



Project Management
Community Giving Project
(PMCG)

RIVALRY Run



Running United for a Cause!



Presented by Emery Holland

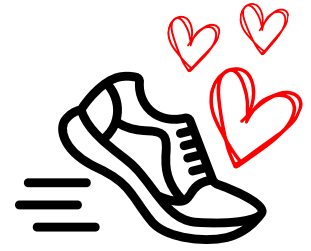
Central Cass Public School District
802 5th Street North, Casselton, ND 58012

February 17, 2025



RUNNING UNITED FOR A CAUSE!

TABLE OF CONTENTS



I.	Executive Summary.....	1-2
II.	Initiating.....	3-4
	A. Statement of the Problem.....	3
	B. Project Scope.....	4
III.	Planning & Organizing.....	5-11
	A. Project Goals.....	5
	B. Human Resources Management Plan.....	6
	C. Schedule.....	7-8
	i. Milestone.....	7
	ii. Timeline to Reach Milestone.....	8
	D. Quality Management Plan.....	9
	E. Risk Management Plan.....	10
	F. Proposed Project Budget.....	10-11
III.	Execution.....	11-15
V.	Monitoring & Controlling.....	16
	A. Monitoring.....	16
	B. Controlling.....	16
VI.	Closing the Project.....	17-18
	A. Evaluation of Key Metrics.....	17
	B. Lessons Learned.....	18
	C. Recommendations for Future Projects.....	18
VII.	Bibliography.....	19
VIII.	Appendix.....	19-20

I. EXECUTIVE SUMMARY



TWO RIVALRY TEAMS COMING TOGETHER TO HELP OTHERS!

II. INITIATING

A. STATEMENT OF THE PROBLEM:



There are two rival communities, with a teacher in each school district battling cancer and in financial need for medical expenses.

The cross country teams from both schools want to raise awareness for their sport, get more athletes to join, and try to bring both communities together to help raise money for a greater cause at a rivalry football game.

B. PROJECT SCOPE:

Purpose: To promote the sport of cross country, build relationships with fellow athletes from our neighboring district, and start a fun new tradition while giving back to two people in need, in each community.

Rationale: To help show two rival teams, schools, and communities they can come together for others.



III. PLANNING AND ORGANIZING

A. PROJECT GOALS:

- G** Gather over \$20,000 in donations (\$10,000 per person)
- I** Increase bonding amongst two rival communities and improve support for the sport of Cross Country
- V** Validate the need to come together and give back to two cherished members in our communities
- E** Ease of donating and longevity of the event for years to come

B. HUMAN RESOURCES MANAGEMENT PLAN:

PROJECT MANAGER & EVENT COORDINATOR:

EMERY HOLLAND

Central Cass Cross Country Captain

RESPONSIBILITIES:

Manage and Coordinate Event, Execute Marketing, Lead Volunteers, and Track Donations

SKILLS & STRENGTHS:

Organized, Detail Oriented, Communication, & Advertising



Josh Roberts, Emery Holland, Marv Roeske

HEAD CROSS COUNTRY COACHES:

JOSH ROBERTS, KINDRED & MARV ROESKE, CENTRAL CASS

RESPONSIBILITIES:

Pacing and Safety of Athletes



Team Mascots

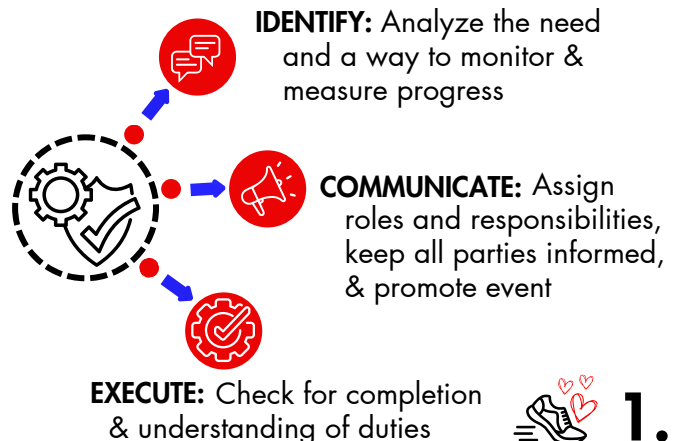
C. SCHEDULE:

"ROAD TO SUCCESS!"



The following timeline was used for organizing the Running United event.

