



ACTION LEARNING PROJECT
 Preliminary Project Description
Due: March 12, 2008

Team Name: Catholic Charities Archdiocese of Atlanta

Team Leader: Joe Krygiel

Team Members: John Berry
 Bill Garrett
 Joe Galvin

PROJECT DESCRIPTION:

Using the portfolio process, review our organizational mission and programs.

INTENDED OUTCOMES:

Based on this analysis:

Design a development, fundraising and marketing plan to achieve income necessary to support and expand our programs.

WORK PLAN, ROLES AND TIMELINE:

Complete portfolio analysis	June	by Team/Staff/Board
Begin cultural change at board level to Instill a development and fundraising emphasis	April	by Board/CEO
Begin development of marketing plan	June	by Team/Staff/Board
Complete marketing plan	August	
Implement with Board	September	