



# Frisco Moms Care

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# I. Executive Summary

## Initiating

**Frisco Moms Cares (FMC)** is a 501(c)(3) nonprofit founded in 2015 to support families in the Frisco and Little Elm areas in Texas. They provide financial assistance, clothing, meals, and other resources to families in need while fostering community through service projects. FMC also offers a safe space for women to connect through its Facebook group, **Frisco Moms Squad**, which has grown to over 12,000 members.

### Problems

Lack of reliable funding

No resources to hire employees

No brand presence on social media

### Project Scope

**Purpose:** Our goal is to **raise awareness** of FMC, **expand** its **online presence**, and secure **consistent funding** to sustain and grow its support for families in need.



**Rationale:** We aim to help FMC achieve **financial sustainability**, enabling them to overcome funding challenges, expand their mission, and better serve the community.



**Benefits:** Key benefits include increased **financial donations**, broader **community engagement** in events, expanded **brand awareness**, growth and **expansion** in services, and long term **organizational sustainability**.



## Planning and Organizing

### SMART Goals:

**C** **COMMUNITY:**  
Increase **engagement** by **20%**

**A** **AWARENESS:**  
Increase **online visibility** by **30%** within 4 months

**R** **REVENUE:**  
Increase **donations** by **30%** in the next financial quarter

**E** **EXPANSION:**  
Expand **operations** to support **100** more families monthly.

### Schedule

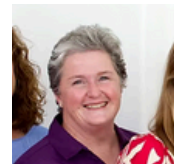


### Human Resources Team

#### Project Managers



#### FMC Team



# I. Executive Summary

## Quality Management Plan

<b>C</b> <b>COMMUNITY:</b> Increase <b>engagement</b> by <b>20%</b>	Have permanent partnership with local organizations. Recruit 20 or more permanent volunteers
<b>A</b> <b>AWARENESS:</b> Increase <b>online visibility</b> by <b>30%</b> within 4 months	Achieve a specific increase in social media followers and engagement on each platform
<b>R</b> <b>REVENUE:</b> Increase <b>donations</b> by <b>30%</b> in the next financial quarter	Raise at least \$5,000 in donations. Partner with school and local organizations
<b>E</b> <b>EXPANSION:</b> expand <b>operations</b> to serve an additional <b>100</b> families per month.	Hire temporary marketing interns and promote high school volunteer opportunities. Hire full time employee post project.

## Risk Management Plan

Limited reach on social media

Moderate



Difficulty in securing consistent funding

High



Challenges in hiring full time employees

Low



## Proposed Budget

Activity	Price	Rationale
Canva Pro Subscription	\$40	<b>Canva Pro subscription:</b> Aided in creating a cohesive and recognizable brand identity
Volleyballs	\$40	<b>Volleyballs:</b> Used at fundraising tournament.
Braum's Gift Cards (donated)	\$0	<b>Braum's Gift Cards:</b> Used as prizes for winners of volleyball game and bingo night.
Newspaper Ads	\$88	<b>Newspaper Ads:</b> Advertised volleyball game and bingo night.
Concessions	\$60	<b>Concessions:</b> Used for sale at volleyball game and bingo night to raise more money.
Bingo Set	\$20	<b>Bingo Set:</b> Activity for Bingo Night
Printing Materials	\$10	<b>Printing materials:</b> Aided in creating advertising posters for bingo night and donation drives.
<b>Total</b>	<b>\$258</b>	

# I. Executive Summary

## Execution

<b>Pre-Meeting research:</b> Before meeting with FMC, we identified their <b>financial instability</b> and lack of consistent <b>social media</b> engagement.	<b>Initial Meetings:</b> Our meetings with FMC's team helped refine <b>goals</b> , brainstorm <b>solutions</b> , and develop <b>strategies</b> for events/funding.	<b>Marketing Internship:</b> We launched an internship, hired an <b>intern</b> , and began consistent <b>social media campaigns</b> to boost FMC's visibility.	<b>LovePacs:</b> We partnered with LovePacs, organized food drives and packing events, collecting over <b>3,000 donations</b> to support <b>430 children</b> .
<b>Donation Drives:</b> Donation drives with Frisco and Little Elm ISD collected <b>2,000 items</b> and <b>\$4,030</b> in financial support for FMC.	<b>Volleyball Tournament:</b> The tournament on October 19 raised <b>\$950</b> through entry fees, concessions, and donations.	<b>Bingo Night:</b> This December 7 event raised <b>\$1,463</b> through entry fees, concessions, and donations.	<b>Collective Impact:</b> All of these efforts helped boost FMC's <b>visibility, funding, and community support</b> .

