Initiation

Project Name: Mo' Butts
Project Manager: Rebecca M

Synopsis

Mo' Butts is an event to raise awareness and donations for Movember Canada, which is an organization dedicated to men's health and prostate cancer. We will attempt to break late-night TV host Jimmy Fallon's World Record of the number of balloons popped simultaneously using their butts within 10 seconds. The event will be held on November 15th, in the PSYC 100 at 11:30 AM at C9001. Participating students will be asked to bring donations on the day of the event that will be donated to Movember Canada. A video will record the event, and be sent to Jimmy Fallon as proof of the world record.

Purpose

Prostate checks are still not being conducted as routinely and widespread as they should be. Since the younger demographic are more responsive and influential to their peers, we believe spreading the cause through them in a fun and interactive method would help increase awareness for prostate cancer and prostate checks.

Product Description and Deliverables

Our intention is to break the world record, set on the Jimmy Fallon Show, of the most people to sit on balloons and pop them at once; the current record is set at 192 people. There is a 10 second limit from the point we start popping the balloons. This event will occur in the PSYC 100 class at Simon Fraser University, which consists of 422 students. The event will be filmed and timed, and subsequently sent to the Jimmy Fallon Show challenging him to beat our record. Funds will be raised by voluntary donation and the participating students will be entered into a raffle to win an XBOX Kinect.

Our product will be completed to our standards and expectations once we have completed the following:

i. Breaking the record of 192 balloons popped simultaneously with a 10 second grace
ii. Raise a minimum of $250 to be donated to prostate cancer research
iii. Create a video of the event for delivery to the Jimmy Fallon Show
iv. Obtain an XBOX Kinect unit sponsorship
v. Seek sponsorship to offset the cost of the event

Scope Statement[1]

Tier System of the Product

In order to participate, participants must donate funds based on a seating tier system. We will be collecting money every Thursday leading up to the event and on the actual day of the event. The tier system is as follows:

I. Front row of class (offers most camera exposure & includes a t-shirt): Minimum $10 donation
II. Second row of class (offers moderate camera exposure & includes a t-shirt): Minimum $5 donation
III. Rest of the class (offers limited camera exposure & does not include a t-shirt): Minimum $2 donation

What IT operations procedures are required?

We require heavy marketing through social media networks such as Facebook and Twitter. In addition, developing our logo, promotional video and final recorded/edited version for event video.

[1] See Appendix I for the Network Diagram

Cost Objectives

Raise funds to support the following activities:

I. Video, lighting and editing equipment rental = $95 (refer to 2.1.2 & 2.4)
II. Balloons = $135 (refer to 1.2)
III. Donation Boxes = $20 (refer to 1.3)
IV. Waiver Forms = $15 (refer to 2.3)
V. T-shirt = $180 (refer to 3.1)
VI. Posters = $25 (refer to 3.2.1)
VII. Create Promo Video = $30 (refer to 3.3.1)

Total funding required equals $500.

Out of Scope

• Accounting and bookkeeping function: While we do not require an official accountant or bookkeeper, we still must develop a system to receive and record all donations and submit funds to the Movember organization
• Simon Fraser University: The University itself is not impacted by our event however because the Mo' Butts event is taking place on SFU property the school is part of the project
• The Movember Organization: While we are raising awareness/funds for this organization, our Mo' Butts success does not play a detrimental role in the success of the Movember cause and organization

Our Aim

Our product aims to directly impact Movember Canada and prostate cancer research and indirectly impact the mindset of youths regarding the seriousness of prostate cancer. We are driven to provide a twist to regular prostate cancer charities in hopes of gaining increased involvement from the students attract new attention with our unique method.

What training is required?

While extensive training is not required, we will be meeting a couple days before the event to distribute tasks/responsibilities for the actual event on November 15, 2012.

What are the critical requirements?

Mo' Butts critical requirements are meeting or exceeding deliverables, collecting all donations from each participant, receiving a minimum participation from 50% of the PSYC 100 class, submitting the final edited video to the Jimmy Fallon show.

What business procedures are required?

Mo' Butts business procedures include:

- Booking time/date with PSYC 100 class and receiving permission from class professor to hold our event on the specified time/date
- Purchasing/Renting of all required supplies and equipment
- Preparing/Executing marketing campaign
- Contacting the Jimmy Fallon Show, Recordsetter.com and the Movember Organization
- General preparation on the day of the event (i.e. blow up & distribute balloons, collect participation/waiver forms, etc)
- Raising overall awareness for Movember cause

Required documentation:
Participation and Donation Form: All participants must fill out and sign the form below. Also included is the Photo/Video Release Form.

