



**EVERGREEN  
CONSULTING**

# **FINAL PRODUCT REPORT**

**JUNE 2024**

PMGT5850  
CAPSTONE PROJECT



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## 1. Executive Summary

This final report on project status and review will discuss about the strategic marketing campaign created for the Glebe Youth Service (GYS) to reach a sustainable long-term donation plan in order to secure more stable funding for their organisation.

The report provides an overview of the project's background, objectives, and the value in each deliverable provided for GYS's and the Glebe Society's tactical role in providing community support. It includes information on the objectives of the project, success measures, methods, resources used, and strategies employed to guarantee successful campaign execution.

This report also addresses proactive risk management with a thorough examination of risks and problems, along with strategies for mitigating them. To ensure clarity on what has been accomplished, the report also includes descriptions of the deliverables, delivery schedule, and acceptance criteria.

By utilizing community support through the Glebe Society, this strategic marketing campaign effectively positions GYS for sustainable funding, leveraging community support through the Glebe Society. The report provides actionable recommendations for future actions to further enhance GYS's funding stability and community engagement.

## 2. Introduction

### 2.1 Background/Problem Statement

A community organization called the Glebe Youth Service (GYS) assists Aboriginal families and at-risk youth in the Glebe neighbourhood (Glebe Youth Service, 2024). Due to decreased government funding, GYS has been experiencing financial difficulties. In order to continue providing their vital services, they urgently need long-term donations. The goal of GYS's strategic marketing campaign is to provide longer-term, more viable funding options.

With ties to GYS, the Glebe Society is an important community organization committed to maintaining and promoting Glebe's distinctive character and is a major sponsor and partner in this endeavour (Hogan, 2023). Renowned for their tenacious support of neighbourhood causes, including small business development, cultural event planning, and preservation of architectural legacy, the Glebe Society offers substantial expertise in community involvement (The Glebe Society, 2024).

### 2.2 Purpose & Justification

The main purpose of our project is to ensure Glebe Youth Service (GYS) initiating a long-term sustainability donation plan. GYS has a long history of helping the Glebe community's youth to optimise their potentials using a combination of professional and personal experience. GYS is attempting to diversify its sources of support as a result of financial strain impacted by decreased government funding and an overstretched funding environment. The strategic marketing campaign addresses current fundraising issues and lays the groundwork for future



community support and engagement while also being in line with GYS's long-term sustainability goals.

The Glebe Society's participation strengthens this endeavor by utilizing their wide network and solid community connections. Their successful campaigns for local businesses demonstrate their ability to mobilize support for causes in the community.

## 2.3 Benefits

This strategic marketing campaign has the potential to improve fundraising efforts, guarantee more consistent funding for GYS, and foster long-term donors and brand ambassadors. By helping those in need, we can ensure that GYS can carry on its important work for years to come while also encouraging the community to come together and enjoy all that Glebe has to offer.

The Glebe Society's involvement adds value by utilizing their credibility and well-established community engagement mechanisms. With their help, the campaign's impact and reach can be increased, strengthening the sense of community ownership and shared responsibility for the well-being of Glebe's youth. By working together, the Glebe community can strengthen GYS's support network, guaranteeing the continuation of vital services and the enhancement of the local community fabric

## 3. Objectives & Success Measures

The objectives of the project have been met, and every deliverable has been finished. The high level of sponsor satisfaction suggests that the project deliverables have been well received and have fulfilled the success criteria.

### 3.1 Project Objectives

Initiating promotional work for “100 People \$100/ Month” campaign before 8<sup>th</sup> June 2024 for Glebe Youth Service on behalf of Glebe Society.