## Monitoring and Controlling

Monitoring	Controlling
<b>Schedule:</b> Our team met every Sunday night throughout the project to discuss our next steps. We also held monthly meetings with FMC to discuss our progress and upcoming events. <b>Project Management Tools:</b> Our team used the platform Hive to track our tasks and future events. <b>Budget:</b> FMC created a separate bank account for this project so we knew how much we had fundraised and how much more money we still needed to raise.	<div> <b>Low Donations</b>            We offered 1 service hour per \$10 donated and engaged smaller school clubs to promote the drive, boosting financial donations.         </div> <div> <b>Donation Tracking</b>            We implemented a Google form system for tracking donations with photo verification and asked campuses to track financial donations through a spreadsheet.         </div>

## Closing the Project

23%	increased online visibility	42%	raised	526
increase in community engagement	46%	increase in donations	\$7,932	families served

## Lessons Learned:

<b>1</b> When setting goals, it's important to brainstorm specific event ideas for the project in mind from the start.	<b>2</b> Be flexible and explore new opportunities during the project as well instead of strictly sticking to the plan.	<b>3</b> Prepare extra supplies for each event. Communicate clearly and assign specific roles to ensure everything runs smoothly.
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## Recommendations for Future Projects:

Start project early since there may be time delays when working with larger organizations and planning events at other locations.	Have a detailed plan leading up to the event outlining each team members responsibilities.
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# II. Initiating

## Who are Frisco Moms Care?

Frisco Moms Care (FMC) is a 501(c)(3) **nonprofit organization** founded by a group of local mothers who recognized the overwhelming isolation and exhaustion that many parents, especially mothers, were facing. They wanted to create a space where families could rely on each other, find support when they needed it most, and know they weren't alone. Since its founding in 2015, FMC has been dedicated to serving families in the Frisco and Little Elm areas. Through local service projects, fostering goodwill, and **providing support to families in need**, FMC has made a significant impact. In August 2024 alone, FMC provided financial assistance, clothing, meals, and other forms of support to **over 400 families**. FMC has also created a supportive and safe space for women to connect, seek advice, and build friendships through its Facebook group, **Frisco Moms Squad**, which has grown to include **over 12,000 members**. The group has become a vital space where people can come together, find encouragement, and offer support to one another.



## A. Statement of the Problem

### Lack of Funding

One significant issue is a **lack of consistent and reliable funding**. Their events are unpredictable and do not offer a stable revenue stream. For example, their North Texas Giving Day event generated only around 1,000 dollars while their Toys for Tots drive 15,000 dollars. This unreliable funding limits FMC's ability to expand its services, recruit full time employees, and sustain its current operations.

### Hiring Employees

Another issue that FMC is currently facing is **hiring their first full-time employee**. As operations expand, the demand for permanent staff grows. However, unreliable funding has made it difficult for them to go through this transition. Without consistent financial resources, they struggle to hire and retain paid employees, limiting their ability to serve even more families in need.

### Lack of Social Media

Additionally, **managing the Facebook group and page has become increasingly difficult** due to the high level of volunteer activity and engagement. With over 11,000 active members, posting regularly, monitoring, and engaging with the community has become a challenge. Moreover, FMC's **presence on social media platforms like Instagram and Tiktok is nonexistent** which leaves them unable to reach entire audiences of donors through these popular platforms.



# II. Initiating

## B. Project Scope

### Purpose

Our goal is to **raise awareness of FMC, secure consistent funding, and enhance its online presence.** By expanding on Instagram and TikTok, we aim to engage potential donors and volunteers, building a broader community. This exposure will support sustainable funding, enabling FMC to grow and serve more families in need.

### Rationale

We want FMC to **achieve financial stability** to expand their mission of supporting women and families through local service projects. Currently facing negative revenue and inconsistent funding, FMC struggles to meet community needs. Stabilizing their finances will enable growth, permanent staff, and more effective service, helping them fulfill their mission.

### Expected Benefits

**Increased donations:** This means strengthening relationships with current donors, attracting new supporters, and diversifying fundraising strategies. Increased donations will enable FMC to meet the growing needs of the community and ensure effective long term planning.

**Broader community engagement:** This means expanding the involvement of local groups and individuals in FMC's activities. It includes more community events, offering ongoing volunteer opportunities, and forming partnerships with local nonprofits, businesses, and school districts.

**Expanded brand awareness:** This refers to increasing FMC's visibility and recognition through social media campaigns and marketing strategies. This allows FMC to attract more volunteers, donors while building trust and credibility within the community.

**Growth in services:** This refers to the expansion and enhancement of services offered by FMC by reaching more families and improving the quality of its offerings, ensuring the organization can better meet the needs of the community.

**Organizational sustainability:** This refers to FMC's ability to maintain operations financially and continue to fulfill its mission over the long term. Achieving sustainability would allow FMC to continue to be a vital resource in the Frisco and Little Elm communities, with the capacity to expand its reach and impact in the future.

# III. Planning & Organizing

## A. Project Goals

Our primary objective was to establish consistent and reliable financial support to address FMC's unpredictable revenue pattern. To achieve this we developed **four SMART goals** (Specific, Measurable, Attainable, Relevant, and Time-bound). These goals were developed based on our research on the organization and provided a framework to track our progress, measure results, and ensure we stay on track to meet our objectives.

C

### COMMUNITY:

***Increase engagement by 20%***

We aim to develop and implement a strategy to boost donor and volunteer involvement through targeted social media campaigns on Instagram, Tiktok, and Facebook.



