SCOPE STATEMENT:

Project Team: Vaibhavi Mukadam, Parina Patel, Navdeep Saini, Aishwarya Sridhar, Chinmayee Thakur

Project Title: Creating Mind Haven

Start Date: 01/27/2020 **Finish Date:** 04/26/2021

Project Objectives: The project aims to create a non-profit organization that will provide mental health resources to the public. The non-profit will partner with small and large organizations to provide their employees with easy and private access to mental health care and resources. Services the non-profit organization will provide to all customers are connections to a therapist and psychiatrist for initial appointments, mental health screenings, and mental health resources and seminars to help each patient with their mental health journey.

Project Justification: Mental health is a growing concern in our society and world crises impact an individual's ability to cope and adapt; the non-profit will help each patient through their journey. Employees working in small and large organizations are reluctant to reach out to employer resources for this service because of the stigma attached to mental health as well as personal privacy concerns. The non-profit will partner with organizations to help their employees receive mental health resources without going through their organization's human resources department.

Scope of the Product: *(Detailed description of each and all requirements of the project from every single stakeholder.)*

A	**Public**
A.1	Educate and increase awareness by 10% each quarter

The purpose of the nonprofit organization is to provide mental health services to the public. To provide services, the public has to be educated on the impact of mental health in today's society. The public will require access to the nonprofit's mission statement and services. This will be attainable through the website and flyers placed in local shops, posted on partnered organizations' websites, and in front of lobbies of various businesses. Through these advertisements, the public will have resources to understand mental health, what the nonprofit will accomplish, and how the

public can gain from the nonprofit's existence. The nonprofit will increase awareness through seminars and fundraisers and provide information sessions to employees working at partnered organizations to educate workers about their mental health. The nonprofit will strategically plan advertising and awareness events to meet the metric of a 10% increase each quarter of public education on mental health.	
A.2	Provide a minimum of 10 volunteer opportunities in a year
The non-profit will open volunteer positions to the public to engage with the community and provide opportunities for the community to contribute to the non-profit. Volunteering opportunities will be in various aspects of the organization: helping with customer service inquiries, lending a hand in planning, and supporting fundraising events. Community involvement will allow community members to make a difference, meet people, learn new skills, and take on a challenge. The non-profit will open a minimum of ten volunteering opportunities in a given year to promote business lifestyle and awareness of mental health functions.	
A.3	Provide a minimum of 200 hours of community service in a year
Community service can be voluntary for some individuals, but documentation of hours served is essential for students and some adults. The non-profit will monitor and record the hours of all volunteers and provide an excellent standing letter to any volunteer in need of the document. The non-profit aims to educate and play a role in grooming future leaders. The non-profit wants to ensure a minimum of two hundred hours of community service is provided to the community to raise young leaders. An excellent standing letter of their service and involvement will be provided to each student with recorded hours on the document.	
A.4	Provide connections to mental health providers within a week of request
Mental health is an essential element for overall health in all individuals; adapting to work-life and coping with changes in the world, such as a pandemic, are essential to maintaining proper mental health. Adapting can be difficult for many individuals, while other individuals may need a few pointers or guidance to reach their goals; this is where the non-profit organization can lend a	

hand to the public. The non-profit organization will create connections and contracts with therapists and psychiatrists to help the public make appointments to get assistance for any mental health care. When a customer places a request to connect with a mental health provider, the non-profit will connect that individual within a week of the request to a suitable healthcare provider.	
A.5	Schedule all customer appointments using the non-profit website
As part of the non-profit initiative to bring mental health awareness and services directly to the customer, one of our team's goals is to create an online portal that will allow the public to schedule appointments with local mental health experts. The online portal will be designed in conjunction with our IT team, emphasizing user-friendly interaction and quality customer service. The portal will allow the public to browse a catalog of mental health experts based on days/time of availability, ratings, and proximity to the resident seeking treatment. Once the user can review the material and pick a mental health provider, they will be provided with available spots to start their care. The function of creating all initial appointments will run through the non-profit website, allowing easy access to starting treatment.	
B	**Project Manager**
B.1	Approve 1 launch events for the non-profit organization
To gain maximum attention from the public and interest of the organization to partner with the non-profit, the project management team will draft ideas for a launch event. The project manager will be responsible for approving one event for the launch of the non-profit. Once one launch idea is approved, the team will begin to prepare for the execution of the event for the launch of the non-profit.	
B.2	Team completes all documents for project plan according to the schedule
A project incorporates many phases; each phase must be completed on time to allow other phases to start. Proper motivation and distribution of workload to each team member will ensure the schedule and deadlines are met.	

B.3	100% team participation in meetings
The team comprises five members with unique skill sets and different qualities to bring to the project. Active preparation from each member is essential for the project outcome to be unique and completed in time. A project manager will require each team member to provide suggestions and feedback in all meetings and topics. To complete each phase of the project, each team member will complete a task to reach the outcome.	
B.4	Create 3 marketing strategies for launch
For a non-profit to succeed and stay in business, the non-profit will have to create original marketing strategies to gain public interest and remain ahead of its competitors. The project manager will expect the team to create three marketing strategies for the launch of the non-profit organization. The project manager will work with the team to create plans and execute those plans for each marketing strategy.	
C	**Corporate Sponsors**
C.1	Create 3 advertisements for each fundraising events
In order to raise funds, our non-profit will be hosting fundraising events co-sponsored by our corporate partners. Events would include 5k runs, walk-a-thons, paint nights, and other fun, family-friendly activities in which people of all ages can participate. Since many of our fundraising events will be co-hosted with our corporate partners, our non-profit will be providing advertising for our sponsors. For any given fundraising event, our non-profit will be providing three different advertisements. This advertising can be in the form of pamphlets, posters, flyers, and even website ads. If our sponsor has a preferred medium of advertisement to promote their company, our non-profit will do our best to fulfill their request while ensuring the proper promotion of our fundraising event. Our ads will include the logo(s) and contact information for our sponsors to promote their brand. If our sponsors have social media accounts that event attendees can follow, these channels will be represented in our fundraising advertisements with the social media logos underneath our sponsors' brand logo/name. Our non-profit will provide copies of our advertisement(s) to our sponsors before they are released to the public and go live on our	

