

Special Event Evaluation Tool

Fundraiser Name: _____

Submitted By: _____

Name

Address

City, State, Zip Code

Phone Number

Email Address

General Fundraising Project Overview:

General Objectives and Logistics:

Objectives of Fundraiser:

- \$\$\$\$
- Social Event
- Community Connection/PR Opportunity
- Other: _____

What are the specific goals or outcomes of this fundraiser?

Does this fundraiser address a community need or make a community impact?

What is the general timing for the event?

- Summer
- Fall
- Winter
- Spring
- Other _____

Why was this timing chosen?

Where is fundraiser being held?

Why was this location chosen?

Is this a one-time event or does it have sustainability in future years?

Community Support:

How many people are expected to participate in the fundraiser?

How is the community able to support this fundraiser?

Are there community partners that co-sponsor or promote this event?
If yes, who?

What segment of the population is attending/being targeted to attend this event?

Marketing and PR

How is this fundraiser marketed to the community?

Does this fundraiser depend on marketing for attendance to the event?

Are personal invitations sent for this event?

Staff/Volunteer Resource Needed:

Does this fundraiser require staff/volunteers?

If so, how many people are involved?

Where does the staff/volunteer base come from?

How many paid/volunteer hours are required throughout the year?

Week of the event?

The day of the event?

Is there paid professional advice?

Risk Management:

What are the potential risks associated with this fundraiser?

Is alcohol being served as part of the fundraiser?

Is security provided?

What insurance is needed?

Are any special licenses or permits needed?

Is there inventory that is stored? If yes, is there an ongoing cost?

What legal issues may need to be/are addressed?

Other potential risks?

Finances and Budget

If using electronic copy, double click table to fill in spreadsheet

Proposed Fundraising Budget

Income		<i>Comments</i>
Food and Drink Sales	\$ -	
Auction Proceeds	-	
Ticket Sales	-	
Merchandise Sales	-	
Program Advertising	-	
General Donations	-	
Sponsorships	-	
Other Income	-	
Total Income	<u>\$ -</u>	

Expenses		<i>Comments</i>
Facility Rental	\$ -	
Equipment Rental	-	
Contracted Expenses	-	
Decorations	-	
General Supplies	-	
Food and Drink	-	
Printing Expense	-	
Purchased Raffle and Auction Items	-	
PR and Marketing Expense	-	
Sales Tax Expense	-	
Licence and Permits	-	
Insurance Expense	-	
Postage and Shipping	-	
Credit Card Expense (3% of Credit Sales)	-	
Total Expenses	<u>\$ -</u>	

FUNDRAISING PROFIT POTENTIAL \$ -

Return on Energy Factor:

A. Fundraiser profit \$_____

B. Number of paid/volunteer hours outlined above: \$_____

Return on Energy/Fundraising dollar per work hour (A divided by B) \$_____

Other Items to Review or Consider

Please list any other items that have not been addressed.