

Project Management Guide



What is a PMG and why do we need to use one?

PMG is the acronym for Project Management Guide.

- A tool to help plan and implement a project or event.
- A means to approve your plan by the chapter board and membership.
- A means to appropriate funds from the chapter.
- A reference for future project chairman.



How do I use a PMG?

- Preliminary PMG- PMG draft which includes planning process of questions 1-7. The objectives, goals, manpower, materials needed, proposed budget and timeline of planning are outlined. This will be presented to supervising chapter officer, board and membership for approval.
- Final PMG- Complete step 8-10 by noting any changes or recommendations for future chairpersons, evaluate goals, complete impact statements and final budget.



Classifying Projects

- The main purpose of the project is considered when selecting the correct Area of Opportunity.
- The project should also correlate to goals listed in the chapter plan.



Business Area of Opportunity

Projects in this area enhance the economics of the community and chapter. This area includes marketing & public relations, strategic planning through the use of the chapter plan and PMG's, financial management through projects run to raise funds solely for the chapter and business opportunities through promoting free enterprise.



Business Area of Opportunity Category's

- *Local Economic Development Program: Projects conducted with the primary purpose of raising funds for the chapter, not a charitable donation. Also included are projects related to strategic planning.*

Project Examples: Haunted House, Running a festival, Parades, How to write a PMG, Board Retreats, planning & analysis and record keeping

- *Local Corporate Social Responsibility (CSR) Program: Projects that promote and spread Corporate Social Responsibility which takes into account the economic, social and environmental impacts of the way business is done.*



Community Area of Opportunity

Projects in this area enhance the community through community service, community fundraising, government and civic involvement and programs for children and youth.



Community Area of Opportunity Category's

- *Local Community Empowerment Program: Programs conducted to promote or improve the quality of life for people in a community and assist with a community need. These projects raise money for non-Jaycee programs and charities in the local community and include government involvement.*

Project Examples: Blood Drives, canned food drives, Adopt-A-Highway, Raising money for local family stricken by tragedy, Get Out and Vote and Political Debates

- *Local Corporate Social Responsibility (CSR) Program: Projects that promote and spread Corporate Social Responsibility which takes into account the economic, social and environmental impacts of the way business is done.*



Individual Area of Opportunity

Projects in this area enhance the individual member's personal and professional development. Membership recruitment, orientation, activation and retention are also included in this area. Projects in this area range from social activities to training sessions to Membership Recruitment Events.



Individual Area of Opportunity Category's

- Local Personal Skill & Development Program: Projects conducted to further JCI Mission by creating development opportunities for young people to create positive change by developing skills of individuals. Projects in this category include social opportunities.

Project Examples: Public Speaking, Family Day at Zoo, New Member Orientation, Passport to Civic Leadership, Chapter Awards, guest speakers

- Local Growth & Development Program: Projects conducted with the goal of growing the United State Junior Chamber through membership recruitment.

Project Examples: Recruitment Nights, chartering a chapter, saving a chapter



International Area of Opportunity

Projects in this area enhance the member's involvement in North Carolina Jaycees, JCI USA, and JCI programs.

**NC: Duke Cancer Center, NC Jaycees
Burn Center, Girls Cottage @ Lake
Waccamaw**

JCI USA: Nothing But Nets, HOBY,
Peace is Possible



International Area of Opportunity Category's

- Inter-organization collaboration project: Projects conducted to provide benefit to chapters and their members by collaborating with members other than USJC and JCI organizations. If the project is related to a state program the primary purpose should state this.

Project Examples: Any collaboration between region, state, JCI USA or JCI chapters

- Local Community Empowerment Program: Programs conducted to promote or improve the quality of life for people in a community and assist with a community need through fundraising for state priority programs.

Project Examples: Golf Tournament for Burn Center, Dine-In Dinner for Lake Waccamaw



Quiz

- What does PMG stand for?
 - Project Management Guide
- How many questions are in a Pre-PMG?
 - 7
- How many NC Jaycees Priority Programs do we have?
 - 3



Question #1

Primary Purpose

A brief statement giving the **one** reason the chapter wants to conduct this project.



Poor Primary Purposes

To gain public exposure for the chapter by running a highly visible, popular event, Increase Membership and membership participation, to raise money for the Charity XYZ.

To raise money for the March of Dimes and the chapter.

Why are these poor examples?



Better Primary Purposes

To run a (insert project here) to raise money for
Charity A.

To run (insert project here) to raise money to
support chapter operations.

To run a free Easter Egg Hunt for the enjoyment
of the area children.



Question #2

2. Give a brief description of the proposed project and background information. Follow this with a listing of the specific and measurable goals to be accomplished by this project.



Brief Description

- 1 to 2 Paragraphs
- Who, What, Where, When, Why
- Brief History

Explain how this project relates to the chapter's objectives, priorities, and goals as listed in the chapter plan.



Impact Statements

How will this project IMPACT the following

1. Individual Member
2. The Chapter
3. The Community



Goal Setting

List at least 3 goals that you want to accomplish. Goal 1 should relate to the Primary Purpose.

It is important to make sure the goals are measurable and specific.