A

### AWARENESS:

***Increase online visibility by 30% within 4 months.***

We will evaluate FMC's current social media presence, identify growth opportunities, and develop a content calendar to ensure consistent posting across Instagram and Tiktok. Additionally, we plan to hire a marketing intern to manage these social media platforms.



R

### REVENUE:

***Increase donations by 30% in the next financial quarter.***

We will launch a series of fundraising events in collaboration with local partners such as LovePacs and school districts in order to boost financial and material donations.



E

### EXPANSION:

***Expand operations to serve 100 families per month.***

We plan to hire at least one full-time employee before the end of the year and will actively seek key funding sources such as grants or sponsorships to help support this expansion.



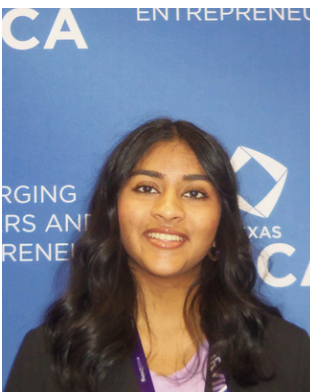


# III. Planning & Organizing

## B. Human Resource Management Plan –

Assigning responsibilities and tasks through a human resource management breakdown was essential to running on schedule and properly executing the project. Each member was assigned responsibilities based on their individual skills and strengths.

### ARUSHI BOJJAM



#### COMMUNICATIONS LEAD

**Skills:** Communication, planning, project management

**Responsibilities:** Consistent communication and coordination, effective scheduling and time management, maintaining stakeholder relationships

### KIMBERLEY KAO



#### PRESIDENT

**Skills:** Organizational knowledge, project planning, communication  
**Responsibilities:** Provided information on company operations, guided the team through the project and planning process

### SAUMYA KALPAGURI



#### DEVELOPMENT LEAD

**Skills:** Financial management, budgeting, communication

**Responsibilities:** Adjusted project budget, maintained contact with Kim Groff, applied financial expertise to project management

### KIM GROFF



#### TREASURER

**Skills:** Financial Management, data analysis, budgeting  
**Responsibilities:** Guided financial planning, provided detailed reports on past donation sources and fund utilization

### AADYA MOHAPATRA

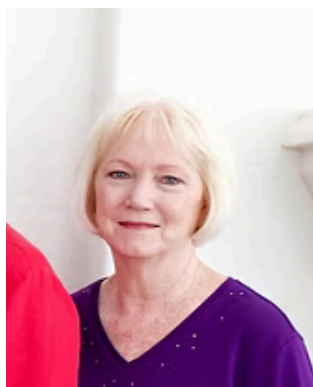


#### OUTREACH LEAD

**Skills:** Marketing, graphic design, social media

**Responsibilities:** designed promotional materials, maintained contact with Linda Mikalik, applied design expertise to promotional efforts

### LINDA MIKALIK



#### SECRETARY

**Skills:** Communication, event organization, social media management  
**Responsibilities:** Served as main point of contact, assisted in organizing events and managing social media

# III. Planning & Organizing

## C. Schedule

### i. Milestones

#### 1. Official Meeting with FMC

- Reach out to FMC to **understand their challenges** in order to start project planning
- Research financial struggles, staffing requirements, and gaps in promotional strategies and use to refine project goals

#### 2. Execute a Social Media Strategy

- **Expand FMC's online presence** in modern social media platforms such as Instagram or Tiktok to reach broader audiences and attract donors and volunteers
- Put out an application for an unpaid marketing intern position
- **Hire an intern**

#### 3. Secure a Partnership with Local Businesses

- Identify and reach out to local business that align with FMC's missions to help create a reliable funding source
- **Partner with LovePacs Frisco** to provide student's with food over Thanksgiving Break and Winter Break

#### 4. Coordinate Donation Drives with Local Schools

- **Contact Frisco and Little Elm** school districts to create donation drives through high school clubs and organizations
- Offer volunteer hours to those that donate hygiene products or food

#### 5. Host Fundraising Events

- Host events like a **volleyball tournament** and a **bingo night** to promote donation drives as well as monetary donations
- Incentivize participation through prizes

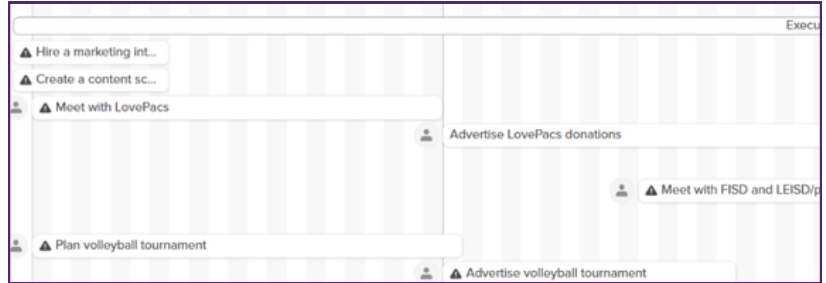
### ii. Timeline to Reach Each Milestone