## 3.2 Success Criteria

Success Criteria	Description	Measurement
Deliverables	Final version of brochure, email, and bulletin message includes a clear, engaging content with strong CTA for donation program	Sponsor Sign-off ( <i>see appendix 1</i> )
	Ensure donation strategy plan for strategic marketing campaign aligns with GYS long-term sustainability goals and offers opportunities for broader community engagement and support	Sponsor Sign-off ( <i>see appendix 1</i> )
Reflection	Hold project wrap-up meetings with sponsors; Review outcomes, lessons learned, action items.	Sponsor satisfaction is more than 80% Everyone is attending the wrap-up session. ( <i>see appendix 1</i> )

## 3.3 Level of Success Claimed by the Project

The project has effectively fulfilled its primary objectives and met its successful criteria. This is a thorough assessment of the project's claimed level of success.

## 3.4 Objective Achievement

The project's primary objectives for fundraising and promotional activity were three main deliverables for the "100 People \$100/Month" campaign. This goal has been completely accomplished, and all deliverables have been approved by the sponsor.

## 3.5 Success Criteria Fulfilment

- Donation Strategy Plan Sponsor Sign-off: On June 6th, the sponsor approved the achievement.
- Promotion Content Sponsor Sign-off: Obtained following submission of the second draft and receipt of sponsor sign-off.
- 80% Satisfaction of Branding Work: Achieved, as indicated by email comments from the sponsor, who expressed satisfaction with every aspect of the project.
- Reflection: Good project management and communication have been facilitated by the sponsor and team members' consistent, on-time presence at all meetings.



All things considered, the project has not only achieved its basic goals and success criteria, but surpassed them. The project's success in reaching its objectives is demonstrated by the high degree of sponsor satisfaction and the successful delivery of all deliverables.

## Value we offered to our sponsor

This table highlights the key value points delivered to the sponsor through the “100 People \$100/Month” campaign project.

Value Category	Description
<b>Enhanced Brand Visibility</b>	The project raised awareness about the “100 People \$100/Month” campaign, increasing the sponsor's brand visibility within the community and attracting potential donors.
<b>Strategic Marketing Plan</b>	A comprehensive donation strategy plan was developed and approved, aligning with the sponsor’s long-term sustainability goals and providing a clear roadmap for future marketing efforts.
<b>High-Quality Promotional Materials</b>	Deliverables including the brochure, email, and bulletin message were crafted with engaging content and strong calls to action, ready for distribution and approved by the sponsor.
<b>Community Engagement</b>	The team's commitment to punctual and active meeting attendance ensured effective communication and timely completion of deliverables, providing a reliable project management experience.
<b>Operational Efficiency</b>	The team's commitment to punctual and active meeting attendance ensured effective communication and timely completion of deliverables, providing a reliable project management experience.
<b>Sponsor Satisfaction</b>	High satisfaction levels from the sponsor, indicating the project met and exceeded expectations in delivering value and achieving objectives.
<b>Lessons Learned and Future Improvements</b>	A thorough review of outcomes and lessons learned provided actionable insights for future projects, ensuring continuous improvement in project execution and sponsor collaboration.



## 4. Approach / Method

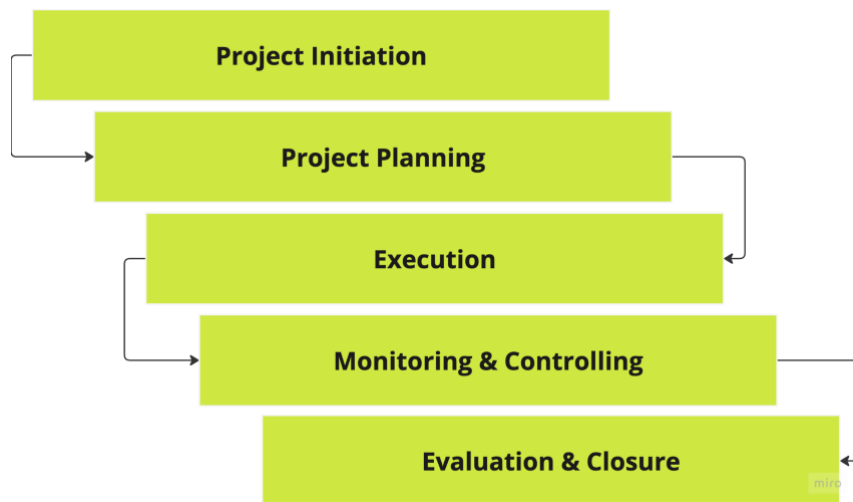


Figure 1 - Process Flow of Traditional Project from PMBOK

We selected the Waterfall method for this project based on the following factors related to the project's specific requirements and characteristics:

