

1.4 ORGANIZATION

Detroit Synergy is a group of metro-Detroiters who believe that Detroit is a great city in which to live and work. By bringing together the ideas and talents of our diverse individual members and community partners, we will enhance all that Detroit has to offer.

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MISSION

To generate positive perceptions and opinions about Detroit by bringing together a diverse community and building upon the city's strengths and resources to realize a common vision for a greater Detroit.

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VISION

To be the vehicle for people to realize their ideas for a vibrant, thriving Detroit.

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PHILOSOPHY

Detroit Synergy is powered by member-driven projects that promote discovery, dialogue, and development in the City of Detroit. The scope is intentionally broad because we believe a diverse spectrum of creative ideas can help build our community.

As a member-driven organization, Detroit Synergy supports projects initiated and led by individuals in collaboration with community partners. As more people come together and add their vision and voice to the collective whole, then the synergy of our combined efforts will enhance our city.

Any individual can submit a project proposal and recruit other members to form a project team. Then the team receives assistance and support from the group as a whole. In this way, Detroit Synergy maintains a grass-roots spirit that allows anyone to pursue their vision for a greater city with the support of a larger network.

IMPACT
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The following statements represent the impact our members work to achieve through their projects:

1. Detroit Synergy will illuminate all the great things the city has to offer and break down negative perceptions of the city.
2. Detroit Synergy will mobilize people to be active and involved in their community.
3. Detroit Synergy will encourage people to live in, work in, or move to the city.
4. Detroit Synergy will be a voice for urban living.
5. Detroit Synergy will break down racial barriers and foster cross-cultural understanding and relationships.
6. Detroit Synergy will encourage all people to use and support the city, whether they live in the city, the region, or beyond.

PRINCIPLES
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The following principles represent guidelines our members adhere to when running Detroit Synergy projects:

1. Projects should strive to **reinforce**, not replicate in-place efforts. Project teams should research and reach out to similar existing initiatives.
2. Projects should **partner** with community organizations or entities whose work relates to the project theme, audience, or location.
3. Projects should **support** local businesses, making every effort to engage Detroit vendors and venues.
4. Projects should be **open**, inclusive, and non-discriminatory. They should make every effort to engage a broad and **diverse** participation.
5. Projects should be **respectful** of Detroit residents and stakeholders. Projects should be open-minded, receptive to feedback, and flexible to change.
6. Projects should be **respectful** of Detroit Synergy and its members by representing the best interests of the entire organization and its partners.
7. Projects should be **self-sufficient**. Revenue must be generated to cover all expenses.
8. Projects should be **scalable** and **feasible** with a realistic timeline and budget. Project teams must share responsibility and accountability.
9. Projects must be **legally sound** and rigorous in their investigation of liability and implications.
10. Projects should be **non-partisan** and open to different views, opinions, and perspectives.
11. Projects should **not be motivated by** excessive personal or commercial **profit**.
12. Projects should be **inspirational!**

PROJECT TIP
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Projects need not strive to achieve **ALL** of the Impact statements,

BUT

they should follow **ALL** of the Project Principles.

Please answer the following questions (preferably in digital form) and attach a proposed budget, timeline, and supporting docs.

PROJECT NAME:

PROJECT GROUP: **DISCOVERY** **DIALOGUE** **DEVELOPMENT**

PROJECT DATE(S):

PROJECT LEADER:

TELEPHONE:

E-MAIL:

DESCRIPTION Please provide a brief synopsis of your proposed project and what you hope to accomplish. Please also list any projected or confirmed dates, times, and locations.

GOALS & PRINCIPLES Describe how you see that this project fits in with Detroit Synergy's mission and principles. How do you see this project positively impacting the city? What do you hope to accomplish?

PARTNERSHIPS One of Detroit Synergy's key principles is to "synergize" with other groups and efforts in the city. Please list the organizations that will be involved in the execution of this project and describe their involvement.

PROMOTION Outline your plan for promoting your project to Detroit Synergy members and the general public. Who is your target audience and how will you reach them? What resources will you need to accomplish this? (See next question.)

FUNDRAISING Describe how the project will be funded. What monetary resources will be needed? How do you propose to meet these needs? (Please attach a project budget. See Form 9.2 for a standard budget format.)

