

ABC:First Resort

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First Resort's mission statement

"First Resort provides complete, accurate information and compassionate counseling and medical care to women who are making decisions about unintended pregnancies. In addition, we encourage sexual abstinence among teenagers through personally challenging, medically sound classroom presentations and other materials. Everything we do is focused on allowing people to make healthy, informed and livable choices."

Client existing services

First Resort has two primary service areas: medical counseling and services, and an education program called Character and Relationship Education (C.A.R.E.). First Resort has 3 medical offices in the Bay Area with board certified doctors and nurses to provide information-based counseling and medical services to women who are making decisions about unintended pregnancy on a free, confidential basis. C.A.R.E. is a abstinence-based 7-12th grade in-class education program aimed to provide teenage pregnancy and sexually transmitted disease. The counseling staff has made over 10,000 women in the greater San Francisco Bay Area, and their counselor rating is 3.88 on a scale of 4. C.A.R.E is approved by 7 school districts and made abstinence presentations to 10,500 students in FY 2002.

Project scope

First Resort (client) has already secured a corporate sponsorship proposal opportunity with the VP of Public Affairs of the Safeway Corporation. 2 months before the actually meeting, they invited Alpha Beta Consulting to partner with them to structure their actual proposal strategy and the proposal deliverable. The ABC team will work with top management of client (including Shari and Deborah) on a weekly basis to form, receive feedback, and revise the proposal deck.

Business case (what problem is this project aimed to solve?)

First Resort



FIRST RESORT
pregnancy consulting

First Resort Logo

Client Website	http://www.firstresort.net/
Project Contact	Shari Plunkett (CEO and President), Deborah Morris
ABC Project Chair(s)	Joshua Yau, Christina Banian
ABC Project Team Members	Linus So, Candy Leung, Lily Chou, Gurjeet Singh, Benson Lu, Nari Na
Start Date	Fall 2002
End Date	Spring 2003

Specifically, this project is to form the materials and strategy for a corporate sponsorship proposal to Safeway. On a broader term, the materials delivered in this project can form the basis of similar future corporate sponsorship proposals.

Expected end deliverables

- A MS PowerPoint presentation to be used in the actual proposal meeting
- A strategy of how to propose these presentations
- A strategy of how to present other related materials

Project timeline and partner format

ABC is to deliver:

- 1st draft of the proposal deck by 2nd week of November
- Final draft of the proposal deck by 1st week of December (1 week before the proposal meeting)
- ABC will meet with client on-site once every week to present the revised PowerPoint, gather feedbacks, discuss outstanding issues, make decisions on proposal strategy, and revise agreed upon changes.
- ABC will make sure that all elements in the presentation are agreed upon by both parties.

See Also

- Alpha Beta Consulting

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