Factor	Rationale
Linear and sequential development process	<ul style="list-style-type: none"> <li>- Clear and well-defined plan from planning and design to execution and completion</li> <li>- Ensures each phase is completed before moving to the next</li> <li>- Keeps the fundraising campaign organized and structured</li> </ul>
Fixed requirements	<ul style="list-style-type: none"> <li>- Predetermined requirements not expected to change</li> <li>- Allows confident planning and execution of each phase</li> <li>- Requirements remain consistent throughout the project lifecycle</li> </ul>
Deliverables required before project completion	<ul style="list-style-type: none"> <li>- Donation strategy plan, promotional materials, and communication strategies must be finalized and approved before campaign launch</li> <li>- Structured approach ensures all necessary documentation and plans are developed and signed off in advance</li> </ul>
Thorough upfront planning	<ul style="list-style-type: none"> <li>- Comprehensive upfront planning allows creation of detailed project schedule, efficient resource allocation, and clear milestones</li> <li>- Ensures project stays on track and is completed within the designated timeframe</li> </ul>
Collaboration with the Glebe Society	<ul style="list-style-type: none"> <li>- Structured approach ensures effective communication and coordination</li> <li>- Linear process facilitates clear expectations and deliverables at each stage</li> <li>- Enables smooth collaboration between GYS and the Glebe Society</li> </ul>



Focus on marketing and outreach	<ul style="list-style-type: none"> <li>- Emphasis on developing a strategic marketing campaign and promotional materials aligns with the Waterfall method's sequential phases</li> <li>- Team can focus on creating high quality deliverables in the design phase before moving on to implementation and execution phases</li> </ul>
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By employing the Waterfall method, the team successfully navigated the project's specific requirements, ensuring a well-organized and efficiently executed fundraising campaign in collaboration with the Glebe Society. The linear and sequential development process, fixed requirements, necessity for complete deliverables before project completion, thorough upfront planning, collaboration with the Glebe Society, and focus on marketing and outreach all contributed to the decision to use the Waterfall method for this project.



## 5. Product Risks & Issues

### 5.1 Risk Assessment Methodology

Our goal was to complete the delivery of two products: promotional material (including brochure, bulletin, and email message) and a donation strategy plan.

Additionally, to ensure the sponsor/client is fully aware of the potential risks and issues that may arise during the application of the products, we have created a risk register to identify unknown risks and an issue register to identify known issues. We have analysed the negative impacts these risks and issues could have on the products and developed a mitigation plan to avoid or mitigate their adverse effects on achieving the benefits.

The likelihood of a risk is scored based on the likelihood of the risk occurring and the impact of a risk is scored based on the amount of money lost. The scoring is based on the following table:

Likelihood (Probability of risk occurrence)	Impact (Amount of money lost)	Score
0%<Likelihood≤20%	\$0<Impact≤\$400	Very Low 1
20%<Likelihood≤40%	\$400<Impact≤\$800	Low 2
40%<Likelihood≤60%	\$800<Impact≤\$1200	Medium 3
60%<Likelihood≤80%	\$1200<Impact≤\$1600	High 4
80%<Likelihood≤100%	\$1600<Impact≤\$2000	Very High 5

The calculation of risk levels is based on the seventh edition of PMBOK.

Impact						
Likelihood		Very Low 1	Low 2	Medium 3	High 4	Very High 5
	Very High 5	5	10	15	20	25
	High 4	4	8	12	16	20
	Medium 3	3	6	9	12	15
	Low 2	2	4	6	8	10
	Very Low 1	1	2	3	4	5



## 5.2 Risk Assessment & Mitigation

We developed this risk matrix to help sponsor/client identify potential risks and formulated a mitigation plan to help sponsor/client mitigate the negative impact of risks.