non-profit's official website. Our non-profit will be responsible for designing all the advertisements for our fundraising events, but we will be keeping our corporate sponsors engaged through the designing phases of the ads. We will collect any pertinent information our sponsors deem necessary to include before beginning the advertisement design.	
D	**Angel Investors**
D.1	Prepare project plan to present pitch in 40 minutes on April 28th
The angel investor group will require a pitch to be presented to them in 40 minutes over WebEx on April 28th based on the project plan the PMDOCs team has prepared. This pitch will be guided with a PowerPoint slide deck to serve as a visual aid during the presentation. The slide deck will include pieces of the project plan, and the PMDOCs team will refer to these parts of the project plan during the presentation. The angel investors will see that the PMDOCs team has followed the best practices of project management as the team presents pieces of the project plan. Every member of the PMDOCs team will be participating in the presentation to the angel investors. The pitch is aimed to show the angel investors that the non-profit is worth starting and something that society can truly benefit from.	
E	**Local Therapist in NJ**
E.1	Display contact information for all therapist on the catalog of the non-profit website
The team will create an interface wherein we will display the contact information of the local therapists in the state of New Jersey. This contact information will have the complete details of all the therapists, including their education, origin, mode of therapy, charges, reviews, and ratings, etc. We think providing all this information will induce trust in the customers seeking help from them. The origin of the therapist might be an essential factor if the customers are international workers and might feel comfortable sharing their problems or connecting with the therapist in their native language. The reviews and ratings will also be displayed for the customers to know more about the therapist, and they might feel more positive in seeking help from a therapist who is reviewed by others. The real-life experiences of how the therapist helped others might be a strong	

connection between the patient and the therapist. The displaying of information of local therapists will also increase their reach in the community and the corporate world.	
E.2	Connect therapists with patients in need of mental health help with one week of request
The team will provide the resources to the patients to connect with the therapists through the portal. The contact information will contain the personal contact number and the email address of the therapists (if the therapists are comfortable with it) or the contact number and the email address of the therapist's office.	
F	**Local Psychiatrists in NJ**
F.1	Display contact information for all psychiatrists on the catalog of the non-profit website
The team will create an interface wherein we will display the local psychiatrists' contact information in the state of New Jersey. This contact information will have the complete details of all the Psychiatrists, including their education, origin, charges, reviews, ratings, etc. We think providing all this information will induce trust in the customers seeking help from them. The origin of the Psychiatrists might be an essential factor if the customers are international workers and might feel comfortable sharing their problems or connecting with the Psychiatrists in their native language. The reviews and ratings will also be displayed for the customers to know more about the Psychiatrists, and they might feel more positive in seeking help from Psychiatrists who are reviewed by others. The real-life experiences of how the Psychiatrists helped others might be a strong connection between the patient and the Psychiatrists. The display of local psychiatrists' information will also increase their reach in the community and the corporate world.	
F.2	Connect psychiatrists with patients in need of mental health help with one week of request
The team will provide the medium for the patients to connect with the psychiatrists through the portal. The contact information will contain the personal contact number and the email address of	

the therapists (if the psychiatrists are comfortable with it) or the contact number and the email address of the therapist's office.	
G	**PMDocs Team**
G.1	Attend all Weekly Project Meeting
The PMDocs team will meet every meet to discuss the progress of the agenda set for the week. We will set up meetings to discuss the activities and the tasks that we did for the week and collect feedback on the work done.	
G.2	100% participation in team discussion for each project phase
Each team member will be assigned a task to complete, and then at weekly meetings, we have to discuss and analyze the inputs from each team member. We will suggest if there needs to be any change or if any better idea or solution comes up in the discussion to every team member.	
G.3	100% contribution to project plan/ deliverables
The team will work together in fulfilling all the project requirements. We will contribute to making our project plan successful and reaching our set goals in time. To complete each deliverable and reach the end goal of the presentation of the non-profit, the PMDocs Teams participate and provide suggestions to improve each phase to complete each document known as the deliverables.	
H	**Sponsors**
H.1	Complete all Deliverables
Corporate sponsorship is a payment made by a business to our nonprofit to execute our nonprofit mission. The sponsor is paying us to represent their organization so we will ensure the project is a success so the sponsor can sponsor our non-profit. The team will work with the project sponsor to define the project scope and project charter. The team will administer all deliverables and make sure they are met to launch the project successfully. The team will ask the Sponsor for advice on the finance for the project, approve ideas, and make decisions.	

H.2	Weekly progress reports of 10% improvements on deliverables
The project sponsor expects the project to be on track and keep the project moving towards its success. The sponsor will provide resources and support for our project. The team will maintain organization priorities throughout the project. The team will also ensure the project is initiated correctly and launched. The project manager will give weekly progress reports to the project sponsor of the 10% improvements on the deliverable, and when something is beyond the project manager's control, the sponsor will act as an escalation.	
I	**Employees**
I.1	100% support from the organization
Employees will be working for our organization because they value the mission of the organization. In return, we want to 100% support our employees to have career development by offering advancement opportunities to gain more skills and knowledge. We ensure employees have an excellent work-life balance and are not working long hours at the expense of their family life. Provide adequate time off with personal days, vacation time, and maternity leave are some of the ways we will support our workforce. We as an organization want to support our employees as they do the same for the organization.	
I.2	Receive mandatory benefits
We value employees by ensuring they receive mandatory benefits packages, including overtime, medical insurance, vacation, retirement benefits, and more. We want our employees to know we are interested in not only their health but for the future. A good benefits program will keep employees happy, productive and help our organization thrive. As an organization, we want to offer a benefits package so people will want to work for us. We believe in our organization as we have a solid base to afford benefits.	
I.3	Receive compensation that aligns with the top 10% of non-profit organizations

