



And



Car Smash Fundraiser!

Ryan Kuhn

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I. PROJECT ANALYSIS

Problem Statement:

The Mother Against Drunk Driving, also known as M.A.D.D, is continually seeking funding to help spread their message and complete their mission: To end drunk driving, help fight drugged driving, support the victims of these violent crimes, and prevent underage drinking.

Project Objective:

The objective is to raise awareness of drunk driving on campus and to raise at least \$600 for the MADD organization. This is to be done by giving anyone on campus the chance to swing and smash a used car in return for a donation.

Project Scope:

December 20th, 2015. Prepared by Ryan Kuhn.

I. Project Justification

- With newly raised funds, the MADD can continue their host of efforts to educate the dangers of drunk driving through online and television advertisements.
- MADD will also be able to continually advocate for the mandate of alcohol breath-testing ignition interlock devices for everyone convicted of driving while impaired, helping to keep repeat offenders from making another life-threatening decision.
- Further, MADD will be able to continually provide support to the victims of drunk/impaired driving.
- And finally, funds raised for MADD will also directly support daily operations of the MADD offices located in each state of America.

II. Project Characteristics and Requirements:

- Reaching out to the San Diego MADD office to see if they are familiar with similar types of fundraisers and if they could provide any resources.
- Reach out to junkyards, auto dealers and local insurance companies to see if they would be interested in donating their totaled cars to the cause.
- Seek approval from the University of San Diego to bring the fundraiser on campus at the end of fall semester, 2016.
- Negotiate with USD on how to locate the event to a space that maximizes the food traffic on campus; ideally, we will carve out a portion of the Olin parking lot that will be dedicated to the car-smashing.
- Coordinate with USD staff and public safety to ensure that all appropriate measures are taken to provide to make it a safe event.
- Creating a liability waiver that each participating member of the event would have to sign in order to mitigate any potential liabilities.
- Organize and confirm that all the paperwork ahead of time so that we have adequate time to market the event around campus.

III. Summary of Project Deliverables:

- A successful and safe fundraising event in the Olin parking lot.
- Team contract
- Work breakdown structure
- Cost baseline

- Project schedule
- Schedule
- Final project report
- Lesson learned report

IV. Project Success Criteria:

Whether or not the project is success depends entirely on the team's ability to take responsibility for their tasks and complete their individual objectives. Thus, the success criteria can be broken into two different segments:

1. **Team Leadership Success:** Again, it is imperative that the team members help construct clear individual responsibilities and objectives. If these responsibilities are not also presented with deadlines, the lack of accountability will only make it easier for team members to procrastinate and threaten the success of the project from scope creep. With that being said, a project time-line that includes the necessary information for individuals to succeed must be agreed upon in the first step of this project.
2. **Bottom Line Success:** This entails the general success of the fundraiser event to generate at least \$600 in donations for the M.A.D.D. This includes, but is not limited to, proactively coordinating the event to make it safe, fun and attractive to potential donors on campus.

II. RETURN ON INVESTMENT ANALYSIS

Expected Benefits: The expected benefits of this project are two fold: a successful event that has been appropriately marketed and organized will yield more attention to what the cause is about and ultimately raise community awareness about the stupidity of drunk driving; second, with a larger audience comes greater donations and interest in the car smashing activity, which will ultimately return a larger donation to M.A.D.D in order for them to them to fund more awareness and support groups around the country. In addition to these immediate benefits, the car smashing fundraiser could potentially be known as a way for students to de-stress during their week of finals and or midterms.

Estimated Costs: The costs associated with the fundraiser could be potentially very low. If the team is resourceful and persistent, many of the costs that would normally depend on school reimbursement could be eliminated all together. For example, the cost of the car could end up being donated; and the school faculty, maintenance or even the local fire department could supply the sledgehammer, gloves and protective eyewear.

| Items needed for fundraiser | Estimated cost |
|-----------------------------|-----------------|
| Car that will be smashed | \$0.00(donated) |

| | |
|--------------------------|---------------------------------|
| Sledge hammer | \$0.00(borrowed) |
| Gloves | \$10.50(donated) |
| Large blue tarp | \$24.00(borrowed) |
| Protective eyewear | \$0.00(borrowed) |
| Caution Tape | \$2.95(potentially reimbursed) |
| Food and drink at event | \$50.00(potentially reimbursed) |
| Printing and flyer costs | \$30.00(potentially reimbursed) |
| Total Cost | \$117.45 to \$0.00 |

If this were to take place during dead hours, we would have a total of 2.5 hours to smash the car.