Milestone	Aug	Sep	Oct	Nov	Dec
Gather Information					
Hire Marketing Intern					
LovePacs Event					
VolleyBall Tournament					
Donation Drives					
Bingo Night					

Starting in September, we will hire a marketing intern and create social media platforms by **9/10**. In October, we will plan a volleyball tournament by **10/1** and host it on **10/19**. Throughout the month, we'll promote our partnership with LovePacs and meet with them by **10/30**. We will also contact FISD and LEISD by **10/15** and reach out to the Frisco Lakes HOA by **10/31**. In November, we will hold LovePacs Food Packing Events on **11/16** and **11/17**, plan a Bingo Night by **11/15**, and continue advertising our donation drive all month. In December, we will host Bingo Night on **12/07**, organize another round of LovePacs Food Packing Events on **12/21** and **12/22**, and keep promoting the donation drive throughout the month.

# III. Planning & Organizing

This is part of the **Gantt chart** we used to monitor our schedule and deadlines on a long term scale. This also helped us prioritize important tasks and effectively remain on schedule. A larger version of the chart can be seen in the Appendix, page 20.



## D. Quality Management Plan

### COMMUNITY

Have **permanent partnership with local organizations** like LovePacs. Recruit **20 or more volunteers** who can circulate through in various engagement activities, including supporting fundraising event and assisting with social media management

- Offer verified service hours for high school students to their club requirements
- Create an easy online sign-up process for volunteering opportunities with clear descriptions of roles and expectations

### AWARENESS

Achieve a **50% increase in social media followers** on Instagram, a **15% increase in the Facebook page** and Facebook group, as well as to gain **5,000 followers on the new Tiktok page**. Increase the engagement rate on Facebook (**1.6% to 2.5%**), Tiktok (**0% to 5%**), and Instagram (**from 2.47% to 3%**). The engagement rate will be measured by adding up total likes, comments, and shares during the campaign and dividing by the total number of followers. Then we will multiply by 100 to get a percentage.

### REVENUE

Raise at least **\$5,000 in donations** through fundraising promotion from FMC social media platforms

- Communicate and interact with Frisco and Little Elm iSD school clubs to gain student participation in various fundraisers and donations drives
- Partner with local businesses and organizations such as Frisco FastPacs to secure funding
- **Increase donations by 30%** in the next financial quarter. We will launch a series of fundraising events in collaboration with local partners in order to boost donations.

### EXPANSION

Recruit at least **1 high school or college intern**

- Promote marketing intern position and high school volunteering opportunities with distinct description of benefits and roles through social media
- At the end of the campaign, FMC will have enough funds to hire full-time employees to consistently manage social media accounts

# III. Planning & Organizing

## Project Management Log

We created a **project management log** to track the progress of initiatives and ensure accountability throughout the campaign. The log documents key tasks, assigns team members, sets deadlines, and tracks goal status, providing a clear overview of the campaign's progress. Regular updates to the log will **help us monitor milestones**, including the creation of FMC's social media platforms, execution of fundraising campaigns, and volunteer recruitment.

### Project Management Log

**Project Name:** Frisco Moms Care

**Description of Members of Group:** Arushi Bojjam, Aadya Mohapatra, and Saumya Kalpaguri

**Extra Information:** Business Solutions Project that aims to help organization called Frisco Moms Care solve some of the issues they have been facing like lack of reliable funding and lack of brand awareness by implementing marketing strategies like content calendars and hosting fundraising events to provide a more steady fundraising stream.

Task	Who is Responsible	Due Date	Status
Schedule a meeting with Ms. Kao	Arushi Bojjam	August 16, 2024	Complete, email was sent to Ms. Kao and a Zoom meeting was set for August 20, 2024.
Conduct pre-meeting research on FMC	Saumya Kalpaguri	August 20, 2024	Complete, researched some background information on FMC and found that they have a negative net income and a severe lack of presence on social media.

This is part of our project management log that we used.

## SWOT Analysis

To further ensure efficiency throughout our campaign, we will implement a **SWOT analysis** to have a strategic assessment on our campaign's strength, weakness, opportunities, and threats. This clear distinction between each factor that can help our campaign grow accordingly.

### STRENGTHS

- 12,000 members in FaceBook community
- 1,000 followers in Instagram already
- Well established volunteer opportunities

### WEAKNESSES

- Limited time constraints and budget
- No permanent full-time employees
- Fluctuating funding from campaigns

### OPPORTUNITIES

- Expanding FMC community through TikTok and Instagram
- Having a marketing intern manage social media presence
- Building partnerships with local organizations




### THREATS

- Insufficient donations from campaigns
- Not enough active participation in campaigns and volunteering
- Large presence of other campaigns and donation drives from other organizations