PROJECT NAME:**PROJECT TEAM**

List the key people involved in producing the project. Please attach a list of any additional volunteers or project participants.

PROJECT LEADER:

TELEPHONE:

E-MAIL:

PROMOTION/WEB LIAISON:

TELEPHONE:

E-MAIL:

FINANCE/FUNDRAISING LIAISON:

TELEPHONE:

E-MAIL:

PARTNERSHIPS LIAISON:

TELEPHONE:

E-MAIL:

MEMBERSHIP LIAISON:

TELEPHONE:

E-MAIL:

PROJECT SUPPORT

Please describe the support you will need from the following teams:

PROMOTION

WEB/IS:

FINANCE/FUNDRAISING:

PARTNERSHIPS:

MEMBERSHIP/VOLUNTEERS:

PLEASE ATTACH:

- BUDGET** An estimated budget that identifies projected expenses and revenue.
- TIMELINE** Your plan of execution from beginning to end, including key deadlines and dates.
- TEAM** A complete list of volunteer names and contact information.
- SUPPORTING MATERIAL** Any information to help us better understand your proposed project.

QUESTIONS? Please contact a Project Group Chair:

discovery@detroitssynergy.org | dialogue@detroitssynergy.org | development@detroitssynergy.org

Please use this checklist and timeline as a guide to planning your project. We understand that projects come in all shapes and sizes and call for different levels of partnership and promotion, so the timeline may expand or contract according to the scale of your project. A Project Group Chair can help advise you on the appropriate amount of time to budget for advance planning and preparation.

Fill in the anticipated date of completion for tasks required for your project.

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3-9 MONTHS OUT

- Imagine your project idea _____
- Define your project's who/what/where/when/how/why _____
- Identify your audience _____
- Research date/time opportunities and conflicts _____
- Connect with a Project Group Chair _____
- Review Project Packet _____
- Connect with Steering Team Members _____
- Build a Project Team _____
- Schedule meetings with Project Team as needed _____
- Identify prospective partners and venues _____
- Define tasks and timeline _____
- Write a Project Proposal & Budget (Forms 9.1-2) _____
- Review proposal with Project Group Chair _____
- Refine proposal and schedule proposal presentation _____
- Present proposal to Detroit Synergy _____
- If approved, sign Project Contract (9.3) _____
- Request website login ID _____
- Request Detroit Synergy logo, letterhead & PR tools _____
- Create project page on website _____
- Schedule Project Team meetings _____
- Post meetings on Detroit Synergy website calendar _____
- Announce team meetings at general meetings _____
- Confirm venues and Partnership Agreements (7.2-3) _____
- Refine tasks and timeline _____
- Review budget and establish priorities _____
- Delegate project responsibilities _____

5-6 WEEKS OUT

- Write a press release _____
- Post event on Detroit Synergy website calendar _____
- Post "save-the-date" news item on website _____
- Design promotional materials (flyers, invitations, etc.) _____

3-4 WEEKS OUT

- E-mail/mail/fax media release (version 1) _____
- Enter project info on community websites _____
- Print promotional materials (flyers, invitations) _____
- Mail and/or fax invitations, if applicable _____
- Make announcements at meetings and events _____
- Submit advertising artwork & payment, if applicable _____

1-2 WEEKS OUT

- Email/mail/fax updated media release (version 2) _____
- Post event news item through website _____
- Mobilize volunteers to distribute flyers, postcards, etc. _____
- Make announcements at meetings and events _____
- Submit advertising artwork & payment, if applicable _____

2-5 DAYS OUT

- Email/mail/fax media alert _____
- Make follow-up phone calls to key media contacts _____
- Make follow-up phone calls to key invitees _____
- Make follow-up phone calls with venues _____
- Make sure your volunteers know where to be and when _____
- Post "reminder" news item through website _____
- Spread the word! _____

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RUN YOUR PROJECT!

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2-4 WEEKS AFTER

- Collect receipts and expenses _____
- Pay outstanding balances _____
- Schedule a wrap-up meeting with Steering Team _____
- Write Final Report, including budget (9.5) _____
- Present Final Report and budget to Detroit Synergy _____
- Share project results at general meeting _____
- Send thank you notes to partners and participants _____