

## Post-Event Evaluation

Donors:

- Who were the donors?
- Who were new donors compared to last year?
- Who were return donors from last year?
- Who were the biggest donors?

The party:

- How was the venue?
- Was the date a good choice?
- Did the event conflict with someone else's event?
- Were guests comfortable?
- How was the sound system?
- How well did the emcee perform?
- How was the food?
- How was the entertainment?
- How were the restrooms?
- How was the bar?
- Who made the centerpieces and what did they look like? Include pictures.
- How long did guests have to wait in the registration line?
- How long did guests have to wait in the check-out line?
- Were there enough volunteers?
- Did the volunteers perform well? Was training adequate?

Guests – compare to last year if possible (use numbers and percent increase or decrease):

- How many guests?
- How many guests were new?
- How many guests returned from last year?
- Who were your biggest buyers?
- Were there any big bidders from last year that did not attend this year?
- How many people who reserved seats did not show up?
- At what point did people start leaving to go home?
- Who purchased tables?
- How many guests got in for free?
- Were there any complaints from guests?
- Were there any praises from guests?

## Silent and Live Auctions:

- What were the best selling items?
- What were the worst selling items?
- How was the emotional appeal?
- What percent of retail value did the items sell for?
- How did the Auctioneer do? Would you use the same one again?

## Financial Spreadsheet – compare to last year if possible AND compare with Budget

- What did we raise from each income source?
  - Single ticket sales
  - Cash contributions
  - Sponsors
  - Table purchases
  - Opportunity Drawing
  - Sale of centerpieces
  - Silent auction
  - Live auction
  - Bidding Frenzy
  - Fund-a-Program
  - Mini-store
- How did our actual revenue and expenses compare with the budget?
- What percent of the total revenue did each income source produce? This is important because it will tell you what your top sources of income were and what your bottom sources of income were. Did 80% of your effort go into producing 20% of your income? If so, you may want to rethink where you expend your effort next time. Look at your top money producing sources. Perhaps you should focus more on increasing those sources of revenue next time.
- What were the expenses?
- What were the surprise expenses?
- What was the net profit?
- Did we reach our goal?
- How much publicity or media awareness did we get from Radio? From TV? From a feature article in a local newspaper or magazine?