

SparrowHawk Consulting

Assessment Tool

Special Events

Objective of Your Event

Many Special Events are designed to serve as both fundraisers and information sharing activities. A balance is often struck between both functions. Some special events focus on one or the other role.

On a scale of 1-10 what was your intended rating for the event (circle one)?										
1	2	3	4	5	6	7	8	9	10	
Strictly								Strictly		
Fundraising								Informational		

How did the event actually turn out in the balance (circle one)?										
1	2	3	4	5	6	7	8	9	10	
Strictly								Strictly		
Fundraising								Informational		

What lessons about this balance can we learn for planning next year's special event?

Time and Day

How would you rate the time and day the event was held? Will you hold next year's event on the same day? At the same time?

If not, how will you decide a better time and day?

Planning Time

How much advance planning time did you allow for this event?

Was that amount of time adequate given the nature of the event?

If not, how much time do you plan to allocate to planning for next year's event?

Audience

Who was your intended audience(s)?

Among those intended audiences what was their level of participation?

SparrowHawk Consulting

Assessment Tool

Special Events

	Invited (X)	Attended (X)	The number we expected attended	More attended than expected	Less attended than expected	Comments
Actors						
Artists						
Businesspeople						
Faith Community Leaders						
Collectors						
Community Members						
Faculty members						
Organization Board(s)						
Organization Employees						
Politicians						
Teachers						
Others:						
Others2:						

How will you plan to ensure your intended audiences attend next year and at the level you want?

Which groups, if any, should be added to the intended audience?

How will you encourage these added groups to attend next year?

Venue

How was the venue selected for this year's event?

What factors lead you to select this venue?

Did the venue serve its purpose well?

If yes, will you use the same venue again next year?

If no, what other characteristics should be considered in selecting a new venue?

SparrowHawk Consulting

Assessment Tool

Special Events

Program

What made up the program for the event (e.g., entertainment, auction, speeches, etc)? How was it determined?

Was the program:

just the right amount of time too long too short?

How would you gauge the audience response to the program or specific elements of the program?

How would you want to change the program, if at all, next year?

Staff and Volunteers

Do you have dedicated staff who only works on special events? Y/N

If no, how would you rate the impact of the special event on the work of the staff?

the special event detracted somewhat from the regular tasks of the involved staff

the special event detracted substantially from the regular tasks of the involved staff

the special event had little or no impact on the staff carrying out its regular tasks.

Were non-staff volunteers available to help in planning and implementing the event? Y/N

If yes, how many volunteers participated?

Was that enough volunteers for the event?

If not, what will you do in planning next year's event to recruit additional volunteers?

Other comments or concerns?

For professional assistance planning your next special event please contact SparrowHawk Consulting: don@sparrowhawkco.com or 800-398-9048.