****

**THE CHRONICLE OF PHILANTHROPY**

Event Evaluation Worksheet

By Harry A. Freedman

Depending on the type of event your charity hosted, these are some of the questions you might pose to staff and key volunteers during your post-event evaluation.

**Attendance and Results**

**** How many people attended?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did the group conduct an informal survey to determine the appeal to potential attendees?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did the event attract its desired audience? If not, why?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** What was your fundraising goal? Did you make more or less than that goal?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did the event attract new people who could become donors?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did guests enjoy themselves? Would they attend again?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** What changes might help improve attendance?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Were there any comments from guests on how to improve the event?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**Timing**

**** Did the date afford adequate time to properly organize and promote the event?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did the event occur at the same time as another large event? Did you check for other events in your community before scheduling it?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Would hosting this event at a different time or on a different day make a difference?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**Committees**

**** Were there written criteria for selecting committee chairs?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did each committee member have a written assignment, and were those assignments easily accessible online?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did committees meet often enough? Too often?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did committees complete assignments on time and within budget?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Was a staff member available to answer committee questions?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did the chairs stay in frequent contact with the events manager or staff member?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did the chairs ask for assistance or advice when needed?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Were the committees the appropriate size?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Have any new leaders emerged from the committees?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did each chair or staff member work closely with someone who might head up the next event?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**Location**

**** How well did the site suit the event?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Was the site the proper size?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did weather play a factor?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did the group buy weather insurance?

**** Did the organization or the venue provide and pay for liability insurance?

**** Was there enough equipment (seats, tables, kitchen gear)?

**** Could the event have taken place at a less expensive site (a theater instead of a hotel ballroom, or a park instead of someone’s home)?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Was the venue convenient for those attending? Easy to find?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Were all spaces used during the event accessible to people with physical challenges?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Was nearby public transportation available?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Was parking adequate and reasonably priced?

**** Were any permits required?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**Budget**

**** Were there best-case and worst-case budgets?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did organizers carefully calculate all expenses prior to setting a per-person cost to attend?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did the group stay within the budget guidelines?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** How much did the event cost?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** How much did the event net after expenses, including a separate estimated cost for staff time?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did any budget items significantly exceed estimates?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Was the amount spent consistent with the group's goals and image?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did the group raise enough money, after paying expenses, to consider holding a similar future event?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Was there enough money available in advance? What was the source for adequate cash flow?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did the accounting system adequately track all income and expenses?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Was the accounting kept current throughout as the event developed in order to track expenses? Who was responsible for reporting costs?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Were all bills paid in a timely manner?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Were all contracts negotiated with an eye to maximizing revenue?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** What costs were missing from the budget?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** How might costs be reduced?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Was there a list of specific items or costs that could have been underwritten? Who was responsible for seeking that underwriting?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Were corporate and personal sponsors solicited prior to the event?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**Promotion**

**** Was there a written plan for promoting the event? Was the plan reviewed by staff, volunteers, and/or a public relations consultant?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Was there a written timeline, with staff assignments, for obtaining adequate publicity?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did news releases get to the appropriate people?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Was the media list correct, including the contact people, their titles, and email and office addresses?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** How might the group attract more publicity?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Was there a preview event?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** If a staff member handled event promotion, did that person need more help?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Was a public relations consultant contracted?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** If volunteers took care of publicity, might they have benefited from professional help?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did the group stay within the promotions budget?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Were mailings, email messages, and social media promotions sent out in a timely manner?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did the event make it into all the community calendars available?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** How well did the charity make use of local media?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** How well did the group use email and social media?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did committee members write personal notes that were sent with invitations to friends and business associates to encourage their attendance? Did they make follow-up calls?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Were flyers, posters, online promotions, and invitations attractive and easy to read?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Were they properly distributed, emailed, mailed, and posted?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Were invitation lists up-to-date? Were a lot of invitations returned as undeliverable, via either mail or email?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**Registration**

**** Could guests find the registration table easily?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Were there enough people on duty to prevent long waits?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Were there adequate staff at the registration table to handle problems?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Were volunteers adequately trained?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Were registration staff properly dressed and courteous?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Who generated the list of attendees? Was it double-checked and available?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did the group use special-event software? If so, what kind? Did it work well?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did the computers and other electronics work well, and did the staff receive adequate training in advance?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**Food and Drink**

**** Who selected the menu? Was it within budget?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did anyone in the group hold a thorough tasting before the event?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Were there any comments about the food or service?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** How was the presentation?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** If group members cooked or brought food, how did that work out?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Were there enough people to set up and clean up?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** How did the group accommodate special dietary restrictions?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** How was the beverage and liquor service?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Was the group able to get food, liquor, bottled water, or other drinks donated or underwritten?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**Entertainment**

**** Did the charity hire a talent service to get the best price for the talent hired?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Were contracts adequately negotiated and reviewed? Did you initiate the contract or did the entertainer? Did the contract specify what the organization would and would not pay for?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did an attorney review contracts for extra costs and liability?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did the charity make the most of the promotional potential of high-profile entertainers?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did the contract for the celebrity include making a public-service announcement or social media posts for the organization?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did the group obtain sponsorship for the celebrity's transportation, lodging, and related costs?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Could this event have succeeded without entertainment or celebrity participation?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did the entertainment add to the event? Did the audience enjoy the show?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did it fit the theme?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did it stay within budget?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Was it worth the expense?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Were there any problems with sound or lighting?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**Management and Staffing**

**** Was an event-management consultant contracted?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** What were the criteria used to decide if a staff member or consultant would manage the event?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Was there a written timeline for producing the event, including staff assignments?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Was there regular follow-up with committee chairpeople on their committees’ progress?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did the event manager handle contract negotiations? Make efforts to cut costs where possible?

**** Were there sufficient staff and volunteers for the event?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** How did the event manager relate to paid staff and volunteers?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Was the event manager accessible when problems arose?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Did the event manager handle all aspects of the event professionally?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Were there any logistical errors or emergencies worth noting?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

**** Were the appropriate emergency resources available (an ambulance, first aid equipment, etc.)?

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.  
Copyright © 2015 The Chronicle of Philanthropy

*Harry Freedman is president of Strategic Initiatives, a Philadelphia company that helps nonprofits that plan special event fundraisers. He is the author of* [Black Tie Optional: A Complete Special-Events Resource for Nonprofit Organizations](http://www.wiley.com/WileyCDA/WileyTitle/productCd-0471703338.html)*.*