PARTICIPATION/DONATION FORM

Name of Participant (please print): _____

Email: _____ **Phone (Optional):** _____

Donation Level (Please Select One Option): **$10 (1st Row)** ☐ **$5 (2nd Row)** ☐ **$2 (Remaining Seats)** ☐

PHOTO/VIDEO RELEASE FORM

I hereby give permission for images of myself, captured during the Mo' Butts Challenge Event on November 15th 2012, through video, photo and digital camera, to be used solely for the purposes of the Mo' Butts – Jimmy Fallon We Challenge You Event's promotional material and publications, and waive any rights of compensation or ownership thereto. I am aware that I will be provided with a link (upon request) to all promotional materials and publications I appear in courtesy of the Mo' Butts Organizing Committee

Name of Participant (please print): _____

Participant's Signature: _____

Date: _____

What business functions are impacted?

- Research Function: Researching facts about the Movember cause was an integral part of the early stages of the Mo' Butts campaign.
- Marketing Function: We require a heavy emphasis on marketing and promotion of our Mo' Butts cause and event. This is essential for raising awareness and participation. An emphasis must be placed on branding and making our cause/event recognizable around the school and community.
- Operations/Logistics Function: This event requires lots of logistical tasks such as setting up class with time, date, capacity requirements, purchasing/renting equipment, purchasing all supplies needed, coordinating the actual event, making sure all deliverables are met.
- Information Technology Function: The IT function is required to develop our design to assist with branding. Furthermore, IT is required for all of our social media networks and for the filming/editing of the actual event.

Initial Work Breakdown Structure[2]

1. Supplies
   1.1 Volunteers
      1.1.1 Find volunteers to help with coordination of event
      1.1.2 Relay logistics for how the volunteers will help out and train the volunteers
   1.2 Balloons
      1.2.1 Go to multiple stores and compare prices of 550 balloons for the cheapest purchase
   1.3 Donation Box
      1.3.1 Decide on best type of box and purchase or obtain the box(es) through sponsorship
      1.3.2 Decide on how many donation boxes are necessary for the event
2. Logistics
   2.1 Recordsetter.com
      2.1.1 Contact with Record Setter via e-mail to ask them to provide rules and instructions to record the world-record breaking event.
      2.1.2 Have the event and record it on film to be put together for submitting the video
      2.1.3 Submit the compiled video to recordsetter.com
   2.2 Location
      2.2.1 Decide on which classes are good for holding this event and contact departments for their permission to run this event
      2.2.2 Find the best suitable lecture time that has the most amount of students and decide how many/which class(es) are participating
      2.2.3 Decide on whether or not we want an open location for participants
      2.2.4 Solidify the final time and location for the event with the professor
      2.2.5 Book time to make the presentation for the participating class for our cause
      2.2.6 E-mail the professor about the specific time of the event and ask the professor to confirm the event to their students
   2.3 Waiver Forms
      2.3.1 Create a plan that allows waivers to be signed efficiently
      2.3.2 Create the best, legal format to enable fast signing of the waiver forms
   2.4 Video
      2.4.1 Determine how to operate the cameras and who will operate them
      2.4.2 Film and edit the video of the event
      2.4.3 Confirm booking of the correct amount of cameras and rent the equipment
3. Promotional Material
   3.1 Sponsors
      3.1.1 Contact SFU and inquire about the grant money
      3.1.2 Contact Microsoft and inquire about sponsorship gift(s) (XBOX Kinect)
   3.2 Gifts
      3.2.1 Determine types of gifts to acquire and their costs
      3.2.2 Research t-shirt costs and make a purchasing decision
      3.2.3 Determine design, color scheme, and quantity of t-shirts
   3.3 Social Media
      3.3.1 Create the design of the poster and print them
      3.3.2 Create a logo ideas to convey our event's identity
      3.3.3 Create a Facebook event for the event and invite students, encouraging them to increase attention towards the cause
   3.4 Promotional Video
      3.4.1 Create a video to promote the upcoming event
      3.4.2 Spread promotional video through various social media channels

[2] See Appendix II for a graphical version of the Work Breakdown Structure

Activity Schedule[3]