We as an organization will pay our employees in salary if they are working full time or hourly. We will ensure our employees receive compensation that aligns with the top 10% of nonprofit organizations. We pay a fair amount to motivate and reward our employees for their contribution. We offer our employees compensation and bonuses based on their performance reviews. We offer our employees vacation days, sick leave, paid time off, and flexible work arrangements.	
J	**Volunteers**
J.1	100% support from the organization
Volunteers are valuable in a nonprofit organization. They help deliver programs and services, fundraising campaigns, and customer service roles. Since the volunteers are freely giving their time, they believe in our mission. As a nonprofit, we should make it easy to raise money, make volunteering fun and social, recruit young volunteers, offer volunteering opportunities, and make it easy to get recruited for volunteering. Our organization 100% supports our volunteers. We provide opportunities to connect with people so they can share common values. These opportunities will help build their network and help them in the future when they are looking for jobs and other benefits. We will also support their career development by growing their skills and knowledge.	
J.2	Provide documentation of volunteer hours served
Volunteers do not expect to get compensation; however, they expect to be treated with respect, trained, supervised, and rewarded. They want to be able to gain experience and references from us so they can apply to jobs. Volunteers with us to document their volunteer hours and provide them with documentation to schools since they require students to volunteer to raise community awareness and provide hands-on learning. Also, colleges and workplaces look to see if students have been doing activities outside the school and helping the community.	
K	**IT Support**
K.1	Provide a website template with branded colors/design within two weeks of the contract

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<tr><td colspan="2">The nonprofit organizations will be providing services via the online website, which makes IT support a vital part of the organization. The organization should be compliant with the necessary federal documentation that will endorse its system and data security. The organization needs to provide practical design with branded colors to IT to build the necessary website. IT will provide a demo of the website to the organization within two weeks of fetching its requirements. IT will seek confirmation about the design of the website before finalizing it. The team will provide IT with the requirements within two weeks.</td></tr>
<tr><td>K.2</td><td>Provide a timeline for the website launch and schedule touch-base meetings within two weeks of the contract</td></tr>
<tr><td colspan="2">The meetings between IT and the team on google meet will help generate a feedback loop for practical completion of the website. The nonprofit will be outsourcing the IT Support for the launch and hosting of the website, and their time should be used efficiently. IT will expect that they are not dragged into the nontechnical aspect of the organization. IT would be giving a demo to all the employees to get them accustomed to the interface. The website's design and aesthetic aspects are expected to come from the nonprofit so that the IT can work on the ideas and models. IT would follow a software development model for website development for a smooth launch and provide a launch timeline. Also, they would provide updates to the organization about the website during its development with biweekly meetings over google meet throughout the development process.</td></tr>
<tr><td>L</td><td>Competitors</td></tr>
<tr><td>L.1</td><td>Differentiation from competitors' vision and mission</td></tr>
<tr><td colspan="2">Non-profit organizations are social business models, and contrary to the common belief, competition is suitable for any business model. Competitor analysis is an integral part of the process of understanding the requirements. It is essential to identify who the competitors are, analyze their business strategies, and identify opportunities and threats. This analysis will help us understand how the existing market operates and how potential customers rate the competition. It would help us get a good idea of what exactly the customers require and how it can be provided.</td></tr>
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Also, it would help us develop strategies for how to grow in the current market and expand into new markets. We can learn how to use differentiated offerings which stand out from the crowd with their competitive advantages. The competitor expects us to analyze the business model and not have the same model as them. There are three types of competitors: direct competitors, secondary competitors, and indirect competitors. Competitors who cater to the same customers, address the same problem, and provide the exact solution are direct competitors. Secondary Competitors cater to different customer segments but address the same problem and provide the same solution. Indirect competitors cater to the same customer segment and address the same problem but provide a different solution. The team should identify the types of competitors and try to create a dialogue among them to make sure that the vision of their project is different.

M	**Regulatory Agencies**
M.1	100% compliance to rules and regulations

A regulatory agency is a governmental body created by a legislature to implement and enforce specific laws. Regulatory compliance involves following external legal mandates set forth by the state, federal, or international government. In contrast, complying with company policies and procedures involves following internal requirements set forth by the business. Both, however, help drive accountability in the workplace. The laws that govern nonprofit entities vary from state to state. Nonprofit organizations must follow the laws of their states and other states in which they operate. This rule also applies to fundraising efforts. Nonprofits need to pay attention to the laws of other states when seeking donations from out-of-state donors. If an organization is to qualify for tax-exempt status, the organization's (a) charter — if a not-for-profit corporation — or (b) trust instrument — if a trust — or (c) articles of association — if an association — must specify that no part of its assets shall benefit any people who are members, directors, officers or agents (its principals). It is expected that the organization must have a legal, charitable purpose, i.e., the organization must be created to support educational, religious, or charitable activities. This limitation means that as long as the organization operates within its exempt purposes and maintains an endowment or uses any excess revenue to develop its activities further, it will not be taxed by the Internal Revenue Service.

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<tr><th>N</th><th>Professor Herszon</th></tr>
<tr><td>N.1</td><td>Present deliverables on April 28th in 40 minutes on Webex</td></tr>
<tr><td colspan="2">As for the idea pitch presented in class on April 28th, the PMCDOCs team will be responsible for creating a slide deck to sell our idea to the angel investors. This slide deck will include all the 12 documents of requirements Professor Herszon outlined in his Group Assignment pdf on Canvas. The PMDOCs team will hold several dry runs of their idea pitch presentation before presenting on April 28th to ensure a smooth and professional presentation.</td></tr>
<tr><td>N.2</td><td>5 minutes of Q&A after the presentation</td></tr>
<tr><td colspan="2">In the 40 minutes, we have to pitch our nonprofit organization; after the presentation, we will use 5 minutes for the audience to ask questions for clarifications. Question and answer sessions allow the audience to find out more about specific topics.</td></tr>
<tr><td>N.3</td><td>Email Professor all deliverables and presentation by 5 pm on April 28th</td></tr>
<tr><td colspan="2">All 12 documents that are to be presented during the pitch and the presentation document are required to be sent to the professor via email on herszon@business.rutgers.edu before the presentation so that the professor can go through and have access to the documents.</td></tr>
<tr><td>N.4</td><td>Create non-profit aligns with the National Taxonomy of Exempt Entities</td></tr>
<tr><td colspan="2">Over the tenure of our course, we as a team will develop an idea of creating a nonprofit that aligns with the national taxonomy of exempt entities. Ensuring all metrics and regulations are met for approval of the nonprofit.</td></tr>
<tr><td>N.5</td><td>A project plan that supports the team's effort to look for funding to support the creation</td></tr>
</table>

