

Team 3: Let's Roll for a Good Cause Project Audit

Project Description

Our team chose to host a bowling event to support Misericordia at Habetler Bowl in Chicago, IL. Admission to the event was \$35, which included 1 hour and 30 minutes of bowling. We sold tickets to the event on Eventbrite and included the ability for individuals to make a one-time donation to the organization through the Eventbrite page. The bowling ticket, which was negotiated with the bowling alley, resulted in \$20 to the bowling alley and \$15 to Misericordia.

To increase the fundraising potential and provide an additional source of revenue, we also held a 50/50 raffle. Tickets to the 50/50 Raffle were \$10, with \$5 going to the raffle's pot and \$5 going directly to our organization. Tickets for the raffle were sold on-site and were also sold to other friends, family, and colleagues, who could not attend the event, with payment received Venmo and Zelle. We successfully held the event on March 6th and it was attended by 10 people.

Although 10 total event attendees were much lower than we had hoped, we made up for any lost donations from bowling tickets by selling more 50/50 raffle tickets than we originally anticipated, ultimately resulting in a grand total of \$1,090 for Misericordia, slightly less than our projected most likely scenario.

Description of the Charity

The charity we selected is Misericordia. Misericordia is a 100+ year-old 501(c)(3) not-for-profit corporation in Chicago, that provides comprehensive care such as group housing, as well as other services for individuals with developmental disabilities. Misericordia is a Catholic Charity of the Archdiocese of Chicago, and their mission is to provide a quality of life for their residents.

Analysis of Project Success

Our primary goal was to raise at least \$500 after expenses for Misericordia.

Based on the potential performance of our project's three primary streams of income, we identified three fundraising scenarios:

Worst Case: \$100

Most likely: \$1,275

Best Case: \$2,175

We held the event on March 6th and raised a total of \$1089.60.

- 10 event tickets were sold, which brought in revenue of \$350. After expenses of \$145.60, these netted a donation of \$204.40
- 111 50/50 Raffle Tickets were sold, which brought in a revenue of \$1,110.00 – after payout to the raffle's winner, these netted a donation of \$555.00.

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- 4 Individuals made an additional donation directly to Misericordia, which brought in an additional \$330.20

While our project total was just short of our “Most Likely” scenario, we came very close and succeeded in holding a fun and successful event that allowed us to apply project management skills from our class.

Lessons Learned

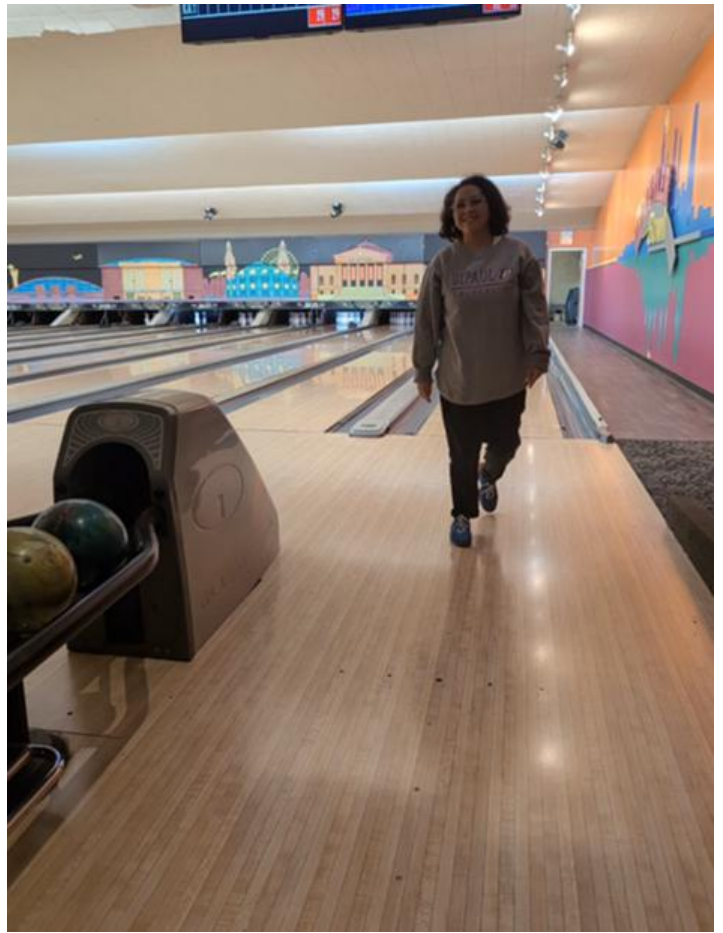
1. We should have spent more time on risk analysis. We spent more time and effort on our project's Implementation Plan. This was great and was key to our project's success, but we potentially could have had an even more successful project by spending an equal amount of time on the Risk Management Plan.
2. Diversified streams of income. We held an in-person event and were only able to attract 12 people (10 people bowling) to the event itself. We still succeeded in raising money, but the fundraising potential of our project could have been further maximized with a couple additional streams of income.

Advice for future teams doing similar projects

1. Start on the project early in the quarter. The short timeframe should not be taken lightly.
2. Meet with your project team on a regular basis – at least weekly.
3. If possible, utilize your team's personal networks to select an organization and location. If not, select an organization and venue that is most likely to be responsive to your team.
4. Manage the project by regularly referencing the project management documents your team creates over the course of the project.

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Photos



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