**Rhyme Project Management Script - Google Doc Template for Project Scope**Instructions:

1. Read through the following community meeting notes below.
2. Fill in the project scope template based on the notes.

*3/1/20 Community Meeting*

*Attendees: Executive board, marketing team, community volunteers*

*Meeting Notes:*

* Need expand footprint of farmer market space and promote the “eat local” campaign. Want to increase traffic to campaign website and increase volunteer sign-ups by 20%.
* Plan an event for 100-200 people. Revenue can come from ticket sales and a silent auction.
* Auction item can be requested from board of directors and local businesses. BoD can head efforts.
* Desired event format is a summer cocktail party with vendor tasting booths, live music and heavy appetizers. Group prefers an outdoor venue.
* City permits will be required for an outdoor venue.
* Marketing strategy should include social media promotion on Facebook and Instagram.
* Board will approve plan and budget.
* $50,000 is the fundraising goal
* Starting-off meeting attendees with to be updated on progress bimonthly.
* Should be two weeks before massive city concert at end of June. Ideally host on June 15th.

**Project Scope Statement Template**

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| **Project Purpose** | Why is the event being planned? |
| **Project Description** | Describe the event |
| **Desired Results** | Ie: fundraising goals, community support |
| **Exclusions** | Ie: what isn’t part of this project? |
| **Communication Needs** | Ie: What groups will you communicate with and how often? |
| **Acceptance Criteria** | Ie: Do you need board approval on the plan? Budget approval? |
| **Constraints** | Ie: Are there other city wide events during same time period? |
| **Approvals** | Ie. Who is the final approver for the project? Who else needs to be involved in approvals? |

**Project Scope Statement Solution**

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| **Project Purpose** | Raise funds to expand the footprint of the Farmers Market and increase awareness of the “Eat Local” campaign. |
| **Project Description** | Plan an outdoor summer cocktail event for 100-200 people with food/drinks, like music, and silent auction. |
| **Desired Results** | Raise $50,000 through tickets sales and silent auction bids. Increase traffic on the “Eat Local” campaign website and increase volunteer sign-ups by 20%. |
| **Exclusions** | None Identified |
| **Communication Needs** | Bi-monthly meetings with the Board of Directors, Marketing Team, Community Volunteers, and Farmers Market Vendors. |
| **Acceptance Criteria** | Board of Directors to approve plan and budget proposal. |
| **Constraints** | An annual city-wide concert is planned for end of June. Host event two weeks prior. |
| **Approvals** | Signed by Board Chair. |