



# BUILDING A SUSTAINABLE TEAM



## Building a sustainable SIFE Team

COMPETITION

### Team Mission

Recruiting   Team Organisation   BAB   Funding   Media




## Developing a Mission Statement

- A definition of **WHY** you do **WHAT** you do
- **Mission Should:**
  - Communicate team identity or "brand".
  - Communicate team purpose.
  - Be useful as a decision-making tool.
  - Inspire commitment internally and externally.
- **References:**
  - SIFE Vision, Mission, Philosophies, Judging Criteria,
  - University mission statements, student interests.





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## Recruiting

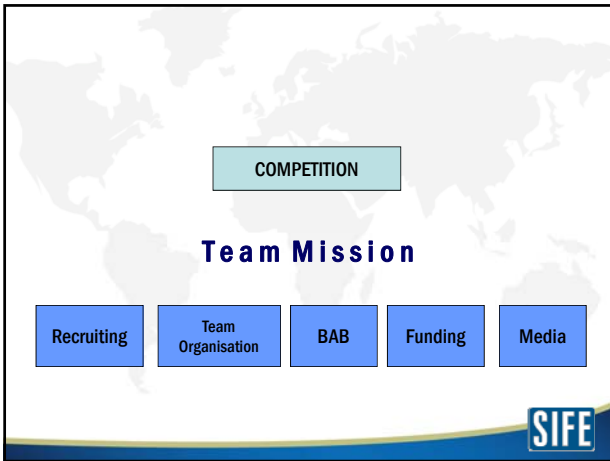
- Create on-campus marketing materials
  - Produce posters, brochures, flyer.
- Recruit a diverse group of members
  - People from different majors have different knowledge.
  - This synergy opens a variety of projects.
- Quality not Quantity




## Strategies for recruiting new members

- Set up a booth at the university
- Make announcements or short presentations in classes
- Create personal invitations to join SIFE.
- Hold orientation meeting and social at the beginning of the semester.
- Partner with other organizations on campus.



## Team Organization

**Structure**

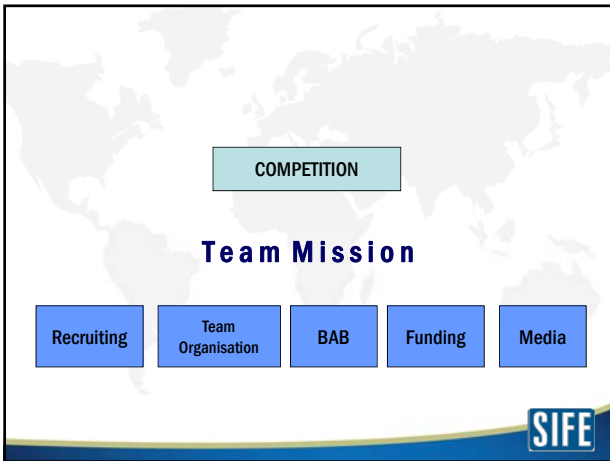
- Flat – officers in key positions.
- Appoint project managers responsible for organizing a project team and for the completion of a specific project.
- Develop a succession plan for Leadership.

**Admin**

- Register your team as an official organization on campus.
- Schedule a regular meeting time and location.



**SIFE**



## A Business Advisory Board Can...

- Provide mentorship and guidance for the team.
- Offer advice on projects.
- Give credibility.
- Introduce your group to other leaders in the community.
- Provide access to needed resources.
- Criticize your presentation before the actual competition.
- Be involved.



**SIFE**

### Where to find potential BAB Members:

- SIFE Alumni
- SIFE companies that have a presence in your city or region
- Leading business, educational and civic organizations in the community
- Businesses that would have an interest in providing guidance for a specific project(s)
- Members of the media



**SIFE**



## Fundraising



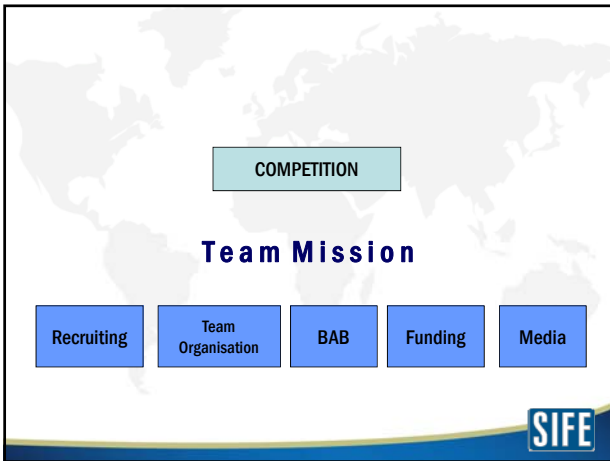
Fundraising is relevant in that it enables the team to achieve its:

- **Projects**
  - Printmaterial
  - Travel
  - Copies
- **Travel**
  - National Competition
  - Training Conferences
- **Expenses**
  - Internal documentation material
  - Annual Report
  - Presentation outfits
  - ...




## Primary sources of funding:

- **Campus**
  - Department or faculty
  - Student association
- **Foundations**
- **Entrepreneurial**
- **Sponsorships**
  - For the team
  - For a specific project
  - In kind

**Team Mission**


Recruiting

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Media



## Tips for publicizing efforts to the media

- Identify what specific TV stations, papers, etc. serve your region or city
- Your team should introduce themselves to local reporters.
- Talk to your university public relations office.
- Send out regular press releases.
- Create a map with press clippings and an overview of our activities.





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## Questions?