A project plan consists of many steps, and for this particular assignment, 12 documents. These steps and documents have to be carefully executed to ensure quality metrics are met, so investors are willing to invest. The steps to support funding efforts are defining stakeholders, defining goals, outlining the project, developing the scope of project and product, drafting project schedule, defining roles, responsibilities, and resources, defining the check-in process, and planning for pitch. As the team is working through these steps, the team will be completing 12 documents: project charter, stakeholder analysis, requirements matrix, scope statement, work breakdown structure, schedule, cost estimate, communication plan, risk matrix, issue log, change request, and lessons learned. By completing all documents with the proper guidelines, the team will have support efforts to look for funding.	
N.6	Develop project charter according to specification
The project charter is a 1-2 page document describing the business case on why the project is feasible. This document is to be created based on the template presented during class. In this document, the PMDOCs team is to identify their sponsor. The sponsor will not be the professor or panel members (angel investors) but someone who will support the project. The person can be given any name such as John Smith or Mary Smith.	
N.7	Develop stakeholder analysis according to specification
This analysis consists of two documents, the list of stakeholders and the power vs. interest matrix. The list of stakeholders should be identified by letters, and the stakeholder matrix should depict power vs. interest. The PMDOCs team must also identify if a stakeholder is positive (+), negative (-), or neutral. For both these documents, the PMDOCs are to utilize the template provided in class.	
N.7	Develop requirements matrix according to specification
This requirement consists of two documents: the list of requirements and the requirements matrix. The list of requirements should be divided by stakeholder and numbered. The requirements matrix should showcase difficulty vs. importance and utilize the numbering from the list of requirements. In other words, the requirements matrix should be the numbers from the	

requirements list and should not list out the entire requirement. Both these documents are to be based on the templates that are shown in class.	
N.9	Develop Scope statement according to specification
The scope statement should include all the details about the scope of the product (requirements) and the Project's scope (deliverables). For the scope, the PMDOCs will list all of the requirements and write a detailed description of each of them (at least a paragraph), explaining the requirement and which stakeholder asked for it. For the scope of the Project, the PMDOCs will describe each work package from the WBS. The team will describe the work package itself and how the team will deliver that work package (approach/technique used, number of people involved, equipment or materials needed to do it, etc.) The team must make sure each requirement is SMART. For the scope statement, the team is to utilize the template provided in class. The document should be a minimum of 20 pages, Times New Roman font, size 12 font with 1.5 lines spacing.	
N.10	Develop work breakdown structure according to specification
The WBS must be a graphic representation (boxes or mind-mapping format) utilizing a similar format used in class. The team may use the individual assignment as an example when creating this document. Any software can be used to create the WBS, but it must be graphical. The team must follow all the best practices when building the WBS. A WBS dictionary is not required to be delivered along with the WBS.	
N.11	Develop schedule according to specification
The schedule has to have the same content as the WBS. Failure to show all the elements of the WBS within the schedule will result in lost points. Each work package has to be broken down into at least 2 activities. The team should only estimate the duration and define predecessors for activities. The team should not do this for work packages or higher WBS elements. All activities should have a predecessor, except for the ones that only depend on the project to start. The critical path should be automatically shown on the schedule in red. This is usually done by default	

for any scheduling tool. Project management should start when the project starts and ends 1 day before the project ends, to avoid project management becoming the critical path.	
N.12	Develop cost estimate according to specification
The cost estimate is to be developed based on the WBS created. Estimate hours needed to complete each box of the WBS (including those already completed) and the costs of any items we would like to purchase for the project. Only estimate costs for the work packages of your WBS. The budget should only have labor (number of hours, number of people, cost per hour at $10/hour) and non-labor (fees, food, equipment, etc). The estimate for non-labor will not be validated by the professor. We will provide our best estimate for the budget. Once we have our cost estimate, we will take this number and put it on the Project Charter under Budget. The team is to utilize the template provided in class.	
N.13	Develop communication plan according to specification
The communications plan is to be developed based on the template presented in class covering all the stakeholders. The PMDOCs team must ask each stakeholder what communication they want to receive about the project, when, how, etc. The plan has to list all stakeholders, even if there is nothing to be communicated to that stakeholder. The risk/probability matrix should have a list of prioritized risks for the project.	
N.14	Develop risk matrix according to specification
There must be at least ten risks included, and the team must use the template presented in class. For each risk, make sure to include an Action Plan starting with one of the four responses (Mitigate, Eliminate, Transfer, or Accept) and how the team will do this (except for Accept). For each risk, make sure to include a contingency plan, which is how the team will be responding if the risk becomes an issue/problem.	
N.15	Develop issue log according to specification