D. QUALITY MANAGEMENT PLAN:

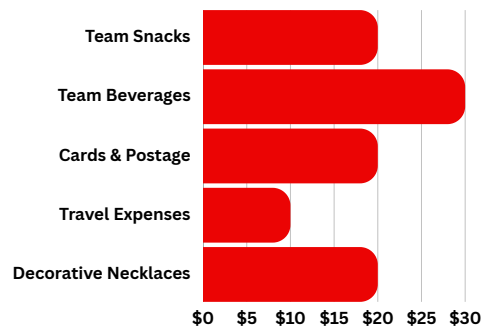


E. RISK MANAGEMENT PLAN:



Ensuring the plan is "SAFE" by working with the Cass County Sheriff's Department, Athletic Trainers, Coaches, Activities Directors, and both Recipients & Communities

F. PROPOSED PROJECT BUDGET:



The Expenditure Budget for the Running United Event was \$100.

IV. EXECUTION

To effectively carry out the Running United for a Cause Event, I began by outlining clear objectives centered around team building, assisting two individuals in need, setting a fundraising target, and organizing event logistics, including the route and safety measures. I promoted the event through social media platforms, press releases, and interviews. I sought partnerships with both school's booster clubs while encouraging community members to contribute with donations. On the event day, I coordinated with volunteers and provided refreshments and necklaces to help build team spirit. I followed up with my project management team to ensure everything ran smoothly. I also reached out to donors after to share the results and express gratitude for making the event a success.



V. MONITORING AND CONTROLLING

A. MONITORING:

- Promoting the event to generate maximum interest and contributions
- Monitoring and acknowledging donations
- Ensuring tasks were completed on time by myself and everyone helping with Running United
- Managing and tracking expenses effectively



B. CONTROLLING:

- Effective Communication is Key
 - Ensure that each school and community were equally informed about the event
 - Maintain clarity and conciseness in all communications
 - Allow sufficient time for responses
 - Send follow-up emails as necessary



VI. CLOSING THE PROJECT

A. EVALUATION OF KEY METRICS:

The goals for this project were not only met but exceeded! We raised approximately \$24,000 (\$12,000 per teacher) by focusing on coming together for a greater cause. Central Cass and Kindred's sense of community and belonging strengthened. We did this all while meeting our goal of creating exposure for the sport of Cross Country and building our program while most importantly giving back to two very influential people in need.

Overall Success of the Project



B. LESSONS LEARNED:



Communication- Needs to be precise and effective, especially when working with two different schools and communities
Flexibility- Plans can change and that is ok
Time Management- Keeping a schedule and timeline is crucial to getting things done

C. RECOMMENDATIONS FOR FUTURE PROJECTS:



- Task Delegation:** Engage in the planning process and give direction to next year's captains from each school
- Board of Directors:** Establishing a board to help develop an application process for whom money is raised for
- Donation Platform:** Ensure consistency for all recipients by using a single donation site instead of multiple sites
- Tracking Application:** Implement a fun way to monitor the ball's journey from one school to another

II. INITIATING

A. STATEMENT OF THE PROBLEM

Casselton (Central Cass School District) and Kindred are located just 28 miles apart, and although they are similar in size and demographics, the two schools and communities have been significant rivals in sports for as long as anyone can remember. **Fans and athletes from both schools have often been observed displaying excessive competitiveness and sometimes even breaching the sportsmanship policies set forth by the schools and the activities association.** This behavior does not reflect the values we wish to uphold for our schools and our youth.



Central Cass
Squirrels

VS.



Kindred
Vikings

It has also been noted that the Cross Country teams from both schools have not received the attention they deserve, despite their achievements as other sports readily get. Over the years, **the number of athletes participating in the sport of Cross Country has been declining,** making it challenging to spark interest among student-athletes. Cheering sections are limited at Cross County meets as a majority of fans prefer to attend other contact sports. This means that they miss out on experiencing the amazing atmosphere of the race and the excitement it brings. Cross Country is a unique sport where everyone cheers for one another, unlike other sports where rivalry can lead to frustration or hostility.

The third and most pressing issue is that both communities have identified two remarkable women in need.

Mrs. Stansbery, a school librarian and head volleyball coach from Central Cass, is courageously battling breast cancer, while Mrs. Roe, a retired librarian from Kindred, is fighting brain cancer. Both women have made a significant impact in their communities over the years and have touched countless lives.

It has been heart-wrenching for both communities to witness their struggles and feel so helpless watching them fight their battles alone.



Mrs. Roe



Mrs. Stansbery