# III. Planning & Organizing

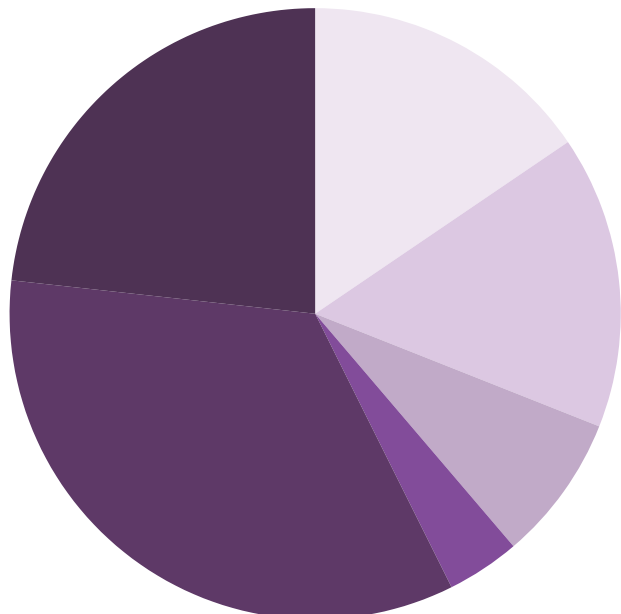
## E. Risk Management Plan

Potential Issues	Potential Impact	Response Strategy
Limited reach and engagement on social media platforms	<b>Moderate</b> 	Tailor content to demographics more likely to engage on social media, leveraging platforms like Tiktok and Instagram Reels for increased visibility and engagement
Difficulty in securing consistent funding	<b>High</b> 	Design and promote engaging campaigns that attract maximum donor involvement and foster both individual and corporate sponsorships.
Challenges in hiring full-time employees and recruiting volunteers	<b>Low</b> 	Offer social media internships to students to fill staffing gaps. Highlight the impact of their work on FMC's mission while providing experience, networking opportunities, and volunteer hours.

## F. Proposed Project Budget

	\$0 Braum's Gift Cards (donated)
	\$40 Canva Pro Subscription
	\$20 6 Pack of Volleyballs
	\$10 Bingo Set
	\$10 Poster paper
	\$88 Newspaper ad
	\$60 Concession

**TOTAL: \$258**



# IV. Execution

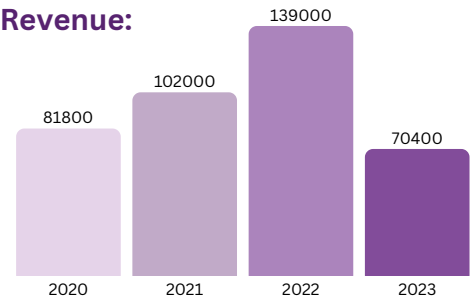
## Pre Meeting Research

Before we could meet with FMC and start planning we needed to research the organization to be knowledgeable about basic key details on the organization.

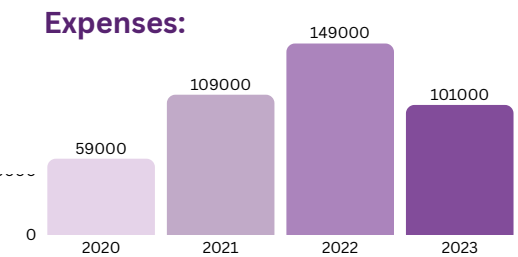
### Conclusion #1

FMC's **net income has been negative** for the past four years. Due to the level of financial donations they have been receiving, they currently have no surplus or breathing room to carry over any extra funds to the following year. This lack of financial cushion has led to a cycle of negative net income, where they are **constantly operating without the resources needed to plan for future growth or stability**.

Revenue:



Expenses:



### Conclusion #2

They have both a Facebook and Instagram page, but their Instagram account has not been active recently, the last post was in December 2023. We also observed that their Facebook page struggles with low engagement, despite the fact that their Facebook group sees much higher levels of interaction and activity from members, indicating **potential opportunities to boost engagement across platforms**.

## Initial Meeting

Our first contact with FMC took place on **August 20, during a Zoom meeting** with their President, Kimberly Kao. In this meeting, we discussed the mission of their organization and gathered general information about the challenges they were currently facing. Ms. Kao was extremely receptive to our ideas and readily agreed to collaborate with us on our project. Four days later, on **August 24, we met with the full FMC team** to begin planning the project. By that point, our team had already identified key problems and brainstormed potential solutions, which we continued to develop alongside the FMC team. We **presented our C.A.R.E. plan** and fine-tuned our goals to ensure they better aligned with the foundations's specific needs. Afterward, we split into smaller groups to dive deeper into the details with Ms. Kao, Ms. Groff, and Ms. Mikalik. With Ms. Kao, we further explored ideas for grants and events, as well as discussed the details of FMC's past events to better understand what had worked well for donation drives. With Ms. Groff, we examined the financial status of FMC, reviewing the revenue generated from past events and discussing the financial goals required for the organization to achieve stability.





# IV. Execution

## Marketing Internship

On **August 25, we created a Google Form marketing internship application** and shared it with the FMC team for review the same day. After receiving their approval, we proceeded to post the marketing internship application on **August 28** across the newly launched social media accounts to attract candidates. To support our growing social media presence and ensure a cohesive and professional brand image, we made the decision to invest in a Canva Pro subscription. This would help us maintain a consistent and inclusive brand identity while implementing a more effective and visually appealing marketing strategy. Alongside this, we launched the social media platforms, creating a **new TikTok account on August 26**. We made introductory posts on TikTok, Instagram, and Facebook to introduce FMC to our expanding audience and generate interest in the organization. **On September 9, we successfully hired an intern** to assist with the social media efforts. To ensure maximum exposure and consistency, we developed a content posting schedule that would guide their work and provide clear timelines for creating and sharing engaging content across all platforms.

