelines& Milestones

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

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 **25** days.

* The intended start date is: **06 August 2014**
* The target completion date is:**31 August 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 # | Milestone name | Date |
| 1 | Project Commencement | 06 August 2014 |
| 2 | Supplier engaged | 08 August 2014 |
| 3 | Scoping and planning complete | 10 August 2014 |
| 4 | Interface design complete | 13 August 2014 |
| 5 | Development complete | 16 August 2014 |
| 6 | User testing complete | 25 August 2014 |
| 7 | Training complete and system live | 28 August 2014 |
| 8 | Project Completion | 31 August 2014 |

# 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 **Vivek Mahajan.**

|  |  |  |
| --- | --- | --- |
| Team member | RESPONSIBILITY | ESTIMATED EFFORTS (HRS) PER WEEK |
| Vivek Mahajan | tl | $estEfforts$ |
| Rakesh | member | $estEfforts$ |

# 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 Vivek Mahajan on dhh@ff.in which questions and your feedback.