Fundraising Event Criteria and Planning Form

	Event Name	
	No	**Yes**
Funds Raised Meets Plan Goals: Net revenues, not gross, AND, include personnel time estimates in calculating expenses, along with in-kind supplies. Did the funds raised warrant an event of this magnitude - time and effort?		
Event Growth: Has the event grown by an acceptable percentage each year?		
Income to Expense Ratio: Remember to include personnel time and in-kind supplies.		
Volunteers: Do you have sufficient numbers of volunteers? Are they experienced volunteers who return each year and require little training or do you have retrain a new set annually? Or, does the burden fall to a few staff and board members for planning? Are staff and board members overwhelmed at the event and unable to interact with guests?		
Time spent on event is reasonable: Do you know how much time is spent by staff, board, and volunteers? Does the time necessary to prepare and conduct the event include long days, evenings, and weekends?		
Staff Enthusiasm: Are staff enthusiastic about organizing the event? Do they think creatively about it and offer ideas to improve it even if it means more work, or do they groan and procrastinate?		
Board Enthusiasm: Do board members volunteer to help in the planning? Do they attend the event and actively participate?		
Educational Opportunity: Does the event provide opportunity to educate and/or advocate about/for your programs and mission?		
Connection to Mission: Is the theme of event suitable to your mission?		
Opportunity for media/public awareness/attention: Does the media print announcements and/or press releases about the events? Does the media attend the event? Does the media report on the event and include information about your organization and mission?		
Stewardship Opportunity for Existing Donors: Does the event provide an opportunity to include your existing donors, connect with them, thank them, honor them, and/or recognize them?		

Opportunity to Identify and Cultivate New Donors: Does your event provide an opportunity to identify potential new donors and do you capture their contact information? Does the event provide opportunity to follow-up with attendees?		
Reaches Target Fundraising Group: Is the large majority of your attendees within your fundraising target group?		
Opportunity for individuals to give regardless of attendance: Does the event incorporate ways for individuals to donate even if they don't attend?		
Opportunity to engage attendees in organization: Does the event provide opportunities and/or information about how attendees can become involved in the organization in other ways, such as volunteer, board, etc.		
Opportunity for board members to connect with/thank donors: Do board members have opportunities to meet and talk (network) with guests?		
Sponsorship Opportunities/Expenses Covered: Do you have capital to cover expenses up front? Do you have multiple sponsors or are you reliant on one or too few sponsors who could easily drop out?		
Energy and Enthusiasm following the event: Is staff, board, and volunteers excited about the event? Do they enjoy discussing it and debriefing? Or, does everyone relish the thought that it is over and they don't have to think about if for a year? Does it unify your group?		
Timing - Organizational and Relational: Does the event timeline fit well with other organizational activities and programs? Do you have enough time to organize the event? Does the event date fit well with when other fundraising event occur in your community?		
Constituent involvement: Are there opportunities to involve or include your clients or constituents in the planning for the event? What about participating in an/or attending the event?		