The PMDOCs team must also keep and update an issue log, registering all the issues during the project and how they were solved. Use the format presented in class. The team is to list all the issues experienced during the project, including COVID-19.	
N.16	Develop change request according to specification
The team must also track change requests by any stakeholder (instructor, team members, etc.) and how they impacted the project's final result. The team is to use the format provided in class. This document will serve as a source of truth for all the changes made throughout the project by any stakeholder.	
N.17	Develop lesson learned according to specification
In regards to project closing, the team is to describe the lessons learned during the project. The team will follow the template used in class. Start doing, stop doing, and continue doing are the three buckets we are to use based on the template provided in class. The team will divide the lessons learned into five process groups. The team may not have one lesson learned for each of these 15 ‘boxes,’ but the team might have several lessons learned for a specific one (i.e., Start Doing under Planning).	
N.18	Provide document of proper reference sources
The PMDOCs team is also required to cite good reference sources whenever necessary. It is not acceptable to use other sources such as websites, encyclopedias, print items, etc., without references listed within the references document. Failure to list references when used in the project plan would result in plagiarism which is a severe violation of Rutgers’ University academic integrity code of conduct.	
O	**Organization Partnerships**
O.1	Provide all employees with mental health resources and awareness
To reach a targeted and struggling demographic, the non-profit organization will create partnerships with all types and sizes of organizations to provide their employees with mental	

health care. The benefit the organizations will receive from the partnership is by providing a resource to their employees for mental health care that does not go through the organization and is not recorded within the organization's human resource department. Employees may be reluctant to reach out for mental health care through their employers due to fear of being stereotyped; the non-profit opens up avenues for privacy for all employees. The non-profit will gain a large customer base through this partnership, while employer organizations will have the opportunity to enhance their employee's work-life and productivity. The non-profit will provide awareness seminars, resources for all types of mental health care, and access to the non-profit website to set up appointments with mental health providers within a week of the request and complete mental health screenings.

Scope of the Project: (Detailed description of each and all deliverables of the project. Check the project life cycle and describe the deliverables from each phase according to the WBS structure.)

1	**Kick-Off**
1.1	Creating a Mission

This refers to the team brainstorming ideas to create a mission statement for the nonprofit that will "tell the organization's staff and the public what the organization stands for and believes in. The mission statement should encapsulate why the nonprofit exists, whom it services, and how it serves them; the statement needs to be clear, concise, and informative" (Raj 1). This is an essential element to move forward with the project because the mission statement will clarify the purpose and determine the organization's direction. A powerful mission statement will influence and motivate staff, supporters, board, and volunteers, and it will provide a template for decision-making.

Completing this element will require the whole team to have a brainstorming session, then works towards eliminating ideas to create one statement that fits the organization's goals and objectives. The team will first start with ideas on what the organization's purpose will be, target customer/demographic to be reached, and a general idea of services provided. Once the team has a foundation and direction for the organization, the team will start to draft statements or provide keywords in a shared space. The shared space can be shared by google document if the meeting is held virtually or on a whiteboard or sticky notes if the meeting is in person. While the team is in this brainstorming session, all team members will consider the recommendation listed above provided through the DonorBox website on "how to write an awesome nonprofit mission statement." Once the brainstorming process is complete, the team will start to eliminate ideas and work toward completing a mission statement that represents the organizations' goal and objective, an original statement and stands out from competitors and drives the public's interest. Once a statement is created, the team will finalize the mission statement by publishing the statement in a document.

1.2	Determine Services

This refers to the team conducting a brainstorming session to determine what services and resources the non-profit organization will provide to the public. Notes from the previous brainstorming session will be used, and the mission statement will be considered when officially defining the services and resources provided. During this element, the team will consider what the public needs and what world crises are impacting an individual's mental health, ultimately leading to how the non-profit's services and resources can help the public in their time of need. When the team strategizes on what services to provide, the team will consider how to have a competitive edge and what resources are needed to provide each service to the public.

Completing this element will require the team's efforts to have a brainstorming session following their first brainstorming session. During this brainstorming session, the team will consider suggestions from the previous meeting and provide new suggestions and recommendations. The suggestions will be recorded in a shared google document if the meeting is held virtually or on a whiteboard or sticky notes if the meeting is in person. Once the team has a collection of ideas of services the non-profit can provide, the team will start the elimination process by considering factors of what is attainable, what the public needs the most at this time,

and how to stand out from competitors. Once the team has come up with finalized ideas, the team will publish the list of services in the document with the finalized mission statement.	
1.3	Target Customer
This refers to the team analyzing data to determine who would be the ideal customer or the demographic most in need of the non-profit organization's services. The team will consider the finalized services to be rendered and the organization's mission statement while researching the demographic the non-profit will be striving to reach to best impact public health. To complete this element, it will require efforts from the whole team to first have a research session on their own time before the third brainstorming session. The research will be posted in a shared document before the brainstorming session. Each team member will review other team member's research to be prepared for the brainstorming session. During the brainstorming session, the team will finalize the target customer for the immediate launch of the non-profit and future target customer to expand the non-profit's reach. Once the team determines the team's finalization, the team will publish the same document with other finalized information.	
1.4	Source of Funding
This refers to the revenue the non-profit will accumulate to stay in business and complete payment for all expenses. The team will strategize on what form of funding is best suited for this non-profit and which funding sources will provide the organization with resources to provide services to the public for many years. To complete this element will require a research session and brainstorming session from all team members. The team will look into funding sources like sponsorship donations from organizations, grants, individual donations from the public, etc. Once the team strategies on all avenues of funding sources, the team will publish their finalized notes in the master document, and two team members will be assigned the task to start applying or preparing to apply for grants. Simultaneously, the project manager and the remaining two team members will work on pitches to	

gain awareness to bring in donations from organization partnerships and high-level donors.	
1.5	Marketing Strategies
This refers to creating awareness and attraction for the non-profit organization, creating a trustworthy and compelling brand for the non-profit that will help it stand out from its competition. The team will consider many concepts when finalizing marketing strategies like "purpose and image, media and technology, costs and budgeting, advertising strategies online and offline, partnerships and donors, and communication with supporters and donors" (Positive Impact). The team will also consider variables from past brainstorming sessions and finalized material, such as mission statement, services to be provided, target customer, and funding sources when finalizing marketing strategies. All variables must be considered to create awareness for the non-profit to create the correct advertising tactics to reach each demographic or group that will play a part in the growth and advancement of the non-profit. To complete this element, the all-team members will play an active role in a brainstorming session, where team members will provide ideas while considering all the variables listed above. The ideas will be shared in a google document if the meeting is virtually or on a whiteboard and sticky notes if the meeting is in person. The team will then work through the elimination process to determine which ideas are best suited and affordable for the non-profit to gain the attraction needed to start and continue providing mental health services to the public. Once the team has finalized ten marketing strategies, each team member will work towards completing two strategies for the success of the non-profit.	
2	**Requirements**
2.1	Creating Contracts
For our nonprofit organization, we will be partnering with therapists and psychiatrists as they will be providing service to our customers and we will be sending referrals of therapists and	

psychiatrists to our customers. We would need to create a contract that will ensure both parties are filling their parts of the agreement, including having available appointments so our customers will be able to schedule them. We will be negotiating, drafting, and reviewing contracts, including how long the agreement will be in effect. The team will be creating contracts during the meeting that will be held through zoom.

