|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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 resourcesNo money | Marketingadministration | Dbase/listPlatformcontent |
| *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’)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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* |  |