

MEMORANDUM

Date: November 4, 2005

To: Dr. Lori Brodtkin & Ms. Nadine Miller

From: Kitzzy Aviles & Marc Love

Subject: Guardian 26 Progress Report

Guardian 26 is making successful progress in its commitment to helping the Seminole County GAL Program by creating a press release and articles profiling their volunteers. The research process has been pleasant and informative, and we are thankful for the opportunity. The press release is almost finished and we hope to deliver it well before the deadline for Ms. Miller to submit for publication. The volunteer survey was created, approved and will be distributed today. The progress section of this report describes in detail the status of each major task.

To meet the fast approaching deadlines of the project, we created an aggressive timeline for the remaining tasks and hope to complete the project before the Thanksgiving break. The updated Gantt chart at the end of this document illustrates these changes. Please read each section and feel free to ask any questions that you may have. We will be more than glad to elaborate on the content and design plans for each of the documents. Our team's aim is to create captivating documents that will print easily and inspire the audience.

Progress

TASK 1: WRITE OUTBACK STEAKHOUSE PRESS RELEASE

We contacted the director of Marketing for Outback Steakhouses and she did not have any stipulations or instructions to offer other than the request to review it prior to print. We have started to draft the press release. Criteria of potential hosts, such as The Orlando Sentinel and other newspapers, was considered during the document's development. Upon completion, we will send the draft to Ms. Nadine Miller and Outback for approval.

TASK 2: GAL VOLUNTEER SURVEY

We created the survey and Ms. Miller approved it with minor changes. She prefers to have the first contact with the volunteers and agreed to e-mail the survey to them on Friday, November 4th. Based on previous correspondence with the volunteers, she will include the survey as part of the e-mail instead of attaching it. We drafted a sample cover memo for her to use in accompanying this e-mail.

TASK 3: INDIVIDUAL VOLUNTEER PROFILE ARTICLES

The first draft of these articles is due in less than 2 weeks. In the cover memo, we suggested a deadline of Thursday, November 10th for the volunteers to e-mail us their responses. Ms. Miller is confident we will get some responses by then. If needed, we will alter our strategy by calling each volunteer that does not respond to our e-mail survey beginning on Friday, November 11th and conduct the survey by phone. While we wait for the survey results, we will create a template to use for the profiling articles based on the survey questions.

TASK 4: ARTICLE EXPRESSING THE NEED FOR VOLUNTEERS

This is the last phase of the project and we will complete it after we receive all survey results, compile the answers and draft the individual articles. If we do not get enough responses from the first contact, we will ask Ms. Miller to send out a second e-mail on Monday, November 14th with a modified memo including a suggested deadline of Thursday, November 17th. As we write each individual article, we will begin to shape the full article. We are aiming to draft the final version of all documents by November 23rd, before we leave for the Thanksgiving holiday. We will make final revisions, if needed, on November 27th and 28th.

Gantt Chart

The updated Gantt Chart below illustrates how we will complete the remaining tasks during the month of November.