2.1.1	Therapist

We will have contracts with therapists stating how long the agreement will affect services they will offer, such as counseling, psychiatric evaluation, medication. The deal will include that they will accept the referrals we send to our customers. We will discuss and finalize the contracts with the therapist during the meetings held over zoom.

2.1.2	Psychiatrist

We will have contracts with psychiatrists stating how long the agreement will be in effect and services they will offer, such as counseling, psychiatric evaluation, medication. The deal will include that they will accept the referrals we send to our customers. We will discuss and finalize the contracts with the psychiatrist during the meetings held over zoom.

2.2	Organization Partnerships

We will be researching companies based in New Jersey, particularly branches of large companies and corporate headquarters. We will reach out to companies who are looking for sponsorships with interests in mental health, researching their corporate culture and values, and then reaching out to work with them. We will be reaching out to the companies by email and call, then setting up a zoom call meeting with companies interested in partnering with us.

Many businesses are relaxing the importance of mental health benefits and are leading the way to improve their company cultures to put mental health first. We will partner with companies who want their employees to feel they can seek help when needed. We will provide our services to companies who wish to make strides in taking their employees' mental health seriously. There will be a beneficial relationship between our nonprofit and the organization whose purpose is to pursue

a similar goal. This partnership will generate revenues as the business will pay for our services and sponsor charity events.	
2.3	IT Support
Our nonprofit organization will be providing service to its customers through a website. We will be outsourcing to an IT company and work with them to create a website that will inform people who are visiting the site to know our nonprofit. We will be researching different IT companies and reaching out to them through calls and emails. After deciding on an IT company to outsource to, we will be holding meetings over google meets to create our website. The website will allow them to see the different therapists and psychiatrists, their location and services, and schedule appointments. We will enable our website to accept online donations as a quick way to get funds. We will stay working with IT Support to reach out to them where there is a technical problem or update the website. We will be paying the IT company with the funds we have collected.	
2.4	Hiring Process
We will be hiring employees that will work part-time or full-time to run our organization. We will be posting a listing on LinkedIn and other hiring websites, reaching out to candidates who meet qualifications by calls and email, and then looking for a zoom call for an interview. Employees need to have a bachelor's degree to qualify for the position. For the employee's skills and contributions, they will receive compensation. Our employees will work as customer service representatives to our customers. They will be interacting with the customer asking them what kind of service they are looking for, referring them to a therapist and psychiatrist, and scheduling appointments. They will manage incoming calls about questions, make appointments, and other inquiries. They aim to generate referrals and assess customers' satisfaction. They will keep records of customer interaction, keep track of customer use our referrals, and follow up with the customer on how their experience was with us. We will have volunteers who are mainly passionate about the cause of helping people suffering from mental health and have positive energy. Volunteers interested in our nonprofit cause will be	

reaching out to us by email or calls for volunteering opportunities. They will help marketing our organization by creating posters, setting up events, and posting on social media with information to encourage people to visit our website and fundraisers. During fundraising events, volunteers will speak to the public and spread awareness and encourage them to donate money. They will also help with administrative work if needed and in return, they will earn volunteer hours.	
3	**Testing/Pre-Launch**
3.1	Workshop
To gauge the public's interest in our non-profit and its services, two PMDOCs team members will be hosting workshops with various sample groups within the NJ area. These workshops serve to share the mission of the non-profit and its service offerings directly with focus groups that represent our target customers. The PMDOCs team will plan three workshops before the launch of our non-profit to clearly understand the needs of our target customers. These three workshops will focus on three different subgroups of the NJ population. The three subgroups are college students, corporate workers, and healthcare workers. The PMDOCs team has decided to incorporate these subgroups in our introductory workshops because they represent diverse individuals in different life stages and face different conflicts. By holding workshops with these sample groups, we as a team can determine what services and mental health issues matter most to our target audience. For each workshop, we estimate having 12-14 individuals in our sample group. To gather individuals for our sample groups, we will be utilizing email blasts to individuals in our professional networks who fall into these subgroups. After gathering enough individuals for each subgroup who are willing to participate, we will then select days for each of the three workshops ensuring maximum attendance. The workshops will be held virtually over Zoom, and we will ask our sample group questions regarding our non-profit's. We want to use these focus groups to understand our target audience's mental health needs and struggles in their everyday lives. By understanding their needs, we can better curate our services to improve their lifestyle and wellbeing before the official launch. At the end of each workshop, we will also send all members of the focus group an online survey using google forms, which will allow them to rank the value of certain services and features of our non-profit, enabling us to understand our consumer base. These	

pre-launch workshops will also help us gauge our target audience's level of interest in future endeavors of our non-profit, such as seminars, ted talks, educational workshops, etc.

3.2	Website Standards

For our IT team to create a website to host our non-profit, the PMDOCs Team will have to design a template that will serve as an outline for the development team within two weeks of contracting. This design template would include our non-profit branding and the key features of our website. The PMDOCs Team will meet over 2-3 sessions over Google Meet to finalize a design template to hand off to our IT team. The key features would include our online catalog, the appointment scheduler, and the appointment manager console.

