

# Fall Fundraising Campaign

MASCA:

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# *Fall Fundraising Campaign: Why*

- DeKalb County has an extreme poverty rating between 7 and 11%
- Hope Haven is one of over twenty homeless shelters working to assist those suffering in the greater DeKalb area
- On average, 91 people are served nightly through one of the three housing programs at Hope Haven
- Funds raised by Hope Haven are used for housing, food, basic necessity items, and enrichment programs

# *MOV and Project Information*

- MOV: This project will be successful if we raise \$200 in ten weeks and donate it to Hope Haven homeless shelter.
- MASCA planned and hosted a Pancake and Coffee breakfast event in the Barsema Hall Atrium
  - Raised funds through donations and the sale of food items
- Combined class deliverables with separate project deliverables to maximize group efficiency and effectiveness
  - foot traffic report, booth attendance forecast, table request approval document, inventory report, promotional materials, sales report



You've donated \$219.00 USD to  
Hope Haven of DeKalb County, Inc.

We'll send you back to Hope Haven of DeKalb County, Inc. in a few seconds.

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# Breakfast Event

November 28 from 8:00AM-11:00AM in the Barsema Hall Atrium

# *Project Success or Failure*

- Pancake-Coffee sale and additional donations, we were able to raise \$219.00 for Hope Haven Shelter in Dekalb
- Leftover pancakes benefited the homeless, as well
- Raised (Hope Haven) awareness to students, teachers, & faculty
- We met the monetary goals for our Fall Fundraising Campaign, but we took an additional two weeks to complete the project

# Post-Project Analysis

Mistakes and Lessons Learned from the Fall Fundraising Campaign

# *Scope*

Difficulties in defining initial scope of project: goals, deliverables, tasks

Adjustments made after assessing risks ~ Work Breakdown Structure

**We learned:** Could have defined scope better, while donations ended up being much more valuable than selling product

# *Dealing With Resource Constraints*

- Working around five separate work and class schedules made completing the project and deliverables difficult
- Had to adjust initial MOV and scope of project to accommodate for these scheduling differences
  - One pancake sale event rather than multiple throughout semester
  - Spent less time promoting project event
- Overall project duration increased
  - Unforeseen scheduling conflicts forced us to adjust our resource allocation and project schedule



# *Project Risks*

- Risk management vital for projects, but attempting to prepare does not guarantee success at mitigating all risks
- Known Knowns: The Three Sons Café located in the atrium has a larger brand recognition to students.
  - Lower prices contributed to our sales
- Known Unknowns: Students not carrying cash, low booth attendance
  - Tried to avoid first risk by getting card reader, tried to reduce risk of booth attendance by carrying less pancake inventory (still unsuccessful at mitigating overall risk)
- We could not control students coming in from different entrances throughout the building causing foot traffic we estimated to be slightly off, so we decided to expand project to include food donation to Hope Haven after pancakes didn't sell.

# *Estimation Issues*

- Used analogous estimation for the majority of project deliverables
  - University of Illinois Pancakes for Poverty events
- Did not take into account the difference in campus environments and student involvement
- Combined with the use of guesstimation, our booth estimates and overall budget was off, forcing us to rely on contingency plans
- Throughout project forced to make updates to MOV and budget as correct information became available

# *Room For Improvement*

- More avenues for marketing (utilizing social media)
- Taking into account the potential of other businesses also being present the day we are selling (increased competition)
- Having the sale two weeks prior to Thanksgiving versus having it the week after (Potentially could have increased sales)

Questions?