2.5 hours = 150 minutes; if we provided 5 minutes session, that would come out to 30 separate sessions that we could charge \$20 per session, totaling to \$600, plus side donations from people who would like to pitch in but don't want to take part in the car smashing.

III. Measures of Success

| Category | Priority | Outcome |
|------------------------|----------|---|
| M.A.D.D Funding | 1 | The fundraiser is successful and we are able to raise \$600 or more. |
| Timing | 2 | The fundraiser is operational during the scheduled time with no conflicts whatsoever. |
| Leadership | 3 | All of the team members were able to meet their expectations and contribute to the project. |
| Scope | 4 | All of the objectives and responsibilities were reasonable and clear for everyone involved so that scope creep was minimized. |
| Budget | 5 | The costs associated with the fundraiser were minimized as humanly possible and our resources for reimbursement were exhausted. |

IV. Project Design

Requirements Analysis: The following items will be needed in order to have a successful project.

- A location on campus that can be reserved during dead hours, must be large enough to prevent damage in the surrounding area, and must be in an area that will see a lot of foot traffic.
- We will need the materials mentioned above in the cost breakdown
- A small pouch or purse to collect donations
- Liability waivers and pens
- Marketing materials around the school
- Volunteerism from project members
- A storage locations for materials before and after use

- A good relationship with the donors of the car so that it can be dropped off and picked up accordingly.
- A good relationship with the San Diego M.A.D.D office so that they can come to the event and support the project as necessary.

Feasibility Study:

- **Location:** The location of the event is currently planned to be within a sectioned off space in the Olin parking lot. It will not take up the entire lot, so it would still allow people to park in available spaces. If this does not bode well with the university, other locations for the event could be at the west parking structure, SLP parking structure, the parking lot in front of Missions B, or in front of the JCP.
- **Volunteerism:** On the day of the event, there might only be a need for a couple volunteers to receive donations, hand out liability waivers, and hand out drinks or snacks. Prior to the event, however, we will need as many volunteers as possible to help the marketing campaign around school.

Risk Management Strategy: As previously noted, it's important that the liability involved with throwing around a sledgehammer and beating up old cars is mitigated through liability waivers that have been approved by the school and are administered by volunteers at the event. To make sure the school is comfortable with this event, we will most likely have it accompanied by public safety and other school officials.

Communication Management Strategy: The success of this event depends on how the team can achieve Team Leadership Success and Bottom Line Success—both of these will be achieved through an effective communication strategy. In the past, Asana has been really good at creating and maintain certain objectives set out by team members. However, what has proven to be difficult is communicating and confirming these objectives have been met in a timely manner. The Asana platform communicates certain updates via email; for most, email is just as good as instant messaging, however, if we want to be truly fluid with our communications, the team will need to all enter a GroupMe instant messaging group. This way, any and all updates, questions and concerns can be addressed to everyone instantly. This will prove to be immensely helpful on the day of the event, especially.

V. Project Development/Implementation

Timelines

Fundraiser Planning: 9/5-10/5

- Agree upon roles and responsibilities
- Agree upon WBS
- Agree upon marketing of campaign and overall concept

Coordination: 10/6 - 11/5:

- Submit necessary paperwork to school and negotiate terms of fundraiser
- Coordinate with automobile provider, drop off and pick up; M.A.D.D
- Coordinate with public safety and those capable of donating supplies

Fundraiser Implementation: 11/6 - 12/10

- Confirm volunteer time slots and duties
- Put marketing campaign in full swing
- Iron out details with administration

VI. Final Analysis/Methods of Evaluation:

The final analysis will be an aggregate of activity reports submitted by group members who have accomplished a task, along with a Lesson Learned report that will explicitly describe certain complications/conversations that either hindered or helped the team put on a successful fundraiser.