| **Project Details** | | |
| --- | --- | --- |
| **Project Name** | Annual Report 2021 | |
| **Project Manager** | Erin Bergeron | |
| **Start Date** | April 26, 2022 | |
| **End Date** | October 2022 | |
| **Expected Milestones** | Brief created: April 27,2022  Brief reviewed and approved: April 27-May 18  Blue Sky Kick Off: May 17  Brief finalized: May 19  Creative development (including copy deck first draft): May 22-28  Brief in design with skeleton of copy: Early June  Design developed: June  Initial stakeholder review: July X  Feedback incorporated:  Mini “launch” campaign developed:  Go live: August X | |
| **Cost & Budget Allocation** | TBD  Expected direct costs:   * Web Designer Hours * Graphic Designer Hours * Translations | |
| **Project Objective** | **GET** - Our existing funders, and past supporters, potential funders, and additional stakeholders of our work  **TO** - Feel proud of what we’ve accomplished together, and energized about where CLC is headed  **BY** - Providing an enticing summary of what we accomplished towards our vision in 2021  **BECAUSE** - We’ve come far but there’s so much more to do - a better and more inclusive future won’t build itself. | |
| **Success Criteria** | * Completion of report   + No success metrics have been determined in the past. | |
| **Within Scope** |  | |
| **Out of Scope** |  | |
| **Approach** |  | |
| **Constraints** | * Need to ensure funders at the 10k mark and above are recognized within the annual report | |
| **Risks** | Strategic Risks |  |
| Operational Risks |  |
| Financial Risks |  |
| Legal Risks |  |
| **Assumptions** |  | |
| **Roles and Responsibilities** | | |
| **Name** | **Role** | **Position** |
| Nancy Konopinsky | Project Champion[[1]](#footnote-0) | Chief Operating Officer |
| Layah Glassman | Project Sponsor[[2]](#footnote-1) | Marketing Manager |
| Erin Bergeron | Project Manager[[3]](#footnote-2) | Project Manager |
| Cait B | Steering Committee Members[[4]](#footnote-3) | Director, Fund Development |
| Jaci Banton  Ana Bezd  Ashley John  Angela Lackey  Kirby Lidster  Contractor(s) | Team Members[[5]](#footnote-4) | Operations Manager  Operations Coordinator  Software Administrator  Marketing Coordinator  Fundraising Coordinator  Web Developer |
| **Comments** | | |
|  | | |
| **Resources** | | |
| * [Brief](https://docs.google.com/document/d/1R7KWToLESdTNAyPrOWskgbwi_e1CY0CPscAAhbrwZG0/edit#) * [Project Plan](https://docs.google.com/spreadsheets/d/1jxnGudfZcnFfeeAO3CFeaeBHuvKxjZwZc2QkpEuizTw/edit#gid=1708345647&fvid=1509682247) | | |

1. Acts as a key proponent for the project. [↑](#footnote-ref-0)
2. The person who provides direction and funding for the project. [↑](#footnote-ref-1)
3. The person responsible for working with the project sponsor, the project team, and other people involved in the project to meet project goals. [↑](#footnote-ref-2)
4. The "steering committee" of a project can be described as a "governing device" used to organize key project stakeholders and empower them to "steer" a project (or group of projects) to successful outcomes. Steering is not managing. Managing seeks to get the job done, but steering determines what the job is. Where the steering committee adds value is by clearing obstacles from the pathway to success for the project. [↑](#footnote-ref-3)
5. Responsible for project execution [↑](#footnote-ref-4)