

A row of five colorful Christmas ornaments. From left to right: a red one with a white pattern, an orange one with a white pattern, a blue one with a white building silhouette, a green one with a white pattern, and a purple one with a white pattern.

Holiday
TOY DRIVE

University of San Diego Toy Drive

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EXECUTIVE SUMMARY

POTENTIAL PROJECT NAME:

Inaugural USD Holiday Toy Drive

PROJECT SPONSORS:

The University of San Diego Business School

5998 Alcalá Park,
San Diego, CA 92110
(619) 260-4600

It's All About the Children Foundation

1595 Cactusridge St.
San Diego, CA 92105
858-229-3663

NEED FOR PROJECT:

During the holiday season, one of the oldest Christmas traditions is that of Santa Claus delivering gifts for children. However, Santa's pocketbook is only as big as that of parents, and there are many families that cannot afford to buy their children many toys for Christmas. A university-wide toy drive could make it possible for low-income families (or orphanages) to provide their children with wonderful presents for Christmas.

PROJECT DELIVERABLES:

Project deliverables would include initial research in the local community surrounding the University of San Diego, with a special emphasis on the community of Linda Vista. It would be good for team members to visit local orphanages and middle schools in low-income areas to see the children they could be helping. Working with It's All About the Kids Foundation, a local San Diego nonprofit dedicated to creating new and innovative programs to benefit children's charities and enhance the lives of less fortunate children and their families. Clearly defining incremental deliverables will help balance the project work load through a semester's span and help build successive skills. The further project deliverables include planning of the actual event logistics.

- **Survey and Statistical Research:** Gather results from the surrounding Mission Valley and Linda Vista community, especially targeting middle schools, elementary schools, and orphanages in low-income areas. Work closely with It's All the Kids to determine where the research should be conducted and what areas of San Diego are most in need of Christmas toys for children.
- **Facility Visits:** Spend time visiting the It's All about the Kids office and speaking to members of the organization about the best way to conduct a toy drive, and establish a plan for having those toys delivered to the families who need them most.
- **Marketing Materials:** Fully design and implement a marketing strategy plan with marketing materials as main deliverables. This may include compiling emailing lists, funding sites, social media, flyer campaigns, and word of mouth.
- **Operational Planning:** Prior to and day of record planning of project needs, costs and delays. Fully exhaust communication of plan to involved parties and outlets of operation.
- **Success Criteria:** High event attendance. A high number of toys donated (establish baseline by using data from It's All About the Kids). A desire on the part of It's All About the Kids to repeat the event. Education and awareness of event resulting in future USD volunteers, interns or employees for the nonprofit.

REQUIRED TEAM SKILLS:

A dedicated, organized, and communicative team is needed to make the entire project plan successful from start to finish and everything in between. Without all of those things, the project cannot be accomplished. The importance of every team member having these qualities cannot be overstated. All three of these skills are attainable for any USD student. The following is a breakdown of the skills.

- **Dedicated:** All team members must be 100% committed for a project to be at its most successful. Not all team members will be individually enthusiastic about the toy drive, so there

must be a way to keep all team members accountable and invested, be that with class credit or something else.

- **Organization:** Organization is vital to complete project tasks on time and according to schedule. It is also crucial for accuracy with regard to reporting. Organization can be aided with the use of electronic calendars, project management software, data sharing and scheduling that all team members can share.
- **Communicative:** Without effective communication, no project can achieve its full potential. Communication applies to all team members understanding their roles and responsibilities, as well as reporting completed tasks and sharing data with other team members. An electronic group chat for the whole team could help achieve a high level of communication.