## LovePacs Food Packing

Once we established that we wanted to collaborate with a local organization and host a fundraiser we sent out emails to various Frisco organizations. We ended up choosing to work with Frisco LovePacs and began planning a donation drive and food packing days. We had some communication issues with the organization but pushed through with in person contact rather than virtual which allowed us to stay on track with our timeline. Our marketing intern created posts to advertise the partnership all throughout October, November, and December so that people could drop off goods at either the FMC or LovePacs warehouses. We ended up having very successful food packing days with 23 people showing up on November 16, 36 people on November 17, 46 people on December 21, and 23 people on December 22. We also had over **3,000 food donations and were able to provide food to around 430 children during the holiday breaks.**

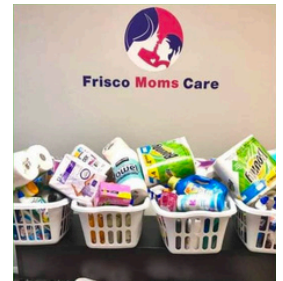


## FISD and LEISD donation drives

On **October 10, we reached out to both Frisco ISD and Little Elm ISD** to inquire about hosting a donation drive. LEISD responded promptly, and we quickly coordinated with them to organize a donation drive at one of their high schools. However, we faced some challenges in getting a timely response from FISD, so we decided to take a more proactive approach by scheduling an in-person meeting. This allowed us to discuss the logistics in detail and finalize the necessary steps for their participation. The donation drive focused on collecting canned food and hygiene supplies—two essential items that FMC regularly distributes to families in need, and which were critical to our fundraising efforts. To ensure the drive was well-publicized and that the community was aware of the opportunity to give back, we used a variety of marketing channels. These included posting posters throughout the schools, sending newsletters to parents, and promoting the drive on social media.

# IV. Execution

through the schools' student councils as well as FMC's social media platforms. This multi-faceted approach helped spread the word to a broader audience and encouraged widespread participation within both school districts. Initially, we faced a challenge with a lack of monetary donations, so we implemented an incentive by **offering one volunteer hour for every \$10 in cash donations** during our high school donation. This strategy proved to be successful, as it motivated additional contributions from students and parents. In total we collected over 2,000 food and hygiene product donations from both districts, significantly helping local families. Additionally, our financial donation efforts were fruitful: we raised **\$3,420 from FISD and \$610 from LEISD, resulting in a total of \$4,030 in monetary donations**, which will be used to further support FMC's mission.



## Volleyball Tournament

We presented the idea of a volleyball tournament to FMC on September 1 and planned the event throughout the month of September. We decided to hold the event at Vista Park in Frisco since there are many sand and normal volleyball courts there. We also decided to offer concessions at the tournament as another form of donations that FMC could use. We advertised the volleyball tournament on social media as well as community bulletins from October 1-19. We also ran a 2 by 2 inch ad in the Frisco Community Impact magazine for maximum exposure which cost us \$44. For this event we bought a 6 pack of volleyballs for \$40 and spent \$20 in concessions for the event. However, we did end up running out of concessions pretty early on in the event. The tournament **took place on October 19** and was highly successful as it **fundraised a total of \$950**. We had a \$30 entry fee for each team of two people and made \$480 in entry fees, \$168 in concessions, and **\$302 in donations** throughout the day.

## Bingo Night

We presented the idea of a Bingo Night to FMC on **September 1**. We hosted it in Frisco Lakes which is a retirement community. We then began to communicate with the Frisco Lakes HOA and finalized event logistics by October 31. We planned the event details by November 15 and determined that we would sell concessions at this event as well. We advertised the event on FMC social media and the Frisco Lakes neighborhood newspaper from November 15 to 30. We also ran a 2 by 2 inch ad in Frisco Community magazine for \$44 in order to have maximum exposure. The event itself took place on December 7. We ended up spending \$40 on concessions and \$10 on a new bingo set. This event was **highly successful** and **resulted in a total of \$1463**. We had an entry fee of \$15 and made \$680 from entry fees, \$268 in concessions, and \$515 in cash donations throughout the event.



# V. Monitoring and Controlling

## A. Monitoring

### Schedule

We monitored our project with a **project management log** that we created at the beginning of our project. Our team met every Sunday night, either in person or via Zoom, starting from initial contact with FMC to plan the project and ensure consistent communication. During these meetings, we reviewed our progress, discussed any delays, and identified tasks for the upcoming week. We also used a project management **software called Hive** to assign tasks, manage the project, and collaborate with the FMC team to keep them updated on our progress.



