

Project Charter

Date: September 2008

Project Name: The Krissi Flatt Memorial Fishing Tournament

1.0 Introduction

The Krissi Flatt Foundation is a non-profit organization whose mission is to save lives through public awareness and education about potential adverse reactions to prescription drugs. In order to raise funds to support this organization, they have decided to hold an annual fishing tournament.

The tournament is called The Krissi Flatt Memorial Fishing Tournament. My goal is to help organize the events for the 2nd Annual Krissi Flatt Memorial Fishing Tournament. In addition, I will help organize information of these events on the Krissi Flatt Memorial Fishing Tournament website. The event plans for the 2009 fundraiser will be complete by December 8, 2008.

I will be working in an office with Jane Munroe, the event coordinator and founder of the Krissi Flatt Foundation. The office is located at 2510 Marston Road, Tallahassee, FL, 32308. I plan on working two days a week, plus additional day's as needed to ensure the job gets done.

2.0 Goal Breakdown Schedule

1. Raise funds for the Krissi Flatt Foundation
 - a. Host the 2nd Annual Krissi Flatt Memorial Fishing Tournament 2009
 - i. Plan the events for the tournament
 - ii. Set date, time, location
 - iii. Plan for tournament festivities
 - iv. Create a web site that will provide tournament information
1. Keep same feel of the 2008 tournament
 - a. Family Oriented and Fun
2. Not trying to become a professional fishing tournament series

3.0 Critical Assumptions and Constraints

Assumptions

1. There will be enough people registered to fish in the tournament
2. The weather will be nice on the day of the tournament

Constraints

1. Other events being held on the same weekend as the fishing tournament.
 - a. Local college football games
 2. Bad weather
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4.0 Preliminary scope of work

Deliverables

1. Focus Group
 - a. Lessons Learned from 2008 Tournament
 - b. Discussions on positives and negatives of first tournament
 - c. Logistics
 - i. Place
 - ii. Time
 - d. Equipment Required
 - e. Schedule of Events for Weekend of the Tournament
2. Timeline of Deliverables
 - a. Tee Shirt Design
 - b. Banners
 - c. State Regulatory Agency
 - i. Solicitation of Contributions Permit
 - ii. Beverage License Permit
3. Marketing and Outreach–Anglers
 - a. Methods
 - i. Newspapers in Leon County, Wakulla County, Franklin County and surrounding areas

4.0 Preliminary scope of work contd.,

3. Marketing and Outreach–Anglers contd.,

a. Methods contd.,

ii. Event posters to be distributed in retail stores

iii. E-mail to past participants

iv. Facebook and My Space Internet Sites

v. Specific web-sites for fishing enthusiast

4. Marketing and Outreach–Sponsors

5. Marketing and Outreach–Contributors to Door Prizes(Raffle)

6. Establish Specific Committees

a. Determine best practices in volunteer recruitment

b. Plans for new way to train volunteers

5.0 Preliminary budget estimate

Total all phases: \$15,000.00

Estimated Budget Breakdown:

1. Marketing

a. Tee Shirts and other items sold \$2,500

2. State and County Filing Fees \$500

3. Liability Insurance \$2,000

4. Captain’s Meeting \$500

5. VISA/MC Merchant Fees \$150

6. Cash Prizes

a. First Place \$1000

b. Second Place \$500

c. Third Place \$250

Total Prize Money \$8750

5.0 Preliminary budget estimate contd.,

Estimated Budget Breakdown contd.,

7. Printing and Graphics

a. Meal Tickets	\$100
b. Posters	\$250
c. Captain's Bags	\$250
d. Total printing and graphic	\$600
Total Estimated Budget	\$15,000

6.0 Preliminary schedule

Monthly Event Planning-2009 Scheduling

Start:

January

- Design fact sheet on delineating foundation's accomplishments
- Contact potential sponsors to determine what is needed to be included in their 2009 Charitable Contributions for non-profits

February

- Start tee shirt design
- Determine marketing strategy for anglers, sponsors and public awareness

March

- Send emails and utilize facebook etc. to advertise the date of the tournament
- Secure DJ, Caterer, drink sponsors

April

- Contact newspapers with dates and preliminary information on tournament
- Secure hotel rooms for tournament staff

6.0 Preliminary schedule contd.,

Monthly Event Planning-2009 Scheduling contd.,

May

- Full scale advertising.

June

- Forms for tournament designed and printed
- Registration Ledger
- Weigh-In Ledger per Fish Category

July

- Obtain Liability Insurance

August

- Obtain solicitation license from State
- Obtain from Franklin County
- Presentation to the Board of Carrabelle City Commissioners
- Obtain beverage license
- Solidify Tournament Rules

September

- Tee Shirts printed

October

- Gather equipment and supplies
- Confirm date and time with Vendors
- Thank you notes and pictures sent to sponsors and participants
- Send list of winner's to newspapers and applicable websites

End.

Duration: Ten Months

October XX, 2009 – October XX, 2009

Event Weekend

Friday, October XX, 2009

- 6:00 to 8:00 pm
- Captain's Meeting
 - Captain's Meeting is primarily to register boats and verify boats that have preregistered.
 - There will be no formal agenda.
 - Tournament Master will be available to answer questions regarding the rules of the tournament.
 - Hors D'oeuvres Served
 - Four Volunteer's will be accepting registration forms
 - Four additional volunteer's will be assembling Captain's Bag

Saturday, October XX, 2009

- 6:30 am to 12:00 pm
 - Late Registration
 - Four Volunteer's will be accepting registration forms
 - Four additional volunteer's will be assembling Captain's Bags
- 7:00 a.m.
 - Fishing Tournament Begins
 - 10:00 am to 8:00 pm Coca Cola Booth Hours
 - 2:00 pm to 8:00 pm Beer Booth Hours
 - 2:30 pm to 8:00 pm Music by Disc Jockey
 - 3:00 pm to 5:30 pm Official Weigh In
 - 6:00 p.m. Winner's Announced and Prizes Remitted
 - 6:00 p.m. Dinner Plates will Start Being Served
 - 8:00 p.m. Tournament Ends

Schedule of Tournament Events Duration: Two Days

 7.0 Roles and responsibilities (who does what)

Name	Project Role	Position	Contact Email	Contact Phone
Jane Munroe	Coordinate the tournament events	Executive Director	janemunroe@hotmail.com	850.510.0749
Kasi Flatt	Assist the event coordinator	Executive Assistant	info@kasithursby.com kasithursby@hotmail.com	850.210.4119
Karli O'Neal	Sponsor Recruiter	Director of Public Relations	karlioneal@yahoo.com	850.510.2261

 8.0 Comments

The first tournament in 2008 was a success on a small scale. It is anticipated that the 2009 will grow at least ten percent. A full effort will be needed by the immediate people responsible for the tournament and the volunteers to keep the quality and reputation of the tournament in tack.