Risk ID	Risk Description	Likelihood	Impact	Risk Rating	Risk Response	Risk Mitigation Plan	Likelihood	Impact	Risk Rating
R001	The promotional material is not attractive enough causing low participation.	3	5	15	Mitigate	Hold offline promotional activities in Glebe community to increase the exposure of the campaign.	2	4	8
R002	The leakage of personal information in promotional materials resulting in privacy violations.	3	4	12	Avoid	Before using personal information, make sure to communicate with the other party to obtain consent, and if any negligence leads to infringement, apologize promptly, and seek forgiveness from the plaintiff.	1	2	2
R003	Long-term donation causes donor fluctuations and declines in donations.	5	5	25	Mitigate	Continuously develop new funding strategy plans to attract new donors and maintain donor diversity to prevent fatigue among existing donors and avoid a significant drop in donation amounts due to the absence of new donors.	2	4	8



R004	There are deviations between the actual execution and the donation strategy plan.	4	5	20	Mitigate	Regularly monitor and evaluate the execution results and make timely adjustments if there are any deviations.	2	3	6
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## 5.2 Risk Monitoring & Control

We carefully analysed the threshold and the trigger of each risk and made a control plan to help sponsor/client control the probability of risk occurrence to the greatest extent.

Risk ID	Risk Description	Monitoring frequency	Threshold	Trigger	Control Plan
R001	The promotional material is not attractive enough causing low participation.	Daily	The proportion of Glebe society residents who are not interested in the promotional material is more than : <b>30%</b>	If the proportion of Glebe society residents who are not interested in the promotional material is more than :30%. In response, hold offline promotional activities in Glebe society.	Conduct thorough market research to understand the preferences of Glebe Society residents and GYS members and create promotional materials that cater to their preferences.
R002	The leakage of personal information in promotional materials resulting in privacy violations.	Daily	Privacy breaches resulting in complaints more than: <b>1 time</b>	Privacy breaches resulting in complaints more than: 1 time. In response, apologize promptly, and seek forgiveness from the plaintiff.	Personal portraits and stories exposed in promotional materials require the individual's consent and authorization before use.



R003	Long-term donation causes donor fluctuations and declines in donations.	Monthly	Donations for each month less than: <b>\$10,000</b>	Donations for each month less than: \$10,000. In response, develop new donors and maintain donor diversity to prevent fatigue among existing donors and avoid a significant drop in donation amounts.	Provide positive feedback and praise to donors, reward them with medals, and give them honors to keep them motivated.
R004	There have been deviations in the actual execution from the long-term donation strategy plan.	Weekly	The frequency and amount of donation can't meet: <b>100 people, \$100/month</b>	If the frequency and amount of donation can't meet 100 people, \$100/month, it means that there are deviations between execution and the plan, requiring regular monitoring and evaluation, and timely adjustments.	Fully communicate with sponsor at the beginning of the plan formulation to ensure the consistency of goals and actions.

### 5.3 Issues Register

Since deliverables are not officially applied yet, only one known issue has been identified at this time.

Issue ID	Issue Description	Issue Type	Issue Mitigation Plan
IS001	Miscommunication with sponsor regarding the promotional material	Communication issue	Increase the frequency of face-to-face communication to avoid information transmission errors and low communication efficiency caused by online meetings.



## 6. Requested Deliverables

Deliverables	Date Sent	Acceptance Criteria	Remarks
Donation Strategy Plan	4 June 2024	- Aligns with GYS long-term sustainability goals and offers opportunities for broader community engagement and support -Sponsor Approval	The Donation Strategy Plan was sent and got Sponsor's approval ( <i>see appendix 1</i> )
Promotional Message Template for Brochure, Email, and Bulletin	17 May 2024	-Includes a clear, engaging content with strong CTA for donation program -Sponsor Approval	Promotional Message was sent and got sponsor's approval ( <i>see appendix 1</i> )

