



Project Date- 10/1/07-1/1/08 Pocket Change, INC. Project Timeline

	Due Date	Assignments	Person Responsible
PHASE 1- Discovery			
Week 1-2	10/5/07	Contract	Allison
10/1-10/14	10/8/07	Budget Approval & Invoice System	Allison
	10/10/07	Vision/Mission	Rachel/Allison
	10/10/07	Brand Value Statement	Rachel/Allison
	10/12/07	Business Assessment	Rachel/Allison
PHASE 2- Brand Identity			
Weeks 3-6	10/19/07	Target Audience Profiles & Creative Brief	Sharissa/Allison
10/15-11/4	11/2/07	Color Scheme, logo& tagline	Laura
	11/9/07	Collateral (card and letterhead)	Laura/Christine
PHASE 3- Marketing & Business			
Weeks 6-9		Marketing Materials	
11/5-11/25	11/14/07	>photography	Nick
	11/19/07	> info. postcard & tri-fold brochure	Laura/China
	11/23/07	>website development	Marc/Jason
	11/23/07	Ethical & Legal Considerations	Allison
	11/23/07	Business Communications	Allison
	11/23/07	Technology & Productivity Assessment	Allison
PHASE 4- Fundraising			
Weeks 10-12	12/5/07	Strategy, Branding & Marketing	Allison
11/26-12/9	12/7/07	Event Planning	Rachel/Allison
PHASE 5- Evaluation			
Continuous	1/1/08	Success Rates of Marketing Material	Rachel/Allison
	1/1/08	Success Rates of Fundraiser	Rachel/Allison