Step	Start Date	End Date
1. Additional preliminary planning, refine: strategy (tactical approach), scope, budget, and constraints	September 23, 2012	September 30, 2012
2. Arrange promotional material, equipment (cameras), finalize design of our poster, contact and book the necessary classroom and points of contact (Jimmy Fallon Show, sponsors), and create pitch for the Jimmy Fallon Show	October 1, 2012	October 15, 2012
3. Visit classroom and spread the word, get a preliminary count of possible number of students participating, execute promotional material	October 16, 2012	October 30, 2012
4. Execute the event	November 15, 2012	
5. Post event analysis, editing of video, and send the video to the Jimmy Fallon Show and recordsetter.com	November 16, 2012	November 25, 2012

Estimated Budget

	BUDGET	ACTUAL	Under(Over)
Total	$ 280.55	$ -	$ 280.55

WBS	Task	Labor Hrs	Labor Rate	Materials Units	Materials $/Unit	Fixed Costs	Budget	Actual	Under(Over)
1	[Level 1 Category]						$ 90.00	$ -	$ 90.00
1.1	Volunteers	1.0	$0.00	0.0	$0.00	$0.00	-		-
1.2	Balloons	3.0	$0.00	450.0	$0.20	$0.00	90.00		90.00
1.3	Donation Boxes	2.0	$0.00	5.0	$0.00	$0.00	-		-
2	[Level 1 Category]						$ 0.55	$ -	$ 0.55
2.1	Recordsetters.com						-		-
2.1.1	Contact Website	1.0	$0.00	0.0	$0.00	$0.00	-		-
2.1.2	Record Event	1.0	$0.00	0.0	$0.00	$0.00	-		-
2.1.3	Submit Video	1.0	$0.00	0.0	$0.00	$0.00	-		-
2.2	Location						-		-
2.3	Waiver Forms	3.0	$0.00	5.0	$0.11	$0.00	0.55		0.55
2.4	Video Equiptment Rental	3.0	$0.00	1.5	$0.00	$0.00	-		-
2.4.1	Contact Venue Options	3.0	$0.00	0.0	$0.00	$0.00	-		-
3	[Level 1 Category]						$ 190.00	$ -	$ 190.00
3.1	T-shirts	4.0	$0.00	30.0	$6.00	$0.00	180.00		180.00
3.2	Social Media						-		-
3.2.1	Posters	4.0	$0.00	40.0	$0.25	$0.00	10.00		10.00
3.3	Promo Video						-		-
3.3.1	Create Video	5.0	$0.00	1.0	$0.00	$0.00	-		-

[3] See Appendix III for the Critical Path

Stakeholders

	AJ [redacted]	Joanne [redacted]	Justin [redacted]	Matt [redacted]	Rebecca [redacted]	Sanj [redacted]	PM Instructors: Jan and Madhav	SFU	Jimmy Fallon World Records	Sponsors	Movember Canada	PSYC 100 Professor	PSYC 100 Students	Volunteers	Equipment Suppliers	Balloon and Gift Sellers
Find and coordinate volunteers to help with event set-up	I	R	I	I	R	I	I					I	I	I		
Find and purchase balloons (or through sponsorship)	I	R	I	I	R/A	I	I			C		I	I	I		C
Find donation boxes (also determine how many are required)	I	R/A	I	R	I	I	I				C	I	I			
Continue correspondence and logistics of event with recordsetter.com	I	I	I	R/A	I	I	I		I	I	I	I	I			
Confirm time, date, and location with the professor	I	I	I	I	R/A	I	I		I		I	C	I	I		
Inform the class of the event and cause	R/A	I	I	I	I	R	I	I			I	C	I			
Create waiver form and create plan to get all the students to sign the waiver	R	I	I	I	I	R/A	I	I				I	I	I		
Rent video equipment and set-up all video equipment on the day of the event	I	I	R/A	R	I	I	I	I				C			C	
Send the video to the Jimmy Fallon Show	I	I	R/A	R	I	I	I		C	I	I	C	C			
Ask SFU for grant money	I	I	I	R/A	I	I	I	C		C						
Contact Microsoft for the XBOX Kinect	R	I	I	I	I	R/A	I			C		I	I			