Please find all the deliverables in this shared folder: [Fundraising for NFP Deliverables](#)

### 6.1 Donation Strategy Plan

Facing reduced government funding, GYS leverages its loyal donor base and experienced fundraising team while addressing resource limitations. The strategy segments the target audience into individual donors, corporate sponsors, major donors, and recurring donors, with tailored engagement approaches. This long-term donation strategy plan will serve as a comprehensive guideline during the initiation phase for Glebe Youth Service. Each initiative mentioned in this report should ideally be further developed and managed as a standalone project to maximise effectiveness and impact. This plan provides a clear roadmap for GYS to secure long-term financial support, ensuring the organisation can continue its mission of supporting young people and fostering a thriving community.

### 6.2 Promotional Message

The promotional message template was prepared for Glebe Society and Glebe Youth Service. The documents are drafts of messages seeking support for the Glebe Youth Service (GYS) from the Glebe Society and its members. GYS, a long-standing community organization, provides essential services such as casework, court support, food relief, and youth programs. Facing financial stress, GYS aims to diversify its funding sources by launching a campaign to recruit 100 regular donors contributing \$100 monthly. The messages invite members to host morning teas to promote this initiative and highlight various donation impacts, emphasizing the tax-deductible nature of contributions. The goal is to enhance community support and secure sustainable funding for GYS programs.