The online catalog would be the interface in which our users would browse mental health experts by various filters such as location proximity, ratings, and days of availability. In addition to the online catalog, our website must also have an appointment scheduler feature that would allow the user to book an appointment with their preferred mental health expert at a time that works for both parties. Lastly, our portal would have an appointment manager console that would allow users to go online and view their scheduled appointments to date. This would also be the user interface in which they would cancel and reschedule an appointment. These three different views would be designed first by the PMDOCs Team to showcase buttons and functionality before handing it off to our IT team.

After we hand off the design templates to our IT team, the PMDOCs team would schedule weekly touch base meetings with our IT team through Google Meet to monitor progress on website development. During these touch base meetings, we will make adjustments to the website design and add any additional features we may deem helpful to our customer base. These touch base meetings will also serve as a time for our development team to clarify any questions they may have for us regarding the design templates we had provided them.

Once the three interfaces are built, the PMDOCs team will conduct user acceptance testing and ensure that all functionality is in order and all of our proposed features have been included. If any

issues arise during the UAT testing, these would all be logged in a Google sheet and shared with our IT team to begin debugging in real-time. This Google sheet will be known as the bug tracker, and it would serve as a means for the PMDOCs team to log all the bugs. It would also serve as a checklist for the development team for debugging, and they can check off items as they complete the debugging process. Once all bugs are addressed and the website is fully functional as per our standards outlined in our templates, the website will be ready for Go-live.	
3.3	Improvements/ Adjustments
Based on the results of our three workshops with our three different focus groups, we will then implement improvements and adjustments to our non-profit's services and features. After all the workshops are held, the two PMDOCs team members who hosted the workshops will then schedule meetings over Google Meet with the rest of the PMDOCs team to go over the survey results from the three workshops to discuss specific feedback provided by each of the focus groups. The feedback may include insight into mental health topics and issues that our focus groups value and find meaningful. Having this insight into our customer base values will help us decide what kind of programs, seminars, events, and additional workshops to hold in the future to ensure that our customers are always satisfied with our service. Furthermore, reviewing the workshop results helps us decide if our leading service would be something our target audience would want to use and be interested in. Understanding the needs of our customer base is incredibly important when it comes to creating a service and product that can grow into success. Based on the feedback and the survey results, the PMDOCs team will make the appropriate improvements and adjustments to our non-profit's offerings to ensure that we serve the NJ community in the best way possible.	
4	**Launch**
4.1	Monitor Performance
This phase refers to monitoring the project's performance in terms of the metrics that we have decided on phase-wise wherein, we will make sure that the website is published following the	

requirements. Within the desired timeline, we will make partnership with 15 organizations within the first 6 months; we will provide at least 45 referrals to a mental health professional within the first 6 months, we will make sure at least 10 volunteers join the organization within the first 6 months, we will catalog online with at least 30 therapists and 20 psychiatrists in the NJ area within first 6 months, check if 60 NJ residents have taken online mental health screening within first 6 months. We will plan 1 fundraising event per quarter to raise a minimum of $200.	
4.2	Fundraising Events
This phase refers to rolling out the fundraising events we planned for gathering funds for the nonprofit in collaboration with the corporate sponsors. The nonprofit will increase awareness through seminars and fundraisers and provide information sessions to employees working at partnered organizations to educate workers about their mental health. The nonprofit will strategically plan advertising and awareness events to meet the performance metric.	
4.3	Increase Online Presence
This phase refers to increasing the nonprofit's online presence through social media, workshops, internal corporate events (third party social media), job portals(for unpaid internships). We will build and aim to increase our online presence by creating a page for the nonprofit on Instagram, Twitter, Facebook, etc., and promote wellness of mental health for the corporate sector through it. We will organize mental health workshops internally for the corporates whom we have tied up with. We will also increase our online presence through job portals like LinkedIn, Indeed, etc., by posting internship opportunities for interested individuals	
4.4	Customer Satisfaction
We can measure this by taking regular feedback and writing reviews on the portal about their experience with us. We will also circulate timely feedback forms to the customers that we have served to ensure that they are happy and satisfied with the service that we have provided through their time of treatment.	

5	**Post Launch**
5.1	Grow Platform
Based on the initial response on the launch, plans after the launch can be implemented. Post Launch plans to grow the platform can be to understand and establish the parameters for the growth and scalability of the platform. After the website's launch, we expect that the ten volunteers join the organization within the first 6 months to handle the load. This growth in the platform should be established based on customer response to the platform. The team will work on the organization's scalability by increasing the number of fundraising events offline and online. For online fundraising, we can utilize software such as DonorPerfect, CharityEngine, etc.	
5.2	Expand Services
Along with the growth and awareness about the platform, we can increase the services that are provided. In these initial six months after the launch, we expect to create a catalog of 30 therapists and 20 psychiatrists in the NJ area. We can increase the number of therapists and psychiatrists associated with the organization by 20% in the next 6months. We are initially going to start to connect the participant with a therapist or psychiatrist, and then we can have a safe and regulated forum where people can discuss their stories and share their experiences if they are comfortable.	
5.3	Expand Customers
Increasing the customer base is crucial for growth. Building trust within the community is an essential part of this process. It can be established by increasing the number of helplines available to build a relationship with customers and are reliable.	
6	**Presentation**
6.1	Planning