Project Team Roles and Responsibilities

Role	Name	Responsibilities
Project Instructors	*Jan* and *Madhav*	• Overlook the project's process and progress and provide suggestions and feedback • Assist in problem-solving • Evaluate the final outcome of the project
Project Manager	*Rebecca M*	• Manages the team's performance of project tasks • Secures acceptance and approval of deliverables from the stakeholders • Problem-solving in the team • Ensures that the project is delivered within budget, on schedule, and within the scope
Cost Manager	*Sanj*	• Establishes the budget for purchasing the necessities for this event • Ensures that we are within budget and monitors the donations we raise • Oversees that we breakeven with the cost and donation
Scheduler and Planner	*Rebecca M*	• Establishes the scheduling process of the whole project • Tracks the scheduling performance of teammates
Risk Manager	*AJ*	• Identifies the initial risks of the fundraising event

		• Creates back-up plans for active risks • Tracks and reports risk status regularly
Resource Manager	*Joanne*	• Develops a plan for what resources are needed for the event • Prepares the resources for this event • Tracks the resource quality, quantity and usage regularly • Ensures that there are sufficient, but not excessive, resources • Ensures that the necessities and equipment are on place before and at the event
Public Relations	*Matt*	• Contacts the sponsors with monetary and gift donation inquiries • Contacts and updates the sponsors and the stakeholders with the project's status and progress • Requests information from the impacted stakeholders, such as Movember Canada and recordsetter.com
Marketing	*Justin*	• Designs the event poster and promotional video • Creates the Facebook page and website • Promotes and spreads the event to students and potential donators (such as staff or students)
Functional Managers	*Simon Fraser University*	• Provides permission to run this project/event • Overlooks the event and allocate the resources
Clients / Users	*PSYC 100 Students*	• Complete a survey about their interest in this event • Participate in the event actively • Provide feedback regarding this event • Willing to support this event and donate money to Movember Canada

Assumptions, Constraints, Risks

Risk	Probability	Severity	Risk Avoidance Steps
Not having over 192 students participate in the event	0.20	7	If students are unwilling to donate the $2 minimum, then lower the minimum to $1 and alternately allow onlookers to participate
The psychology class being cancelled on November 15th	0.05	9	Continue correspondence with the professor and in case of the class's cancellation, ensure that we are able to hold the event the following week
Not receiving donations from the students	0.4	6	Create a plan in which participating students must donate a minimum of $2 or otherwise wait outside while the event takes place
Not having enough times to set-up the equipment and blow up the balloons	0.10	8	Double-check with the equipment supplier for the availability of the camera and tripods; arrive early on the day of the event; ensure that we have volunteers on hand in case of time constraints
Not having an XBOX Kinect sponsor	0.25	6	Maintain close ties with Microsoft and keep them informed of our event's and cause's progress

Assumptions	Roadblock	Alternative/Prevention
Record will stay at 192 people until event date	Record is broken by another party	Purchase more balloons if number is still below 400. If new record exceeds 400, plan for a 2nd classroom to participate
High participation/break record	Below acceptable participation-low turnout	Invite interested participants who are not in PSYC 100
High participation/raise $250	Below acceptable participation-low funds pool	Get participation count in advance by attending class 3 times in advance as a reminder
Students will sign waiver forms	Students refuse to sign	Do not submit the video
SFU/Professor will offer classroom	No university classroom available	Rent out another room at Burnaby campus. Else, rent out convocation hall.
Balloons will successfully pop in 10 second time frame to break record	Too many unpopped balloons/disqualified - record unbroken.	Fill balloons accurately according to specifications for easy popping.
Will receive adequate funding	Lack of or minimal funding	Bootstrap

Recordsetter.com will participate	Recordsetter.com does not approve and does not participate	Contact recordsetter.com far in advance to get support. Execute event with no "formal" recognition of record.

Constraints	Resolution
Financial - $0 initial capital	Inquire/solicit for funding
Legal - Privacy concerns regarding sharing of video without student consent	Waiver forms
Time - Event date must be in November	Limit participation to one large class for minimal logistics
Staff	Seek volunteers
Video Equipment	Seek university rentals or outside rental facilities
Space - 192+ bodies requires adequate space	Seek large 300+ classroom instead of multiple smaller classes

Resources

Financial:
- Monetary sponsors
- Gift sponsors

Personnel:
- Volunteers to set up the event
- Recordsetter.com staff to count the number of balloon-poppers
- Our project management team to coordinate the event
- Our project manager instructors, Jan and Madhav, to evaluate our performance and project
- The class of PSYC 100 to participate
- The professor of PSYC 100 to allow us to execute this event