TEAM TASKS AND ROLES:

Role	Tasks	Responsibilities
Marketing	<ul style="list-style-type: none"> • Devise project branding: logo, slogan, etc. • Create marketing materials such as flyers, posters, etc. • Distribute and manage materials and social media accounts 	Promote event. Gain exposure and excitement in the campus and surrounding community.
Fundraising	<ul style="list-style-type: none"> • Responsible for communication with It's All for The Kids • Seek fundraising from USD organizations and local community businesses. • Seek corporate sponsorships and establish a GoFundMe account 	Manage relationship and cooperation with It's All For the Kids. Raise funds for the event operation.
Operations	<ul style="list-style-type: none"> • Organize all details of the actual event: gameplan, venue, team member roles, etc. • Prepare and test plan for the entirety of the event day. 	Overview the physical and technical operative needs of the project from start to finish.
Finance	<ul style="list-style-type: none"> • Develop a project budget • Manage Account spending, costs, and revenues 	Account for funds or investments needed to deliver a top notch event.

PROJECT SALES PITCH

Every Christmas season, families all over the U.S. present their children with wonderful toys as Christmas gifts from Santa Claus. This tradition has been putting a smile on the faces of little kids everywhere for many, many years. Yet there are many families that cannot afford to give their children toys as Christmas gifts. There are many children that will not receive the kinds of gifts that many others will. This is often the case in low-income areas or in orphanages.

Students, faculty, and staff at the University of San Diego usually have more means than many of those in low-income communities, including USD's own home community of Linda Vista. A USD toy drive would give the campus community an amazing opportunity to show its support and love for Linda Vista, as well as all the other low-income areas of San Diego. It would also make a positive statement about the goals of higher education with regard to people with less opportunity. It would be not only an awesome humanitarian effort, but a perfect show of goodwill for USD and all institutions of higher learning.

Project Analysis

PROBLEM STATEMENT

The University of San Diego is a very, very expensive institution of higher learning. Many of the students come from very high-income families and there is at least a perceived cultural disconnect between the campus community and the surrounding community of Linda Vista. There has not been a strong effort by the University to show care and goodwill for all of its residential neighbors.

This project could change all that. If carried out successfully, the USD holiday toy drive could show the Linda Vista community, and the rest of San Diego, that USD cares about the low-income families that are part of the city, and that will extend a helping hand to them during

the most appropriate time, the Christmas season. It will also be a great PR move for the university to partner the It's All About the Kids Foundation. If this project experiences great success, it could even become a yearly event that unites the University of San Diego and Linda Vista.

PROJECT OBJECTIVES

- Increased interaction and understanding between the University of San Diego community and the low-income communities of San Diego, especially the surrounding area of Linda Vista.
- Collecting a large amount of toys. Exceeding a goal that will be set according to the average amount collected by similar drives, according to the statistics provided by It's All About the Kids.

PROJECT SCOPE

Inaugural USD Holiday Toy Drive

12/10/2015

PROJECT CHARACTERISTICS AND REQUIREMENTS:

- 1) Communicate with It's All About the Kids to determine logistics for a campus-wide toy drive, especially the pick-up of potentially maybe
- 2) Obtain approval from the University to have an on-campus toy drive sponsored by It's All About the Kids.
- 3) Reserving a central campus location at which to hold the toy drive.
- 4) Promoting the event ahead of time, especially the date and the kinds of toys to bring.
- 5) Planning side activities for the event, such as music and a DJ, fun game for students, and food for those donating and working the event.

PROJECT DELIVERABLES:

- 1) Team Charter
- 2) Project Schedule
- 3) Work Break Down Structure
- 4) Two Status Reports
- 5) Final Takeaways Report

PROJECT SUCCESS CRITERIA:

The project success criteria will be defined and managed to match the tasks and goals of each functional group within the team. The functional groups are Marketing, Fundraising, Operations, and Finance. The Project success criteria will be different for each of those groups. However, as a whole the project success can be more broadly defined and broken into three components:

- 1) **Crowd and publicity draw:** Attracting a large amount of students and faculty to the event, whether or not they donate. Attracting local news and media coverage would be huge plus.
- 2) **Toy donations:** Collecting the amount of toys set as a goal, based on information from It's All About the Kids.
- 3) **Community interaction:** Achieving a new level of communication and understanding between the campus community and the low-income communities of San Diego, especially the Linda Vista community and its families.

