

Special Event Assessment Worksheet

Event

Name: _____ Date: _____

Venue: _____

Lead Staff: _____

Lead Volunteer: _____

Date of assessment: _____

Purpose

Purpose of event (fundraiser, friendraiser, other outreach?):

Was purpose achieved? (yes or no)

Growth

If this is a recurring event, was the event an improvement over the prior year? (more attendees, higher revenue, etc.)

If this was a first time event, what percentage of attendees or participants do you believe will return for another event like this one?

Do you believe expenses will change significantly if you repeat this event (either higher or lower)?

Do you believe revenue will change significantly (higher or lower)?

Promotion/outreach

Did the event contribute positively to your organization's image/brand?

Did you reach an audience that you have not reached before, or were you interacting with the same group of people that you always see?

Staffing

Was there adequate staffing to organize and run the event?

Was it easy or difficult to get volunteers to support this event?

Do you have names of people who already want to work on this event next time?

Conditions

Were there contributing factors for this event that make it difficult to replicate these results?

Were there extenuating circumstances that put this event at a disadvantage?

Overall assessment

Did this "feel" like the right event for your organization?

Did you have fun doing it?

| | |
|--------------------------------------------------------------|------|
| Financial | |
| <i>Revenue</i> | |
| Sales | |
| Sponsorships | |
| In-kind | |
| Vending/concessions | |
| Raffles | |
| Other | |
| Total Revenue | \$ - |
| | |
| <i>Expense (include retail value of in-kind services)</i> | |
| Facility expenses | |
| Advertising and Marketing | |
| Contracted services (i.e. entertainer, DJ, auctioneer, etc.) | |
| Insurance | |
| Food and Beverage | |
| Support materials (tickets, programs, etc.) | |
| Cost of goods sold | |
| Recognition items | |
| Other | |
| Total expenses | \$ - |
| | |
| Net Revenue | \$ - |
| | |
| Indirect | |
| <i>Indirect costs</i> | |
| Paid staff time | |
| Volunteer time (@\$18/hr) | |
| Total indirect costs | \$ - |
| | |
| <i>Indirect benefit</i> | |
| Number of attendees | |
| Number of impressions from advertising | |
| | |
| Net revenue adjusted for indirect costs | \$ - |
| | |
| Net revenue per participant | |
| Adjusted net revenue per participant | |
| | |
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| | |