Material:
- Balloons
- Cameras and tripods for filming of the event
- Waiver forms
- XBOX Kinect as a gift
- Raffle tickets for the draw
- Smaller prizes to be won via the raffle
- Laptops and computers to compile all of the work and the videos
- Air pumps for the balloons
- The PSYC 100 classroom

Communication and Reporting

Key Stakeholders	Stakeholder Issues	Key Messages to Communicate	Communication Methods to be Used	Description of Specific Communication	Timing Issues
PM Instructors: Jan and Madhav	Final outcome, assessment, and consultancy	Status of the project (PM documentation)	Classes, WebCT assignments submissions, e-mail, face-to-face meetings, and final presentation	Following prescribed templates, status reports, and presentation Formal and detailed	Weekly According to the course schedule, until December 3rd, 2012
Simon Fraser University	Approval of event	Our goal and the event's process	Face-to-face meeting	Formal, but moderately detailed	Up until November 15th, 2012 at 11:30 am. (our event's execution)
Jimmy Fallon World Records	Evaluate our event video (One of the determining factors of our event's success)	Event video submission, evaluation, and feedback	E-mails	Asking to provide information to help execute the event, their evaluation process of the video, and when we can get our feedback Informal and moderately detailed	Before the planning stage and after November 15th, 2012 (our event's execution)
Project Team	Getting things done together, fulfill individual roles	Team communication related to work coordination, Project outcomes (Project management and execution)	E-mails, Face to face meeting, Facebook group, Google doc, Google hangout, phone calls, and text messages	Status updates, constant feedback, daily problem solving Informal, but detailed	Daily, immediate interactions

Sponsors	Providing coupons or gift cards to student who get involved	Benefits of supporting this event	Face-to-face	Asking for supporting coupons or gift cards and benefits we can bring to them Informal and moderately detailed	According to teammates' availability
Movember Canada	Project is done for the organization, their brand is used	Need help for fundraising, request for project approval	E-mails	Plan event, receive information and knowledge about Movember and men's health issues Informal, but detailed	Up until November 15th, 2012 at 11:30 a.m.
PSYC 100 Professor: George Alder	Approvals of event, its accommodation	Process of the event, the class's schedule and the time we'll need to borrow from the class	E-mails and face-to- face meetings	Process of the event (set-up, presentation, and event process), accommodation of time Formal and detailed	Weekly
PSYC 100 Students	Approval of being in video, Involvement of the event, donations for Movember (success is dependent on their engagement)	Approval of being in video, need for supporting Movember, engagement of breaking world record together	Face-to-face meeting (in class), e-mails, waiver form, researching form, presentation	Guide them to get involved in our event, encourage them to donate money Informal, motivated and less detailed	Weekly, starting October 25th, 2012
Volunteers	Assistance to set up the event and organize the event	Idea and process of the event	Face-to-face, e-mails, Facebook, Q&A, Text message	Time and location of the event, event details (set-up and process of event)	Constant, starting three weeks before the event

				Informal and detailed	
Equipment suppliers	Providing camera and other device equipment	Devices of cameras, renting price and return time	Face-to-face, e-mails	Usage of camera, renting price and return time Informal and less detailed	Starting November 1st, 2012
Balloon and gift sellers	Providing balloons and gifts	Price, quantity, and quality	Face-to-face	Reasonable price and enough supply Informal and less detailed	Starting October 25th, 2012

Acceptance

-Meeting or exceeding deliverables

-Receiving a minimum of 50% student participation in event (minimum 200 students)

-Long-term: Having our video be on the Jimmy Fallon Show for increased global impact

Change Management

1. Team member initiates change request by contacting all team members via e-mail or phone.
2. All team members review the change request as soon as they receive it or as soon as it is convenient to them.
3. Team members arrange for a meeting to discuss the feasibility of this change.
4. Team members communicate and coordinate (as needed) with appropriate persons (e.g. Sponsors, volunteers, or other stakeholders)
5. If there are still disagreements regarding the change, the project team should seek suggestions from the project instructors (i.e. Jan or Madhav)
6. The project manager communicates the final decision to:
   a. All team members
   b. Sponsors or other stakeholders (as needed)
7. Modify the work breakdown structure, critical path and documentations to incorporate approved change