RETURN ON INVESTMENT

EXPECTED BENEFITS:

Benefits are many and varied. First of all, the toy collected by the University will go to the children and families who need them most. This will also be of great benefit to USD in terms of a PR standpoint. It will show the San Diego and Linda Vista community that USD is not a detached island on a hill that ignores its neighbors, but an institution of higher learning that understands the importance of supporting its neighbors and extending a helping hand to those with less opportunity. Similar benefits will come from establishing a partnership with the It's All for the Kids Foundation. Such a relationship, if sustained, would certainly bring even more long term benefits for both parties.

EXPECTED COSTS:

The costs represented in the table below are example costs to include in the project, but do not represent verifiable real costs. These costs can be lowered through donations, sponsorships, and crowdfunding. The

following costs assume investment and involvement of the University of San Diego and the It's All About the Kids Foundation.

Costs	Expected Values
Event space: provided by USD	\$0.00
Marketing Materials	\$250.00
Food and Drink Catering	\$2,000.00
DJ and Sound	\$500.00
Event Games Rentals	\$1,000.00
Toy Pick-up	\$200.00
Total:	\$3,950

PROJECT DESIGN

FEASIBILITY STUDY

The project is quite feasible considering the amount of resources at the University of San Diego and the data and experience provided by the It's All About the Kids Foundation. The costs are somewhat high but as stated before, can be lowered through sponsorships and donations. The cause is certainly one that is attractive for donors, and the University of San Diego is a popular choice for sponsors. In terms of logistics, similar events have been held at the University and planned and operated by Professor Rebman's ITMG 494 class, and the professor's experience could make such a project go smoothly.

RISK MANAGEMENT STRATEGY

The Risk Management strategy should be designed to address specific risks. The risks are mainly the delaying of tasks and the costs associated with running behind schedule. The communication strategy will effectively be the risk management strategy. Effective communication will ensure that the project does not incur costs associated with being delayed.

COMMUNICATION STRATEGY

The communication strategy will utilize electronic reporting for every completed task, as well as two milestone status reports. Every time a group completes a task, they will complete an electronic status report and mark the task as completed, while submitting any deliverables that can be submitted online. A task scheduling program such as Asana will be utilized for this purpose. There will also be a project team group chat, using a program such as GroupMe. This chat will be for general communication, and will be

