

ENGL 306 Project Proposal: Sponsor and Donor Relations

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Project Overview

[Begin this document with one paragraph overview of your task. It is worth offering a bulleted list of project goals that includes the one we stated with:]

Provides material for large donors, match donors, in-kind donors, and/or corporate sponsors, and works with Research Team to develop grant applications.

Looks good! You might determine between the three of you if and who might take that work and bring it out to the community. I can do it if no one is comfortable approaching, say, President Bruess or Wasdea Farms. But one/some of you all might be positioned well to make that ask.

Project Vision and Goals

[Explain how you envision meeting these goals. Include a specific, concrete list of documents, goals, publications, that you intend to produce. Be clear about what genres you intend to use, and who on your team is responsible for what. Please include, but do not necessarily limit yourself to, a discussion of the following:]

Sponsorship Packet

Looks good too! I'd only say that you can determine some things in advance. For example, will you be responsible for sending initial communications to major donors/sponsors? Will you be responsible for thanking them on the back end? I think that, after the initial push to get the sponsorship packet together, you can take responsibility in some way or another for those outreach communications. If anyone's in need of a project at that point, I can have you work with the research team to do some grant writing.

I'd also advise you to put your final set of docs in bullet point form.

Project Timeline

[In this section, present a timeline for your work that is as detailed as possible. Include not only hard deadlines but deadlines that allow for the process of drafting, feedback and revision.]

[Your team can request 0-3 formal moments of feedback from me, in whatever timeline you like, between now and Giving Tuesday. I will provide feedback on this document for each team, so that lies outside of this request. This feedback may or may not be connected to your grades.]

I think your hard deadline of Oct 28th is great for a final draft of the sponsorship packet, however. But it's also a *tad* bit late to approach Waseda Farms, which could be an easy \$500. It'd be nice to catch them closer to the 20th. Could you set another deadline around then for a "working draft" – one that's tidy and includes as much as possible, but maybe lacks design or some other elements? I can get in touch with them to set a meeting around then.

Also, I would use the timeline to plan out the development of parts of the sponsorship packet, in the order that they might be easiest to develop (which is different than they might appear in writing). That will better allow you to do some work that I don't see clearly mapped out here—if and when I will provide some feedback on specific documents/document parts.

Project Needs

[In this section, provide any information requests you have from the other teams. Also, explain any costs you think you'll incur, and an estimate of how much that might be. Call the print center if you need to. If you don't see meeting those I can arrange expenses with our community partners.]

Finally, explain and graphic design elements you think will be necessary for your project. I will work with our community partners to make sure they get done.]

I have gardener testimonials in my interview transcripts. You can start by looking at the back issues of the newsletter, but you should also give me a deadline for gathering up what I have and producing a report for you.

I would include the Endowment team collaborations in your timeline. I'd also start there.

I'd also provide a good sense of when some preliminary/national research should be available, and for what. I can work that out with the research team. The White Paper is available, and includes

If you want some design, you might dedicate at least a week for that, in conversation with Beth. She's suggesting about 4 hrs/page.

Project Assessment

[In this section, explain the grounds you would like me to assess your work. This could be quantitative (number of hours, dollars raised, partners contacted) or qualitative (collaboration, adherence to vision, stylistic control). Or a mixture of both. Be clear about the indicators of strong vs. weak work, and include a grading scale. I will use it.]

[Note: Your team can request 0-3 grades for your group, in whatever distribution you like, between now and Giving Tuesday. These grades may be individual, or they may be for the group. They may not total more than 50% of your final grade. They may or may not be connected to my feedback.]

This is great really detailed. FYI I'd be happy to use a more fine-grained scale, but I'm happy to do A-C-F if that's what you want. I think soliciting a review from donors might be REALLY good. You can use their testimony in your final portfolios. However, you might get a bit more specific in your language for their grading scale, since they're less likely to be able to fill in the gaps. I'd use language like "this information helped me make my decision."

Finally: There are other questions to consider. It looks like you all want to be graded as a group, not individually yes? Also: what percentage of your final grade do you want the evaluation packet to count for? And do you want two separate grades, one from me and one from sponsors? Make it as clear as possible, just like syllabi (try to) make it clear.



