Project Charter/Scope

# Project Definition

The League of Illinois Bicyclists (LIB) wants to raise funds to support lobbying efforts in Springfield, Illinois, to promote Trail Development and Access and has contracted with Events R’ Us to plan and execute a charity event. The project is to plan and hold a fund raising event to raise funds to support the lobbying effort. A secondary goal is to use the event to educate the public about the organization’s goals. It has been determined that a charity auction event will be the mechanism to meet these goals.

# Scope

* 1. **Project Objectives**

Hold charity auction event to raise $300,000 in funding for lobbying efforts and educate the event attendees about the purpose of LIB. The event must be held no later than July 1, 2019 and the funds available to LIB no later than August 1, 2019. The budget for the event is $20,000 although additional costs up to a max of $25,000 can be spent for the event.

* 1. **Project Deliverables**

The project will include the following deliverables

* Plan
* Donations from Corporate Sponsors
* Marketing
* Ticket Sales
* Securing Location
* Charity Event itself
* Donated Funds
* Educational materials
* Accounting Report
  1. **Project Requirements**

The following are some requirements for the event:

* Silent auction
* Refreshments – Bar/Snacks
* Space for at least 400 attendees
* Parking for at least 200 cars
* Volunteers from LIB to be used for donation logistics and day of event activities
* Must have at least 2000 sq ft space for storing donations
  1. **Items Excluded**

The following are not included in the project

* Lobbying effort
* Only the people attending the auction are expected to receive education about LIB

# Project Priorities

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Time** | **Performance** | **Cost** |
| **Constrain** | x |  |  |
| **Enhance** |  | x |  |
| **Accept** |  |  | x |

The time is a hard constraint as the funds must be realized in time to meet the associated legislative cycle. The customer would like the event to generate more than $300,000 if possible. Cost has some flexibility, although there is an upper limit of $25,000 and any overruns must be approved by LIB

# Project Constraints

The funds must be delivered no later than 8/1/2019.

While there is some flexibility on the budget of $20,000, any overruns must be approved by the LIB board and there is an absolute maximum of $25,000.

# Project Assumptions

The following assumptions have been made about the project:.

* Corporate sponsors will donate the items that are to be auctioned off.
* Tickets will be sold ahead of time for the event.
* Silent Auction with sale of refreshments
* LIB will provide volunteers for the ticket sales, logistics of the donated items, day of event staffing

# Key stakeholders

Key stakeholders of the project are:

* Project Manager – Jim Erickson – Events ‘R Us
* Project Sponsor – Owner of Events ‘R Us
* Project Customer – LIB
* Other stakeholders
  + - LIB Board
    - LIB Volunteers
    - Public

# Major Milestones

The following are major milestones that have been identified by the client:

* + - Project Start- 2/1/2019
    - Project Plan – 3/1/2019
    - Event - 7/1/2019
    - Funds and Accounting Report - 8/1/2019