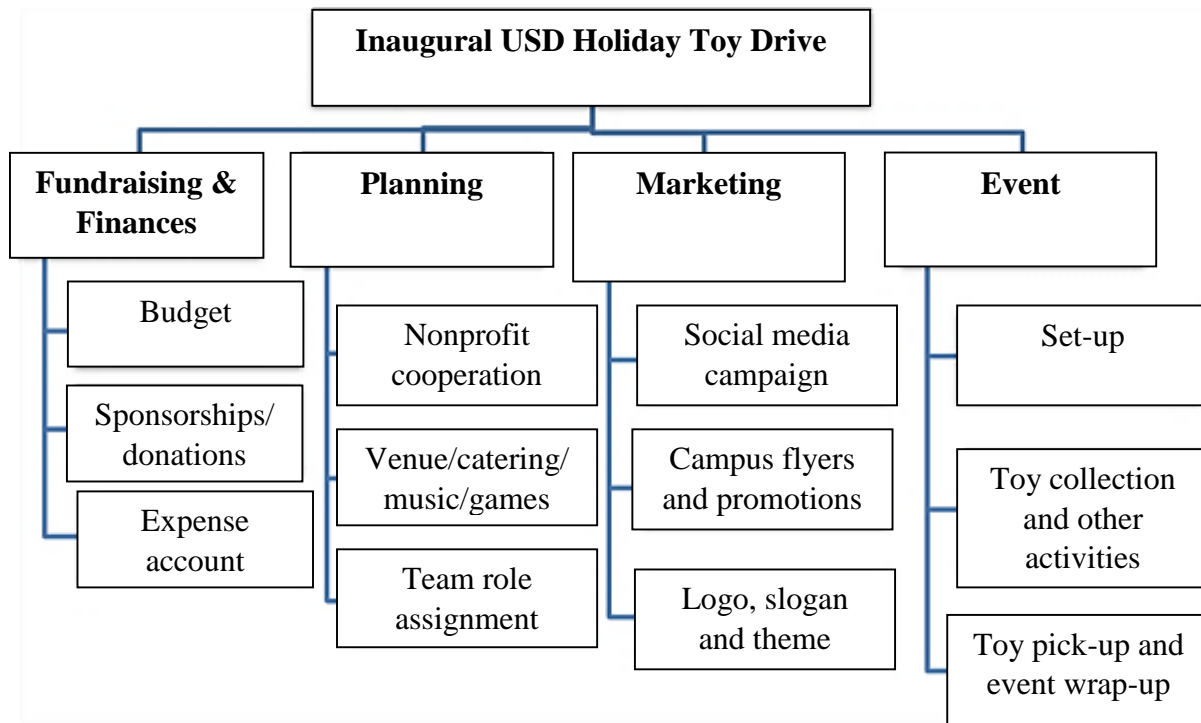
especially helpful for inter-group communication. The group will also share a Google Calendar, as well as a Dropbox for data sharing.

PROJECT DEVELOPMENT

TIMELINE



WBS



STAFFING

The following staffing plan utilizes only class students who are members of the project team, and no outside resources. It assumes that all vendors, caterers, and music providers (including DJ) are

responsible for setting up and tearing down their own materials. It also assumes that the site for the toy drive is the UC's A & B on the USD campus.

Personnel	Responsibility	Area	Time	Roles
Student 1	Event Check In	UC A	8-10 am	Help vendors, caterers and DJ check in and set up
Student 2	Event Check In	UC A	8-10 am	Help vendors, caterers and DJ check in and set up
Student 3	Operations Set Up	UC A & B	8-10 am	Help nonprofit staff set up toy drive venue and logistical support
Student 4	Operations Set Up	UC A & B	8-10 am	Help nonprofit staff set up toy drive venue and logistical support
Student 5	Event management	UC A & B	10 am – 12pm	Assist nonprofit staff in facilitating toy collection
Student 6	Event management	UC A & B	10 am – 12 pm	Assist nonprofit staff in facilitating toy collection
Student 7	Event management	UC A & B	12 pm – 2 pm	Assist nonprofit staff in facilitating toy collection
Student 8	Event management	UC A & B	12 pm – 2 pm	Assist nonprofit staff in facilitating toy collection
Student 9	Event breakdown	UC A & B	2 pm – 4 pm	Assist nonprofit staff and all external resources in packing up and facilitating nonprofit toy pick-up
Student 10	Event breakdown	UC A & B	2 pm – 4 pm	Assist nonprofit staff and all external resources in packing up and facilitating nonprofit toy pick-up

Final Analysis

METHOD OF EVALUATION

The project will be evaluated according to several standards. The first will be how well the project sticks to the schedule and deadlines, completing all tasks completely and on time, submitting the appropriate documentation and deliverables. The second will be how well the project sticks to the budget, or even goes under budget. Another would be how effective the marketing team is in getting the word about the toy drive out, which will be determined via a post-event survey. Finally, the success of the toy drive event

itself will be evaluated according to a goal set for toy collection and a post-event survey of all attendees and vendors/caterers.

Appendix

Any data collected through the project research should be placed and referenced in the appendix. This could be especially useful for future projects, especially if the toy drive is successful enough to be repeated again for different years to come.