

EXERCISE 4: THE TEAM CHALLENGE

Source Packets

Fictional PAL source material for the August 5 working session. Three teams, three missions, one rule: if it is not in your packet, it does not exist.

Team Alpha

Fall Family Field Day

Team Bravo

The \$20,000 Grant

Team Charlie

Next Wednesday's Session

Internal Planning Memo

TO: PAL Program Staff

FROM: Sgt. D. Alvarez, Program Coordinator

DATE: July 28, 2026

RE: Fall Family Field Day, planning kickoff

Team, we are confirmed for the annual **Fall Family Field Day on Saturday, October 17, 2026, 10:00 AM to 2:00 PM** at the Lakeside Park Pavilion in Lake Worth. Rain date is Saturday, October 24, same time and place.

Who we expect. Based on current enrollment we are planning for roughly **250 attendees**: about 90 program youth plus their families. We need **18 volunteers** to run this properly. Last year we ran with 12 and it showed.

The day. Planned stations: obstacle course, flag football, basketball skills clinic, and face painting. The **K-9 unit demonstration is locked for 11:30 AM**. Food service (hot dogs, chips, water) runs at **12:00 PM**, and the **raffle drawing is at 1:30 PM**. Families need to RSVP by **Friday, October 9** so we can order food counts.

Budget. We have **\$1,200** total: food, supplies, and raffle prizes. Local sponsors are covering the bounce house and the DJ.

What went wrong last year and cannot repeat. 2025 drew 175 attendees. Feedback said: food lines were too long (one serving table), parking instructions were unclear (families circled for 20 minutes), and there was no shaded seating area. Sunscreen and a water refill station were also requested repeatedly.

Contacts. Event questions to me. RSVPs go to the PAL front office line, **561-555-0142**. Volunteers check in at the pavilion at 8:30 AM day-of for setup.

I want the full checklist and the parent announcement drafted this week. Make us look sharp.

Last Year's File

Document 2: 2025 event recap numbers

Attendance	175 total (62 program youth plus families)
Volunteers	12 (target was 16; two no-shows)
Food	200 hot dogs ordered, ran out at 12:40 PM
RSVP rate	Roughly half of families RSVPed; the rest walked in
Top feedback	Long food lines, confusing parking, no shade, more seating
Highlight	K-9 demo drew the biggest crowd of the day

Document 3: last year's parent email, as sent

This is the actual announcement from 2025. Your rewrite should beat it on every line.

Subject: PAL event

Dear Parents,

PAL will be having our field day event next month at the park. There will be games and food and fun for the kids. It should be a great time. Let us know if you are coming. Volunteers also needed. Hope to see everyone there.

Thanks,
PAL Staff

Why this email underperformed

No date, no time, no location, no RSVP deadline or method, no what-to-bring, no contact. Half the families walked in unannounced and the food ran out. Every one of those failures is an instruction you can give your intern.