

# Project Proposal

Prepared for: Victory Mission

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## EXECUTIVE SUMMARY

### Client

The beneficiary of my work will be Victory Mission. The nonprofit first opened its doors in 1976 and since that time has continued to grow into a center that provides food, lodging, clothing, household goods, recovery programs, education, job training, Christian counseling and spiritual guidance. The organization fosters this in a safe and supportive environment through their mission of being a “non-denominational, evangelical ministry sharing the gospel of Jesus Christ through emergency and educational services that lead to long-term reconciliation, rehabilitation and re-entry into society.”

### Purpose

The Victory Mission of Springfield does not have a current crisis plan or does not use their crisis plan consistently. This is an organization that has the potential to experience a crisis everyday, so it is imperative to develop a comprehensive crisis plan. When a crisis occurs, being prepared and having a solid communication plan is key to having a functioning organization during the most excruciating circumstances.

This project is aimed at creating preparedness for the Victory Mission. In urgent situations there are all sorts of audiences who need the attention of the organization experiencing the crisis. It is important that the Victory Mission be prepared, confident and have accurate information to provide to those who need it. With this project, I aim to create a succinct crisis plan for the organization that is easy to follow as well as pertinent to any sort of situation they might encounter. The correct use of this plan will help Victory Mission maintain a reputation of leadership and transparency on vital issues.

### Target Audience

The target audience for my project is strictly Victory Mission. I will be sharing my findings as well as my final project with Jim Harriger, the executive director and the organization's board of directors.

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## SIGNATURE PROJECT CHARTER: CRISIS PREPAREDNESS IN THE NONPROFIT REALM

### Objectives

This project contains three main objectives:

- To determine the specific needs within a crisis plan for Victory Mission.
- To integrate the organization's needs into an action plan that can be used by Victory Mission in all crisis situations.
- To report findings and crisis plan to the board of Victory Mission.

### Deliverables

Victory Mission Crisis Plan complete with Templates for Communication Tools

- This plan will include introductory materials such as: the purpose of a crisis plan and using the crisis communication plan. I also want to include a personalized crisis communication policy, a crisis communication checklist, an emergency phone tree, and a fully-integrated crisis plan.

Presentation of Crisis Communication Plan to the Board of Directors

- After I have finished putting together the complete crisis plan for Victory Mission I think it is important for me to present my findings as well as my work on the plan to the Board of Directors and anyone else they see fit. The presentation will also include a summary of the best practices and principles that guided my decision making. I want this to be a time where they can relay any questions or concerns that they have for me.

### Research Needs

For this project to be successful there are Primary and Secondary Research needs that will need to be fulfilled.

I will complete interviews with a few members of the Board of Directors for Victory Mission:

- Jim Harriger, Executive Director
- Rita Neff, Director of Outreach
- Lynn Remmark, Director of Development

Additionally, I will be gathering background information on the: Victory Mission, reviewing other crisis plans, and researching how nonprofits can effectively handle crisis communication situations. A good portion of my project will consist of secondary research. I have been working with Dan Prater, director of the Center for Nonprofit Communication, who has several contacts in Springfield that are currently doing crisis communication. The first week of my project will entail me shadowing and learning everything I can from their organizations and how they deal with crisis situations.

## BUDGET

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## SIGNATURE PROJECT CHARTER: CRISIS PREPAREDNESS IN THE NONPROFIT REALM

Description			Cost
Crisis Management Resources	Provided By	Library and Internet Sources	Free
Mac Pages	Provided By	Researcher	Free
Mac KeyNote	Provided By	Researcher	Free
Final Report (in color- 3 copies)	Provided By	Researcher	\$ 5
Final Crisis Plan (bound for Victory Mission- 3 copies)	Provided By	Researcher	\$ 12
<b>Total</b>			<b>\$ 17</b>

### Potential Obstacles

With this extensive project there are opportunities for obstacles, but predicting those is one way of helping overcome them.

- The first obstacle that I am concerned with is that I am not going to have the opportunity to interview influential people at Victory Mission. This could come about for a variety of reasons, but I think most people at the organization are aware of how beneficial this project could be for them so I hope that motivates them to work with me.
- Another potential obstacle is for Victory Mission to not be entirely sure of their needs in the means of Crisis Communication. The more information they are able to give me, the more I am able to address specifically in the Crisis Plan how said situation can be handled.
- It is possible after presenting my final findings to the organization that they will not use the plan that I have provided them with this semester, or they may have certain critiques within the way things are presented.
- Time restraints for this project are another potential obstacle.

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## **SIGNATURE PROJECT CHARTER: CRISIS PREPAREDNESS IN THE NONPROFIT REALM**

### **Project Metrics**

The success of my project will be measured by the following:

- The reaction of the client to the plan that I have produced for them and their decision of whether they are going to use said plan or not.
- The development of communication tools that can be easily used by the organization in crisis.
- Improved personal knowledge of crisis communication planning.

### **Project Completion Date**

November 6, 2014