

	Proms	Shirts	Potential Franchised Proms	Fundraising	Board Development and Staff	Sponsorships	Grants	Employee
February 2011	Confirm venue for LA prom	Launch "One Rule, No Tears" Campaign	Aim to franchise one prom in 2012	-Raffle iPad -Stand up show -Sell shirts	-Form committees and conference calls -Reach out to Cornell community	-Confirm sponsorship for Wow! Special Events for 2011 prom	--	-Aim to employ one part-time -Develop job description
March 2011	Reach out to hospitals	Aim to sell 500 shirts (\$30 each)	--	-Continue Raffle -Sell shirts	-Conference call -Discuss prom/fundraising	--	--	-Write grants to fund employee
April 2011	Reach out to press/media	Continue selling shirts	--	-Raffle iPad -Stand up show	Conference call	--	--	-Open application
May 2011	Manage volunteers	Continue selling shirts	--	-Sell Shirts -Karaoke Night	-Conference call -Wine and Cheese in LA and NY	--	--	
June 2011	L.A. prom	Sell 500 Shirts	Accept applications	Sell shirts.	-Accept new applicants for committees. -Conference call.	--	--	-Invites applicants to prom
July 2011	Take RSVPs for 2012 proms	Introduce new shirts to campaign-sell 1,500 shirts	End application process	-Stand-up show -Karaoke Night -Sell shirts	-Form new committees -Appoint heads of committees -Add on new board members	Explore event organizers for N.Y.C. prom	--	-Close/Review applications -Have applicants organize fundraiser/event
August 2011	Commit prom locations: L.A., N.Y.C., S.F.	Continue selling shirts	Choose one location	-Stand up show -Start new Raffle -Sell Shirts	-Conference call -Focus on franchising proms/part time employee/development	Write list of corporate sponsors for 2012	--	-Have applicants reach out to sponsors/call in on conference calls/perform other duties that are in job description
September 2011	Allows teens to RSVP		Work with organizer to fundraise	-Continue selling shirts -Continue Raffle		Go through Cornell data base and local businesses in LA, SF, and NYC	--	
October 2011	Invite vendors to work proms pro-bono					Finalize list	--	

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November 2011	Reach out to sponsors					Send letters	--	
December 2011	Confirm locations and spread awareness to hospitals					-Confirm sponsorship for Wow! Special Events in LA	--	
January 2012	Send invites to hospitals		Work with organizer and hospital to spread word to teens	-End Raffle -Stand up show -Karaoke night	-Recruit for committees -Wine and Cheese in LA, SF, and NY -Aim to have part time employee	-Confirm corporate sponsors	--	-Aim to have part time employee
February 2012	Announce location of venue		Help reach out to vendors	-Continue selling shirts	-Evaluate committees -Explore additional board members		--	
March 2012	Continue to reach out to hospitals		Help mobilize teens to prom		-Conference call -Focus on franchising proms/part time employee/development		--	
April 2012	Reach out to press/media	Sell 1,500 shirts	Help reach out to hospitals			--	--	
May 2012		--	Reach out to press		-Conference Calls -Wine and Cheese in L.A., S.F., and N.Y.C	--	--	
June 2012	Hold the SF, LA, NYC proms		Hold one prom		-Accept new applicants for committees. -Conference call.	Invite sponsors to proms	--	
July 2012	Take RSVPs for 2013 proms	Introduce additional design	-Open applications for 2013 -Aim to franchise two proms	-Karaoke night	-Evaluate committees -Explore additional board members	Send thank you letters	--	
August 2012	Commit prom locations	Sell 2,000 shirts	-End applications	-Launch new shirt campaign -Stand up show	-Conference calls -Focus on franchising proms/development -Aim to have full time employee	Write list of corporate sponsors for 2013	--	Aim to have full time employee

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September 2012	Allow early RSVPs		-Decide on locations to franchise proms	-Continue selling shirts -Start new raffle		Go through Cornell data base and local businesses in LA , SF, and NYC	--	
October 2012	Invite vendors to work proms pro-bono		-Help fundraise			Finalize list	--	
November 2012	Reach out to sponsors					Send letters	--	
December 2012	Reach out to sponsors. Write invites for patients to proms. Reach out to celebrities and companies to sponsor proms		-Decide on venues -Reach out to sponsors/vendors	-Organize karaoke night -Organize summer dance-a-thon		-Confirm sponsorship for Wow! Special Events in LA -Look for event organizers in SF and NYC	--	
January 2013	Work with hospitals and organizations to spread word			-Stand up show in LA -Karaoke night	-Recruit for committees -Wine and Cheese in LA, SF, and NY -Aim to have part time employee	-Confirm corporate sponsors	--	
February 2013	Announce venues of proms		Reach out to hospitals	-Continue selling shirts	-Evaluate committees -Explore additional board members	--	--	
March 2013	Reach out Hospitals		Help fundraise		-Conference calls -Focus on franchising proms and development	--	--	
April 2013	Continue to send invites	Sell 2,000 shirts	Continue to reach out to hospitals		-Wine and Cheese	--	---	
May 2013	Reach out to press	--	Reach out to press			--	--	
June 2013	SF, LA, NYC, Chicago, and London prom	Expect spike in shirt sales	Hold two proms			Invite sponsors to proms	--	

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July 2013	Allow teens to RSVP for next prom	Expect continued high sales in shirts	Aim to franchise four proms for 2014	-Dance-a-thon -stand up show	-Accept new applicants for committees. -Conference call.	Send thank you letters	--	