Hive is a project management and collaboration tool that helps us track tasks, create project timelines, and share files. It also supports both **Kanban and Gantt charts**, which were used throughout different phases of the project; Kanban during execution and Gantt charts during the planning stage. Hive also provided analytics and reports, which helped assess our progress and team performance, allowing us to improve productivity.

### Budget

The budget was straightforward to manage, as we worked closely with Kim Groff, FMC's treasurer, to establish the budget and projected outcomes. She helped set up a dedicated bank account within FMC for the funds raised from our campaign. **FMC allocated \$300 for our fundraising events and we spent \$258.** Our fundraising goal was to make \$5,000 in donations September 1 to December 31. We tracked our funds and monitored how much more we needed to raise using the bank account. We strategically planned our events for November and December, as these months coincide with the "giving season", when charitable donations are at their peak. Spreading the events across these two months allowed for maximum exposure on social media and incentivized donations through sustained engagement.

#### Event & Money Raised

- Volleyball Tournament: **\$950**
- Bingo Night: **\$1463**
- School Donation Drives: **\$4,030**
- Other donations during campaign: **\$1,489**

**Total: \$7,932**

#### Expense Tracker

We could accurately determine and track how close we were to the end fundraising goal by keeping an up-to-date expense tracker. Our team and the FMC team updated this tracker regularly with our expenses and donations that were being received throughout the campaign.

# V. Monitoring and Controlling

## Project Quality

In order to maintain communication with FMC and ensure project quality, we held monthly meetings with their team and sent weekly progress updates to the FMC President, Ms. Kao. These meetings and updates ensured the organization was always informed of our plans and timelines for the events. Our primary communication channels with FMC were Gmail and Zoom.

## B. Controlling

The table below shows the issues that arose throughout our project with Frisco Moms Care and our response to these issues. Our main problems were a delay in communication with school districts and LovePacs, low donation rates, and difficulty managing donation tracking.

Issue	Solution
<p><b>Delay in communication with school districts and LovePacs</b></p> <p>When we were starting our initial communication with the school districts and LovePacs for donation drives there was a lot of delay in between messages and emails and an issue with districts not responding to emails.</p>	<p>We fixed this by going in person to both FISD offices and LovePac's office and <b>setting up meetings</b>. By going in person and scheduling an in person meeting rather than virtual communication we eliminated the time delay in responding to emails and it allowed us to adhere to our schedule and not be delayed.</p>
<p><b>Low Donations</b></p> <p>In the beginning of our donation drives with School Districts we noticed that there were low participation rates in the financial donations but we had a lot of physical product donations. Many students were aware of the drive but were not motivated to donate</p>	<p>We decided to offer <b>volunteer hours</b> for fiscal donations as well and offered one service hour per \$10 donated. We also reached out to smaller clubs rather than just larger organizations at school and asked them to advertise the donation drive which resulted in an influx of financial donations.</p>
<p><b>Donation tracking</b></p> <p>Since we had donation drives at 13 high school campuses and were also receiving donations to LovePacs and Frisco Moms Care itself it was difficult to keep track of donations and give out volunteer hours to those who donated.</p>	<p>We implemented a <b>Google Form tracking system</b>, where volunteers would fill out the form when they donate and submit a picture of their donations so that we could verify and track their donation. For financial donations we created a Google Spreadsheet and asked campuses to keep track of the name of the donor as well as the amount so that we could keep track of individual hours.</p>



# VI. Closing the Project

## A. Evaluation of Key Metrics

We are excited to report the success of our partnership with Frisco Moms Care. Below are the statistics that we accomplished during our project.



## SMART Goal Completion

### COMMUNITY - Increase *engagement* by 20%

We **increased community engagement by 23%**, resulting in a significant rise in both donor participation and volunteer involvement. This growth was driven by targeted marketing and outreach strategies, including social media campaigns and school presentations, which helped us reach a broader and more diverse audience. We **built a roster of 36 adult volunteers** committed to supporting future events and donation drives. Additionally, we partnered with several organizations and honor societies at FISD and LEISD high schools, who now actively share FMC's volunteer opportunities with their members, helping us expand and sustain a strong volunteer network.

### AWARENESS - Increase *online visibility* by 30%

Overall **online visibility across all platforms rose by 46%**, largely due to the strategic introduction of TikTok and the revitalization of FMC's Instagram presence. By tapping into current trends and creating engaging, mission-driven content, we were able to significantly boost our reach and connect with a wider audience. We also implemented a permanent, easy-to-follow content calendar to ensure consistent, high-quality posting, a tool that FMC continues to use beyond the duration of the project. These efforts resulted in a **56% increase in Instagram followers**, a **33% increase in likes on our Facebook page**, a **17% increase in members in our Facebook group**, and an impressive gain of **6,286 new followers** on our newly launched **TikTok page**. Engagement rates also saw a notable rise: **3.26% on Facebook**, **3.06% on Instagram**, and a **standout 6.34% on TikTok**, reflecting deeper and more frequent interactions with our growing online community.

