

# LMC Class Project Guidelines – Class of 2021

## **A. Class Project Guidelines**

The project is intended to be a leadership laboratory and the purpose is for you to develop your leadership skills.

1. All class members must participate in the project to graduate.
2. The class will be responsible for fundraising and the accounting of the use of funds.
3. You must work with the organization to develop the scope and timeline. It will be important to communicate openly, freely and directly for the success of the project.
4. You will answer to the Board -- it must approve your project scope, timeline, budget and fundraising before moving forward with the project. Be prepared for the Board to ask questions. It is part of the process.
5. You must have a detailed budget & timeline. Any deviation from this plan must be communicated to the agency and the Board Project Liaisons (Laura Lea and Angela) immediately.
6. Please keep the Board Project Liaisons informed at all times. No details are too small.
7. The project needs to be completed by April 30, 2021.

## **B. October 8 Deliverables**

At the October Class Session, you will be asked to provide:

- A description of the project and what it will entail;
- A description of the persons/group benefited by the project;
- A "gross budget" identifying total dollars, and total amounts for each main part of the project in accordance with fundraising guidelines
- A fundraising plan
- A project timeline showing when each project part will be performed
- Organizational chart of the roles necessary to complete the project

## **C. October 21 Deliverables**

At the October LMC Board Meeting, the Class will present its proposed project to the Board for approval. Significant class presence is highly encouraged.

1. The deliverables described below shall be completed in time for distribution to the Board one week before the meeting (October 14).
2. The Board materials must include:
  - A. A one-page executive summary
  - B. A written explanation of each project component
  - C. A description of the persons/group benefited
  - D. A detailed budget showing all proposed project expenditures and in-kind donations
  - E. A detailed fundraising plan (including revenue sources and names of targeted donors)
  - F. A detailed project timeline showing key milestones and incremental deadlines throughout the project. This will be the tool used to measure how you are doing during the process
  - G. A project organization chart including each class member

## **D. Fundraising Guidelines**

1. Fundraising limit  
Cash = \$15,000  
In Kind = Unlimited but use strictly accounted for  
(gift cards are not considered in kind)
2. Detailed fundraising plan approved by board. Modifications only as approved by LMC Board Project Liaisons (Laura Lea and Angela)
3. NO RAFFLES

## **E. Collateral Guidelines**

1. All externally used materials (flyers, brochures, leave behinds, websites, banners, newspaper advertisements, etc) must use the current LMC organization logo and associated verbiage as appropriate.
2. **Externally used materials must be approved (prior to use) by the LMC Executive Director.**
3. The Executive Director has sole discretion in the use of external materials and may request modifications at any time.

## **F. Identified Roles**

1. LMC Board of Directors positions for class project:
  - a. LMC Executive Director The Executive Director is involved in guiding the class through the project process with the Board Project Liaisons. The Executive Director will make all deposits, *must approve any external communications*, will issue checks and must approve donation/ contribution letters.
  - b. Board Project Liaisons – For your class will be Laura Lea Palmer and Angela Storseth Cooper. They are members of the Board of Directors that are accountable for maintaining contact between the class members and the Board of Directors relative to the class project, keeping the class project within Board approved guidelines, facilitating discussion at each class session relating to current class project activities with leadership best practices/development, and mentoring class members as the class project/leadership laboratory progresses.
2. Class-appointed and elected positions:
  - a. Project Communications Coordinator – This position is selected by the class prior to the October Board meeting. They are the primary class member (or members as it can be a co-coordinators position) responsible for facilitating communication among the class, and between the class and the Board Project Liaisons.
  - b. Class Project Treasurer – A mandatory position within the class-developed project organization chart. Takes ownership for the class project finances from budgeting and total fundraising plan to accounting, expense tracking, check requests, and cash and in-kind donation tracking / recognition.
  - c. Other positions -- (designated on the class project organization chart) Such other roles as the class deems necessary to fulfill the class project. These may include fundraising, marketing, construction or others as related to the project.