Poor Examples of Goals

1. To achieve some PR.
2. To raise some money for Arthritis Foundation.
3. To involve a lot of Jaycee members.
4. To recruit some Jaycees.

Why are these poor examples?



Better Examples

1. To have Jaycee PR in four different media outlets.
2. To raise \$1,500 for the Arthritis Foundation
3. To involve 20 Jaycees
4. To recruit 2 Jaycees.



Question #3

Specific Steps

TASK/ACTIVITY	START DATE	FINISH DATE	% COMPLETE	PERSON(S) RESPONSIBLE	CRITICAL TASK (Y/N)	FOR CRITICAL TASKS:	
						POTENTIAL PROBLEM	POTENTIAL SOLUTION



Question #4

Critical Contacts

- Both member and nonmember.
- Minimum of 3 manpower assignments- The President, the Supervising Chapter Officer, and the Chairman.
- List committee members names
 - Contact information and specific duties and responsibilities.
 - For manpower assignments where a specific person(s) has not yet been selected, list the specific responsibilities, talents, skills, knowledge or abilities that person(s) will need to possess.



Example

Chairman

Toby Quin

123 Main St.

Any Town, NC 12345

H- (309) 444-9304

Cell- (309) 648-6653

E-mail- tobylquin@imajaycee.com



Duties:

- Write Preliminary PMG
- Pass Preliminary PMG by board and membership (if applicable)
- Secure sub-chairmen and ensure they fulfill their responsibilities. Approve all decisions of sub-chairmen.
- Schedule and chair all committee meetings
- Act as a liaison with city, county and state agencies and officials and other related organizations
- Arrange place for pre and post race activities
- Obtain necessary permits
- Write Final PMG
- Pass Final PMG by board and membership (if applicable)
- Have Treasurer cut checks and arrange times to deliver them.



Question #5

4. What specific materials, supplies, and resources will be required?



Material or Supply & Quantity	Person Responsible for Obtaining	Date Needed	Donated, Owned or Purchased?	Cost/Value



Question #6

6. Complete a proposed budget indicating all anticipated income and expenses.



Simplifying the Budget

Income:

Appropriation from the chapter.....	\$A
Value of Donated Items.....	\$B
Cash from items sold.....	\$C
TOTAL.....	\$D

Expenses:

Appropriation returned to the chapter.....	\$A
Value of Donated Items.....	\$B
Item bought for project 1.....	\$E
Item bought for project 2.....	\$F
Item bought for project 3.....	\$G
Donation for cause or profit to chapter...	\$H
TOTAL.....	\$D

Total income & expenses MUST balance!

No budget should be all zeros!

Consider each Letter a different value.

A = Appropriation from the chapter and is the same in both the income and expense.

B = Value of donated items and is the same in both income and expense.

C = The total amount of money brought in from sales.

D = the total of all income and the total of all expenses. Both numbers should be the same.

E, F, G = Arbitrary amount of purchases made to run the project ie: pens, signs, tickets, whatever....

H = Profit. Basically it should be the sum of the income (A+B+C) or just D, MINUS the total Expenses (A+B+E+F+G) So to show it as a proper equation:

$$H (\text{Profit}) = D - (A+B+E+F+G)$$



Question #7

Describe the potential problems and the possible solutions to successfully complete this project.



Quiz

True/False: The project budget DOES NOT need to be approved by anyone.

False: Local Chapter Board of Directors must approve project budgets.



I executed the project so now what?

- Final PMG- Complete step 8-10 by noting any changes or recommendations for future chairpersons, evaluate goals, complete impact statements and final budget.



Question #8

List solutions and/or recommendations for future Project Managers.



- In this area, you talk about things that made the project successful
- Changes that should be made to make next year's project even better. Be specific, detailed and sincere.
- Keep a notebook and right down recommendations as you think of them during the planning & implementation stages.
- Have a wrap-up meeting. Several ideas will more than likely be identified that you did not think of yourself.



Question #9

- A. Give specific and measurable results for each goal established.
- B. Project Summary. WOW Statement!
- C. Describe the impact of the project on the chapter, individual members, and the community.



Examples

1. To have Jaycee PR in four different media outlets.
We had 10 media outlets. 250% of goal achieved.
2. To raise \$1,500 for the Arthritis Foundation
Raised \$1,200. 80% of goal achieved.
3. To involve 20 Jaycees
30 Jaycees were involved. 150% of goal achieved.
4. To recruit 2 Jaycees.
1 new member joined. 50% of goal achieved.



Impact Statements

For the individual- include items such as personal skills developed, networking opportunities, training experience, Exposure to members of problems/issues affecting community.

For the community- Number of members of the community that attended, number of organizations that benefited from the project, money raised for charity, number of canned goods donated, etc.

For the chapter- number of members in attendance, number of Jaycees activated, number of Jaycees recruited, amount raised for chapter, PR



Questions#10 - Appendices

- a. Final Financial Statement
- b. Contacts
- c. Contracts and Agreements
- d. Pictures
- e. Press Releases, articles, and media coverage



Questions

2020 1st Semester Due: August 5, 2020

Contact: Vice President, Jessica Jenkins
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