<table>
<tr><td colspan="2">This refers to creating a plan to execute phases to complete each step and deliverables to reach the end goal of presenting a non-profit to investors. To reach the end goal, the team will strategize on when to have team meetings to discuss how to make sure the investors provide the support needed for the non-profit to succeed. This will require the team to set meetings to discuss strategies and divide tasks to help complete each phase. To complete this element, all team members will decide on the services of the non-profit and appropriate meeting times to discuss the project goal and outcomes.</td></tr>
<tr><td>6.1.1</td><td>Team Meetings</td></tr>
<tr><td colspan="2">This refers to scheduling a meeting each week or twice a week to discuss deliverables. During these team meetings, the team will discuss many variables: when to have the next meeting, progress on documents, and progress to meet the end goal. To complete this element, it will require all team members to be active in team meetings and discussions.</td></tr>
<tr><td>6.1.2</td><td>Agenda</td></tr>
<tr><td colspan="2">When we set a meeting plan, we decided the agenda, a list of activities that will take place from beginning to end with adjournment. Before each meeting, we decide what deliverables will be discussed. Then determine the goals that we will accomplish during the meeting. We estimate how long each meeting should help provide an accurate estimate of what each meeting should last. Towards the end of the meeting, we decide the team's action items the team will be working on and decide the next meeting agenda.</td></tr>
<tr><td>6.1.3</td><td>Dividing Tasks</td></tr>
<tr><td colspan="2">This refers to the PMDOCs team working together to split up the work that needs to be completed as per the requirements outlined by the Angel Investors. To make adequate progress on the 12 documents of requirements that form the project plan, the PMDOCs team must collaborate</td></tr>
</table>

and split up the work amongst its five members. As the PMDOCs team meets weekly on Google Meet, these meetings are used to assess current progress and split up future work amongst the team. For instance, in the requirements list, each team member is assigned a group of 2-3 stakeholders and is responsible for listing the requirements for their respective group of stakeholders before the team's next meeting. This ensures that every team member can contribute to the 12 requirement documents that comprise the project plan. Each team member is also assigned a color to help distinguish between other members since the whole team is working off of shared documents on Google Docs. Having different colors for each member also helps the team be more efficient when reviewing everyone's work as it helps the team recognize whose work belongs to whom. Splitting up the work ultimately helps the team be more productive and efficient.	
6.2	Complete Deliverables
This refers to completing all the deliverables that we have planned on time. The 12 documents that we have to deliver must be completed and polished on and ready to be presented on the 28th of April, 2020. The PMDocs team will discuss each document in the weekly meetings and discuss them and, after completion, will present the documents to the concerned stakeholders.	
6.3	Pitch Idea
Pitch Idea refers to tossing the project's central idea for the presentation in front of the investors. The team needs to establish how they intend to defend the idea by explaining how innovative and scalable it is. For the pitch, the team will have to identify the need for this project and along with testimonials. The presentation should be about the research that went on behind the project and why there is a requirement for such an organization in the current times. The team needs to be ready with a demo of the product and services for the investors. This also includes that each team member is practicing the presentation and rehearsing with each other. Lastly, the team should anticipate a few questions on the pitch idea and be prepared to answer any questions on the project idea.	

7	**Project Management**
7.1	Initiating
The project initiation phase is the first phase within the project management life cycle, it involves starting a new project with an approval process, planning, and goals are set at a high level. Activities that occur in the initiating phase are analyzing stakeholders, kickoff meetings, and creating the project charter. The important initiating deliverable is analyzing stakeholders through the stakeholder matrix, determining who the stakeholders are and what power and interest levels they hold.	
7.2	Planning
Project panning outlines how the project will be executed, monitored, and controlled. The project planning phase of project management is when the project is mapped out on various documents. The project charter is a document that describes the project, including objectives, how it will be carried out, and who the stakeholders are. The project scope defines the objective, requirements, key stakeholders, and constraints. The Work-breakdown structure defines the work required to complete the deliverables by representing a hierarchy subdivision chart. A Gantt chart that illustrates a bar chart of the project schedule. Project planning identifies the deliveries, schedules, and the potential risk that may occur during the project. We determine what the participants will do in the pocket and set deadlines to meet the project due date.	
7.3	Executing
Project executing refers to how the project will be kept on track, within budget, and delivered on time. To keep on track, the PMDOCs will be meeting 1-2 times a week on Google Meet to ensure everyone is on the same page. These meetings will also be used to assess that adequate progress is being made each week which will also help deliver the project on time. The team will be creating a cost estimate and will be referencing these estimates throughout the project to stay	

within budget. In addition to holding internal meetings to stay on track, the PMDOCs will also be holding meetings with various stakeholders that require updates to be communicated to them, such as our IT Team and our mental health expert network. By keeping stakeholders in the loop about any changes, the PMDOCs team can keep the project on track and ensure proper progress towards the delivery of the project.	
7.4	Monitoring & Controlling
Monitoring and Controlling refer to how the team will monitor the project's performance and control the flow of the activities if something goes out of hand. The PMDocs team will keep monitoring the activities planned biweekly. Attend the meetings and work on the deliverables and see that the performance metrics are fulfilled in the given time. If some tasks or activities don't go as planned, the PMDocs team will take the necessary measures to control the flow of the project and rectify the errors caused.	
7.5	Closing
Closing refers to closing activities in all the phases and the project itself. It includes gaining acceptance from all the stakeholders. The project stakeholders will have to conduct meetings at the end of every phase along with the regular meetings for monitoring and controlling to gain acceptance for each deliverable of this project. In closing, we will have to confirm that the project was completed according to the budget and the timeline. Project closure includes handover of the product and services to the employees. At the end of the project itself, the team will list down the lesson learned from the project and rejoice in the closure.	

Project Assumptions:

- All resources needed for project success will be provided
- All team members will attend all meetings
- All deadlines and scheduling dates will be met
- There is a need for a central hub for mental health services in NJ
- Residents are willing to seek mental health support through a non-profit

- Local mental health experts are open to joining our network - There are individuals seeking community service/volunteer hours - People are comfortable with virtual mental health services
Project Constraints: - Have to work with available resources - Only 40 minutes to present - Only five team members to contribute to project - Only 3.5 months to construct all 12 documents and PowerPoint deck - COVID-19 restrictions limit the ability for the team to meet in-person - Technology limitations such as wi-fi issues/network outages
Out of Scope: *(Describe what is out of the scope of the Project and Product)* - Building office space - Transportation services for patients to appointments - Services to residents beyond NJ for first 1-2 years of launch - Covering any financial expenses for mental health appointments - No connections to testing facilities - No coverage for prescriptions/medicines