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*Proposed Project*

*Business Case Template*

<Fundraising Gala for International Friends School>

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Project Sponsorship

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Executive Summary

## Summary of Request:

(Executive level description of project. Why is this project needed? What happens if we do not do it?)

International Friends School is adding a kindergarten class next year, funding, strong networks with the community and more students are needed to successfully carry out this goal. Without the funding and more students, the graduates of this year’s preschoolers will have to seek other kindergartens and the expansion of the school will be failed.

## Background:

(1-2 paragraphs – outline the major business drivers, business value and need for the project.)

International Friends School is an independent and not for profit dual-language immersion Friends School. It is a brand new school and is in need of building strong networks with the community, seeking more students, increasing funding to support the daily operations of the school and opening the new kindergarten class for next year.

## Projected Benefits:

(No more than top 5 [rank ordered] potential benefits gained from project. Should be bullet format).

* Gain budget to add new classroom
* Improve the quality of the school to better serve the students
* Increase public awareness of the school
* Build connections with the community
* Increase staff motivation

## Potential Project Risks:

(No more than top 5 [rank ordered] potential risks (business, technical, organizational, etc) challenging the project. Should be bullet format).

* Insufficient budget
* Cost overrun
* Insufficient resources for the project
* Venue is set at the school yard, rainy weather can impact event
* May put children at risk when using the children’s picture for marketing and promoting

## Measurable Organizational Value (MOV):

(Analyze the desired Area(s) of Impact – Consider operational/process, financial, customer, social, strategic. In each area(s), consider the value it provides, the measurable metrics, and timeframe. This can been seen in a table/matrix.)

|  |  |
| --- | --- |
| Area of Impact |  |
| Operational/process | Kindergarten class is set up in the following school year |
| Financial | Raise $50000 from the gala |
| Customer | Have 50 families sign up for school tours within 3 months after the event |
| Social | Increase 500 Instagram followers within a month after the event |
| Strategic | Accept 10 new students to maximize the preschool and fill all 20 spots of kindergarten class |

Alternatives Considered

(Please identify and describe any options that were evaluated as possible alternative to achieving the goals and objectives identified. E.g. Manual work-around, outsourcing, vendor purchased, develop application ‘in-house’, do nothing, etc.)

Based on the business analysis and risks, the following potential solutions should be considered to solve the business problem:

* pure IT (In-house development)

Workers from the school as volunteers to plan and run the gala

* Pros: save the running cost
* Cons: teachers burn out quickly because of the increase burdens on teachers besides their regular teaching job
* none IT (Vendor Procurement, outsource, etc)

Outsource to professional planners

* Pros: planners are professionally trained in planning events
* Cons: high budget
* mixed IT/none IT (Vendor application with in-house ‘tailoring’)

Hire a project manager for the event but with employers from school to help with the project

* Pros: Work with project manager who are professionally trained and employers from the school understand the school’s core values
* Cons: Hard to recruit employers that are willing to spend extra time to help with the project
* do nothing (No recognized Business value to proceed with this project)

Multiple options should be analyzed and described with the pros and cons clearly stated.

Recommended Solution

Describe the recommended solution and explain why it is the best approach based on the business analysis.

The mixed IT/none IT analysis is the recommended solution. The school has limited budget to run the project. Employers of the school are not professionally trained to do event planning. However, they are the ones that know most of the school’s core values. The school is new and employers understand the needs of this project to make sure the school can expand and grow so their pay will be higher in the long run. This incentive encourages employers to help with the project voluntarily. A professionally trained project manager can help guide and run the project and make sure the project goes accordingly.

It may be appropriate in extreme circumstances to recommend fast tracking directly to the Execution Phase. This might include:

* Totally unforeseen requirements arising with very short lead-time, e.g. Government Legislation, Business Regulator regulations, a disaster
* The project is in a low risk high return area of the business, with a time dependent opportunity
* Business Benefits are so high that earliest implementation of the capability to realize them is a risk worth taking.
* Business survival or dramatic reduction in market share is at stake