# VI. Closing the Project

## REVENUE - *Increase donations by 30%*

Donations **increased by 42%** compared to the previous financial quarter, a significant improvement driven by a series of successful fundraising events and strategic partnerships with local organizations such as LovePacs. These collaborations not only expanded our reach within the community but also strengthened our credibility and visibility as a trusted nonprofit. Through a combination of donation drives, benefit events, and community outreach efforts, **we raised a total of \$7,932**. Every dollar raised will go directly toward supporting families in need and advancing FMC's mission of serving vulnerable communities with compassion and care.

## EXPANSION - *Expand operations to serve 100 more families*

FMC significantly expanded its operations to support families in a new city, The Colony, successfully averaging around **526 families per month** throughout the duration of the project. FMC has also expanded its team by successfully recruiting **one part time college marketing intern and one part time high school assistant** to support the office. They have also begun the search for a full time paid marketing manager/office assistant position which will strengthen their ability to serve the community.

## B. Lessons Learned

We learned many valuable lessons throughout our project and collaboration with Frisco Moms Care, while also developing skills that will be beneficial for future projects and our professional careers. We hope that future project management teams can be more effective by learning from our experiences.

### Initiating

#### Success

We successfully contacted the organization and established measurable goals that aligned with FMC's needs.

#### Improvement

When setting goals, it's important to have specific ideas for the project in mind from the start.

### Planning and Organizing

#### Success

The planning stage was thorough, and communication with the organization remained continuous.

#### Improvement

We should have been more flexible and open to new opportunities, including additional fundraisers outside our original plan.



# VI. Closing the Project

## Execution

### Success

We achieved high attendance rates at events with strong participation from attendees. We also closely adhered to the schedule by completing everything on time.

### Improvement

Overprepare for unexpected situations. For example, we ran out of concessions at the Volleyball fundraiser. Clearer communication leading up to the event.

## Monitoring and Controlling

### Success

We held regular checkpoints with the team and FMC to consistently monitor progress, address any challenges, check alignment with goals and track success.

### Improvement

Ensure all FMC team members are available to attend events and are fully briefed on the details in order to ensure coordination and an successful event.

## C. Recommendations for Future Projects

### Start Project Early:

After executing our project, we learned the **importance of accounting for time delays** when working with larger organizations. While FMC operates as a smaller, more flexible nonprofit, partnering with larger entities like LovePacs and local school districts introduced added complexity. These organizations often have formal processes, multiple points of contact, and longer approval timelines than expected. As a result, we encountered delays in communication and logistics, which made it more difficult to plan and carry out donation drives on schedule. **We recommend starting as early as possible** when working with larger partners to accommodate potential delays and ensure smoother, more efficient event execution.

### Have a Detailed Plan:

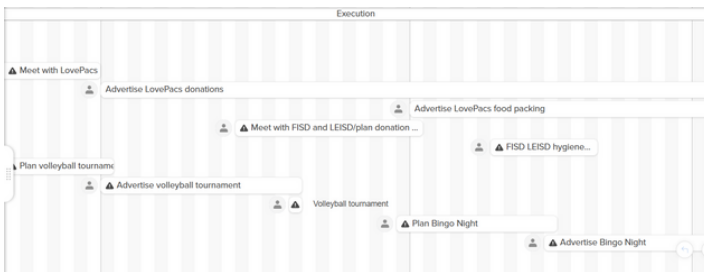
Leading up to events, it's essential to have a **clear and detailed plan** that outlines each team member's responsibilities, key tasks, and timelines. We noticed that when roles and expectations weren't clearly defined, it often led to miscommunication, overlap in duties, and delays, causing events to run longer than expected. To prevent this, we recommend creating an **hour-by-hour schedule** that assigns specific duties, sets realistic timelines, and includes contingency plans for potential issues such as last-minute changes or unexpected obstacles. This structured approach strengthens coordination, minimizes confusion, and helps ensure that events run as smoothly and efficiently as possible from start to finish.

# VII. Bibliography

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# VIII. Appendix

Gantt Chart from execution portion of schedule.



Project Management Log used to track progress

## Project Management Log

**Project Name:** Frisco Moms Care  
**Description of Members of Group:** Arushi Bojjam, Aadya Mohapatra, and Saumya Kalpagure  
**Extra Information:** Business Solutions Project that aims to help organization called Frisco Moms Care solve some of the issues they have been facing like lack of reliable funding and lack of brand awareness by implementing marketing strategies like content calendars and hosting fundraising events to provide a more steady fundraising stream.

Task	Who is Responsible	Due Date	Status
Schedule a meeting with Ms. Kao	Arushi Bojjam	August 16, 2024	Complete, email was sent to Ms. Kao and a Zoom meeting was set for August 20, 2024.
Conduct pre-meeting research on FMC	Saumya Kalpaguri	August 20, 2024	Complete, researched some background information on FMC and found that they have a negative net income and a severe lack of presence on social media.
Contact Ms. Mikalik, secretary to have a meeting with FMC's full team.	Aadya Mohapatra	August 18, 2024	Complete, set up an in person meeting at the FMC office on August 24, 2024 at 10:30 a.m.

Bingo Night flyer created by marketing intern to advertise fundraising event



Social Media Content Schedule to track when to post and what

