Chelsea Mulligan

**Portfolio Assignment #11: Management Matrix**

What must be managed: Markets (Corporations)

*I based the following on information Loretta has sent to me about St. Francis’ “Kitty-Con”. For this endeavor, St. Francis is hoping to attract more corporate sponsors, and they have tailored their sponsor pack to this goal. Loretta brings a professional stance to this resource, as she is a long-time volunteer with St. Francis and has overseen a variety of projects. She also works directly with many of the financial aspects of the organization, which allows her to address corporate sponsors in a knowledgeable manner. She is also personable and friendly, allowing her to naturally consider the needs of others.*

* **Analysis**:   
  Looking at current resources, there are not many corporate sponsors among the ranks of St. Francis’ resources. This is one reason the organization is so determined to accrue a higher number of corporate sponsors. St. Francis does receive funding and support from the PetSmart Foundation, including grants and shelter for their foster cats. As it stands, St. Francis mainly draws funds from individual donors, many of whom are volunteers or connected to the organization in some way. St. Francis has secured funding from a California-based rescue, Maddie’s Fund, for Kitty-Con, which may pave the way for more corporate connections.
* **Planning**:  
  Plans are in place for Kitty-Con, as this year’s event was planned for last year. While it is unfortunate that Hurricane Irma thwarted last year’s would-be convention, it does mean that there has been extra time to plan for this year. Sponsor packs for 2018 have been developed and released, as they were edited from the 2017 sponsor packs. I am not aware of a formal strategic plan, but Loretta has informed me that she is working with a variety of vendors, sponsors, and volunteers to make the event happen. Volunteers have also already tabulated ticket prices and other sources of revenue.
* **Execution**:  
  In 2017 there were some issues with time management, but the extra year of planning has smoothed out some of these hiccups. Essentially, St. Francis has been given double the expected amount of time to plan the event. There is a location and sponsor pack already determined, and St. Francis has already acquired some sponsors, such as Maddie’s Fund.
* **Control**:  
  St. Francis has not had issues with financial accountability in the past. As they are one of the largest foster cat rescues in the state, volunteers and donors place a significant amount of trust in the organization’s ability to manage funds. Official sponsor packs, including donation forms, exist for Kitty-Con. This is to ensure an organized approach to organizing resources.
* **Evaluation**:  
  In some ways it will be hard to evaluate the Kitty-Con fundraiser until it is over, since there is no previous event to compare with it. St. Francis volunteers, including and especially board members, can still periodically check with others in the organizations in order to determine if the correct wheels are set in motion. There needs to be an organization-wide calendar of deadlines so that everyone be assured Kitty-Con is coming together.
* **Professional Ethics**:  
  St. Francis has handled well the setback caused by Hurricane Irma. They have managed to maintain the same space they were expecting to use in 2017, which was the Holiday Inn Westshore. The organization has also been understanding of vendors, sponsors, and other donors who can no longer attend the 2018 convention. St. Francis has avoided placing blame on participants, and has instead swallowed some of the lost costs from Hurricane Irma. This leaves them in a good position for retaining ties in 2018.