

GEB 3031
The Cornerstone Course
Worksheet for Tracking Project Implementation

Lab Section #: *Daytona Regional - Thursdays*

Team Name: *The A-Team*

Team Website Address: *www.childrenscancerfoundationcharityfundraisingevents.yolasite.com*

SMART Goal (express in one sentence):

The A-Team's goal is to raise a monetary value of \$2,000 through various fundraising activities throughout Volusia County to directly benefit the Children's Cancer Foundation by November 27th, 2009.

Express each of your SMART objectives in one brief sentence.

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| Objective #1 | <i>The A-Team will raise a minimum of \$500 by holding a charity golf tournament on November 7th, 2009 at the Turnbull Bay Golf Course</i> |
| Manager | <i>Nicole Colburn</i> |
| Estimated Completion Date | <i>November 8th, 2009</i> |
| Estimated Outcome | <i>\$500.00</i> |
| Total Completion (as % or as \$) | <i>\$800.00</i> |
| Work Done (list specific actions taken and who did work) | |
| 1. | <i>Set up date, arrangements, and pricing agreement with the Turnbull Bay Golf Course - Colburn</i> |
| 2. | <i>Secured multiple donations for golf tournament prizes – Colburn, Pickett</i> |
| 3. | <i>Drafted and printed sales and donation flyer for event - Colburn</i> |
| 4. | <i>Began pre-selling golf tickets and hole sponsorships – Colburn, Pickett, Ceide</i> |
| 5. | <i>Arrange catering for after-tournament event - Eames</i> |
| 6. | |

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| Objective #2 | <i>The A-Team will raise a minimum of \$500 by holding a charity motorcycle run on November 22nd, 2009 at multiple locations throughout Volusia County.</i> |
| Manager | <i>Wallace Pickett</i> |
| Estimated Completion Date | <i>November 23rd, 2009</i> |
| Estimated Outcome | <i>\$500.00</i> |
| Total Completion (as % or as \$) | <i>\$0.00</i> |
| Work Done (list specific actions taken and who did work) | |
| 1. | <i>Secured all five stops for the day of the event – Colburn, Pickett</i> |
| 2. | <i>Drafted flyer for event, and are awaiting approval through the foundation – Colburn, Pickett</i> |
| 3. | <i>Secured radio and print advertisements through local radio stations and newspaper – Mashinets</i> |
| 4. | <i>Secured catering for breakfast, lunch and dinner for each stop throughout ride – Pickett, Colburn</i> |
| 5. | <i>Secured entertainment (live band) for last stop of event – Pickett, Colburn</i> |
| 6. | <i>Drafted insurance waiver for day of event – Pickett, Colburn</i> |
| 7. | <i>Gathered donations for silent auction and raffle for the day of the event – Colburn, Pickett</i> |
| 8. | <i>Arranged and completed meeting with Don Hill and several of his sponsored children for photo shoot for promotional materials – Pickett, Colburn</i> |
| 9. | <i>Received approval from Children's Cancer Foundation for flyer – Pickett</i> |
| 10. | <i>Sent approved flyer for event to printer – Colburn</i> |
| 11. | <i>Met with three different T-Shirt printers to try and arrange for donated shirts to sell for additional profits on day of event.</i> |

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| Objective #3 | <i>The A-Team will raise a minimum of \$250 by holding weekly bar promotions at Jesse Black's Saloon during the entire semester, concluding November 27th, 2009</i> |
| Manager | <i>Yulia Mashinets</i> |
| Estimated Completion Date | <i>November 27th, 2009</i> |
| Estimated Outcome | <i>\$250.00</i> |
| Total Completion (as % or as \$) | <i>\$622.00</i> |
| Work Done (list specific actions taken and who did work) | |
| 1. | <i>Met and scheduled event times and days with establishment owners- Mashinets, Eames</i> |
| 2. | <i>Scheduled in-store advertising for events - Mashinets</i> |
| 3. | <i>Held one event on September 18th, 2009 and raised \$200.00 - Mashinets</i> |
| 4. | <i>Held second event on September 25th, 2009 and raised \$197.00 – Mashinets, Ceide, Santilli</i> |
| 5. | <i>Held third event October 2nd, 2009 and raised \$225 - Mashinets</i> |
| 6. | |

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| Objective #4 | <i>The A-Team will raise a minimum of \$250 by holding weekly bar promotions at Half Time Sports Pub during the entire semester, concluding November 27th, 2009</i> |
| Manager | <i>Scott Eames</i> |
| Estimated Completion Date | <i>November 27th, 2009</i> |
| Estimated Outcome | <i>\$250.00</i> |
| Total Completion (as % or as \$) | <i>\$407.00</i> |
| Work Done (list specific actions taken and who did work) | |
| 1. | <i>Met and scheduled event times and days with establishment owners- Mashinets, Eames</i> |
| 2. | <i>Scheduled in-store advertising for events - Eames</i> |
| 3. | <i>Held first event on September 22nd, 2009 and raised \$247.00 – Mashinets, Santilli, Eames</i> |
| 4. | <i>Held second event on September 29th, 2009 and raised \$160.00 – Eames, Mashinets</i> |
| 5. | |
| 6. | |

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| Objective #5 | <i>The A-Team will raise a minimum of \$500.00 by setting up point-of-sale donation points at local retail establishments throughout the month of October, 2009</i> |
| Manager | <i>Nicole Santilli</i> |
| Estimated Completion Date | <i>October 31st, 2009</i> |
| Estimated Outcome | <i>\$500.00</i> |
| Total Completion (as % or as \$) | <i>\$0.00</i> |
| Work Done (list specific actions taken and who did work) | |
| 1. | <i>Drafted point-of-sale promotional items - Santilli</i> |
| 2. | <i>Left point-of-sale promotional items at printer - Colburn</i> |
| 3. | <i>Received flyers from printer – Ceide</i> |
| 4. | |
| 5. | |
| 6. | |

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| Objective #6 | <i>The A-Team will secure catering and donations for all necessary events through marketing and promotions by October 31st, 2009</i> |
| Manager | <i>Jennifer Ceide</i> |
| Estimated Completion Date | <i>October 31st, 2009</i> |
| Estimated Outcome | <i>100%</i> |
| Total Completion (as % or as \$) | <i>55%</i> |
| Work Done (list specific actions taken and who did work) | |
| 1. | <i>Arranged dinner catering for golf tournament through MainStreet Grill - Eames</i> |
| 2. | <i>Arranged breakfast catering for golf tournament through Einstein's Bagels – Pickett, Ceide</i> |
| 3. | <i>Arranged breakfast catering for motorcycle poker run through CrossRoads Bar and Grill – Pickett</i> |
| 4. | <i>Arranged dinner buffet for motorcycle poker rally through Jesse Black's Saloon – Mashinets</i> |
| 5. | <i>Received donations from all local golf courses for winning prizes - All</i> |
| 6. | |