|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **AFERA Project Basics** | *Project name:* | ***New member recruitment*** | *Document date:* |  |
| *Broad (long term) goal >* | Member growth to get broader industry representation and geographic representation | | | |
| *SMART goals 2019-2020*  *deliverables>* | * From 2019 +10 new members of 5% increase * .. * .. | | | |
| *Resources >* | *Budget* ↓ | *Skills* ↓ | *Tools* ↓ | |
| Only in-kind resources  No money | Marketing  administration | Dbase/list  Platform  content | |
| *Which Marketing-Communication support needed >* |  | | | |
| *Which Technical support needed >* |  | | | |
| *Team profile >* | *Skills, Network, Insights needed in the team* ↓ | | | |
|  | | | |
| *Team* | *Team Lead & Members* ↓ | | | |
|  | | | |

*If more space is needed, please add the reference to your expanded text or file the box (e.g. ‘See note 4’ or ‘see budget2019.xls’)*

|  |  |  |  |  |
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| **AFERA Project UPDATE** | *Project name:* |  | *Document date:* |  |
| *Report period (from – until)* |  |
| *Which external professional support needed (if any) >* |  | | | |
| *Update “progress and results” in past report period (deliverables, kpi’s etc.)* |  | | | |
| *Update change in approach / plan – new challenges* |  | | | |