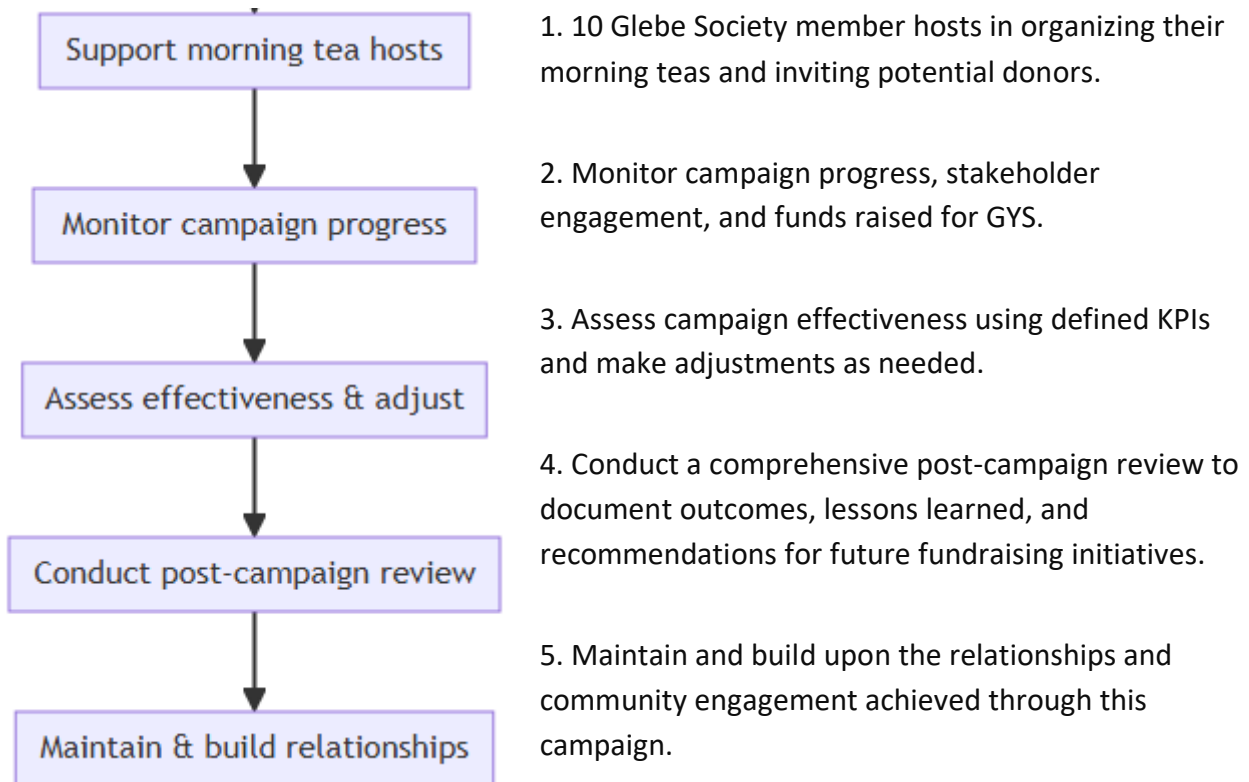
## 7. Recommendations/Next Steps

### 7.1 Recommendation

Area	Recommendations
Donor Analysis	<ol style="list-style-type: none"> <li>1. Conduct a comprehensive analysis of the existing donor database</li> <li>2. Develop donor personas based on donor characteristics, giving behavior, etc.</li> <li>3. Utilize donor personas to target fundraising efforts more effectively</li> </ol>
Fundraising Strategies	<ol style="list-style-type: none"> <li>1. Implement a mix of short-term and long-term fundraising strategies</li> <li>2. Prioritize high-impact initiatives, such as recurring giving programs and corporate partnerships</li> <li>3. Evaluate the effectiveness of each fundraising activity and optimize resource allocation</li> </ol>
Donor Engagement and Retention	<ol style="list-style-type: none"> <li>1. Develop a comprehensive donor engagement and retention plan</li> <li>2. Strengthen relationships with donors through personalized communication, recognition programs, etc.</li> <li>3. Regularly report project progress and fundraising results to donors to improve transparency</li> </ol>
Marketing and Outreach	<ol style="list-style-type: none"> <li>1. Increase marketing and outreach efforts to raise GYS brand awareness</li> <li>2. Effectively convey GYS's mission and impact by sharing stories of beneficiaries</li> <li>3. Expand promotional reach through various channels (e.g., social media, community events)</li> </ol>
Resource Management	<ol style="list-style-type: none"> <li>1. Improve resource allocation efficiency to ensure effective fundraising efforts</li> <li>2. Establish a Key Performance Indicator (KPI) system to monitor the effectiveness of fundraising activities</li> <li>3. Adjust fundraising strategies and resource allocation in a timely manner based on KPI analysis results</li> </ol>



## 7.2 Next Steps



## 8. Literature/Reference Section

- **Glebe Youth Service website link**  
Glebe Youth Service. (2024). *Home page*. Glebe Youth Services.  
<https://glebeyouth.org.au/>
- **Glebe Youth Service Annual Report link**  
Glebe Youth Service. (2023). *Glebe Youth Service Annual Report 2022-23*.  
<https://acrobat.adobe.com/link/track?uri=urn:aaid:scds:US:3e2bce40-7154-337e-8a2c-6d132499b19c>
- **Glebe Society Website link**  
The Glebe Society. (2024). *Community – The Glebe Society*. The Glebe Society.  
<https://glebesociety.org.au/category/community-2/>
- **Glebe Society Bulletin link**  
The Glebe Society. (2012, February 16). *Our bulletin*. The Glebe Society.  
<https://glebesociety.org.au/publications/bulletin/>
- **Glebe Society history with Glebe Youth Service link**  
Hogan, A. (2023, October 29). *Visit to Glebe Youth Service*. *The Glebe Society*.  
<https://glebesociety.org.au/gys-visit/>



## 9. Appendices

### Appendix 1: Sponsor's Approval

We have received our sponsor approval on 6th June 2024.

**Re: Capstone Project - Thank You for Yesterday's Meeting and Next Action Plan**



ⓧ **Mitra Gusheh** <mitra.gusheh@gle...>

Thursday, 06 June 2024 at 01:50

To: ⓧ Rebekah Liersch; Amy O'Neill; +6 more ✓

Hi team,

I am half way through reading the document and am very appreciative of the work you have put into it for us. I am sure it will be a rich resource that can inform the work going forward. In particular, I think the links through to examples will be really useful to us.

Thanks again for your effort - **Mitra**

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