# SFRM GY Outreach Project Charter

# Project No. 24-001 Project Owner Michael Eager

## Document History

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| **Date** | **Version** | **Comments** |
| July 30, 2024 | 1.0 | Initial draft |
| July 31, 2024 | 1.1 | Add approvals section |
| August 1, 2024 | 1.2 | Add project no/owner, milestones, SFRM approval |
| August 5, 2024 | 1.3 | SFRM stipend waiver, update costs, staff approval |

## Milestones

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| **Date** | **Comments** |
| August 1, 2024 | Complete proposal |
| August 5, 2024 | All approvals |
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## Introduction

On November 21-23, 2024, San Francisco Regional Mensa will be holding the *Brilliance By The North Ba*y Regional Gathering. There will be a track for Gifted Youth. This project is to promote the Regional Gathering to the parents of Gifted Youth In SFRM and neighboring local groups.

Nationwide, 55% of GY Mensans do not have a parent who is a Mensa members. SFRM is slightly higher at 58%. Anecdotally, these parents say that they see value in their children being members but are unsure whether they would qualify and are unsure about the personal benefits of their membership. The primary objective of this project is to encourage non-Mensan parents to join Mensa. To this end, these parents will be offered complementary proctored testing at the RG.

## Benefits

1. Increase number of GY Mensans who have Mensan parents
2. Increase participation in GY activities in Region 8 (SFRM and nearby groups)
3. Increase attendance at SFRM’s Regional Gathering

## Objectives

1. Register additional GY and GY parent attendees at SFRM’s RG. It is unknown how many might register without this promotion. Ten GY/parent attendees would be a reasonable goal.
2. Give proctored test to parents of GY Mensans. Testing at the Regional Gathering is already planned, but the space for testing at the RG is limited. A goal of five parents taking the test would be reasonable. Ten parents would be an excellent response.

## Scope

The scope is limited to outreach to GY parents in San Francisco Regional Mensa (145), Sacramento Regional Mensa (28), Redwood Empire Mensa (1), and Monterey County Mensa (4). GY parents from other locals groups (whether in Region 8 or other regions) would also receive complementary testing if they and their children register for the RG.

Primary outreach will be by a single mailing of approximately 200 postcards to the parents of GY Mensans in the four target groups. This will be supplemented by email targeting these parents as well as mention in other media, such as local/regional email, newsletter, social media, etc.

## Deliverables

1. Approximately 200 postcards advertising the GY track at the San Francisco RG and complementary proctored testing. Target date August 10.
2. Targeted email to GY parents. Target dates August 20, September 1, October 1.

## Budget

1. 200 double-sided color postcards: Approx $66.  
   Artwork and text provided by Region 8 GY Coordinator Lana Lee.
2. Postage: Approx $110
3. Testing waivers: Cost: max $170. Reduced income max $430 (non-cash).   
   SFRM will waive testing stipend.

**Cash: $246. Non-cash testing waivers: $430.**

Funding for this project will be either from a matching Mensa Foundation Gifted Youth Mini-Grant or a matching grant from RVC discretionary funds. SFRM will match funding.

## Project Success Indicators

1. Registration of GY and GY parents mentioning mailing or complementary testing.

## External Dependencies

No known external dependencies.

## Project Plan

August 5: Approval (including testing waiver). Order postcards. Generate labels for GY parents.

August 10: Mailing postcards.

August 20: Follow-up email.

September 1: Follow-up email.

October 1: Follow-up email.

## Change Threshold

Delay in obtaining postcards will cause delay in mailing.

## Team

* Project Sponsor – RVC 8 Michael Eager
* Key Stakeholders – Lana Lee, Region 8 GY Coordinator, Timothy Brooks, Molly Bundschuh.
* Process Owner – RVC 8 Michael Eager
* Project Leader – Lana Lee, Region 8 GY Coordinator
* Team Members – Lana Lee, approx 20 hours.

## Constraints

Size of testing room at Regional Gathering.

## Risks

No known risks.

## Assumptions (to be validated by the project team)

Assumption that parents of Gifted Youth members will see value in being a Mensa member.

## Approvals

RVC: \_\_*Michael J. Eager, RVC 8*\_\_ (plan, commit RVC funds)

SFRM LocSec: \_\_*Jennifer Storm-Alves*\_\_\_\_ (plan, commit SFRM funds)

Staff: \_\_*Timothy Brooks*\_\_\_\_\_\_\_\_ (testing fee waiver)