

Planeterra SDGs Communications: Project Charter

Project Name	Planeterra SDG Communication Project	Start Date	09/01/2021
Project Partners	Alanna Wallace - Senior Manager, Development and Communications Crystal Browne - Development and Communications Lead	Approval Date	
Project Team Members	Charlotte Bell, Holden Samuels, Nate Bodner, Piper Rundell, Sydney Chytka	Scheduled Completion Date	12/08/2021

PURPOSE

Our team will deliver a comprehensive strategy to integrate United Nations Sustainable Development Goals (SDGs) into Planeterra's communications - i.e. social media, website, presentations. Our team will curate survey questions to give Planeterra more insight on donor expectations and community partner attitudes. Then, we will put together a comprehensive recommendation of how the SDGs could be integrated into social media posts and a plan for implementation. Finally, we will draft a blog post for Planeterra to communicate their commitment to the Sustainable Development Goals.

DELIVERABLES

1. Competitor audit and SDG research
2. Creating survey questions
 - Donor survey: Two separate surveys curated for the donors of Planeterra, either individual or corporate. The goal of the donor survey is to determine what is important to the community.
 - Connect the donors and the partners more personally
 - Determine donor expectations for SDGs
 - Partner survey: Determine which SDGs the partners align with the most as a business.
- 2.1. Recommend a plan for launching surveys
3. Partner SDG Chart
 - Relationship of each partner to the SDGs that they address based on most recent impact survey
4. Analysis of Social Media
 - Analysis of previous activity and how the SDGs might've been implemented
 - Recommend how to reframe communications based on the existing foundation
5. Roadmap for Social Media Integration
 - Research on competition
 - Templates on how to re-frame posts to be SDG-oriented

- Recommend how to elevate SDG integration into social media
- 6. Blog Post detailing Planeterra's support of the SDGs
 - How data/research was gathered.
 - Analysis of results.
 - Planeterra's commitment to the SDGs.

SCOPE

In-Scope. We will create survey questions that give insight into corporate or individual donor expectations regarding the UNs Sustainable Development Goals as well as a separate survey that gauges the community partners alignment with SDGs.

Partner SDG chart that connects each partner with the SDGs that they align with. Tool for communications with donors, website, impact statement, etc.

We will produce an outline of recommendations that Planeterra can use to guide their social media communications. These recommendations will be based on previous posts and competitor communications. Along with social media recommendations, we will provide a roadmap to implement these social media changes.

Blog post of Planeterra's personal commitment and connection to the SDGs.

Out-of-Scope. We will not facilitate the distribution and collection of partner or donor surveys. Instead, we will create survey questions and suggestions for Planeterra to complete this process.

Templates for social media posts

Website redesign

CONSTRAINTS AND ASSUMPTIONS

Assumed resources provided:

- Access to all data regarding website and social media traffic
- Data regarding partners and how those partners tackle the SDG's

Assumed behavior:

- Both parties communicate and respond in timely manner
- Project partners and team members will be transparent regarding process, risks, and potential setbacks
- Center empathy around decision making
- Use feedback to continually improve process
- Any further assumptions made will be discussed to ensure we are in agreement

RULES

General:

- Student team and project partners check in weekly (whether that means through email or zoom when needed).
- Every member of the team is responsible for ensuring that goals and deadlines are met in a timely and professional manner.

Student Team:

- Maintain regular communication with Project Partners. Schedule and attend periodic meetings or calls to provide an update on your progress and seek information and advice.
- Work with The Writing Center on both the draft and final reports before submitting to the Instructor (optional but highly recommended – note Writing Center requires appointment).
- Present draft project report to Project Partner and seek feedback. Project Partner's feedback should be incorporated into the draft and final reports before submitting to the Instructor.
- Perform all the tasks identified in the "Deliverables/Critical Milestones" section, below.
- Notify the Instructor if any issues arise.

Project Partners:

- Maintain regular communication with the Student Team; attend scheduled meetings or calls with the student team.
- Provide all necessary information for the student team to complete the project.
- Provide required feedback to the team on its draft report.
- Provide evaluation of team and work product to the Instructor upon completion of the project.
- Notify the Instructor if any issues arise.

Note of the approved use of reports. With the Project Partner's permission, the reports may be used by the Leeds School of Business for educational purposes (e.g., as sample reports for future classes or posting on the website of the Center for Education on Social Responsibility at the Leeds School of Business).

RESPONSIBILITIES

Main Contact for Project Partner	Charlotte Bell
Presentation Guru	Sydney Chytka
Editing Eagle Eye	Nate Bodner
Research Specialist	Holden Samuels
Point Person for Final Report	Piper Rundell

TIMELINE

Competitor Audit 11/5

Survey Questions 11/5

Rough First Draft of Report 11/5

Make Blog Post

Make SDG Partner Chart

Roadmap

Social Media Analysis



Approved By:

Alanna Wallace

Date

Crystal Bowman

Date

Charlotte Bell

Date

Holden Samuels

Date

Nate Bodner

Date

Piper Rundell

Date

Sydney Chytka

Date