POST-EVENT EVALUTATION

# EVENT TITLE (EX: DINNER WITH DUBS & DONOR)

## BACKGROUND

**Date:** date

**Locations and times:**

[Location] (reception) starts at [5:30pm]

[Location] (lecture) starts at [7:00pm]

## OBJECTIVES

* Point 1
* Point 2
* Point 3

## EVENT STRUCTURE

|  |  |
| --- | --- |
| 5 mins | Introduction |
| 10 mins | Speaker |
| 10 mins | Speaker |
| 20 mins | Discussion with moderator |
| 15 mins | Audience Q&A |

## AUDIENCE

|  |  |
| --- | --- |
| By the Numbers | |
| Total Number of Invitees | 7,785 |
| Total Number of Registrants | 406 |
| Total Number of Attendees | 323 |
| Total Number of Event Help | 5 (2-3 needed per event) |
| No Shows and short notice cancellation | 45% attrition rate with 58 unregistered guests in attendance |

|  |  |  |
| --- | --- | --- |
| Audience Analysis – Primary Affiliations | | |
| **Primary Affiliation** | **Count** | **Percentage** |
| Alumnus (donor and non-donor) | 137 | 42% |
| Faculty/staff/retiree | 51 | 16% |
| Student | 43 | 13% |
| Non-Alum Donor | 30 | 9% |
| Unaffiliated/Other | 62 | 19% |

|  |  |  |
| --- | --- | --- |
| Audience Analysis – Donors and Prospects | | |
| **Criteria** | **Count** | **Percentage** |
| Rated Prospect | 81 | 25% |
| Rated $250K-$9.9M | 21 | 6% |
| CAS Donor | 132 | 41% |
| CAS Lifetime giving $10K+ | 43 | 13% |
| CAS Active Prospect | 76 | 24% |

## BUDGET

**Who paid for this event?**

* Advancement / Department / Marketing / Other
* How were funds split, if applicable?

**Budget number(s), percentage paid, and contact:**

* [HUM 65-2150, 50%, Kate Mortensen]
* [ART 65-2147, 50%, Kate Mortensen]

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Projected** | **Actuals** | **Notes/paid by** |
| **Final budget** |  |  |  |
| *Catering* |  |  |  |
| *Venue rental* |  |  |  |
| *Other costs* |  |  |  |

## COMMUNICATIONS

* List any places that this event was highlighted or picked up
* List any specific comm plans that were utilized
* List any groups or audiences that were invited

## SUCCESSES

* What worked well? Think about:
* Catering
* Timing/program
* A/V
* Staffing

## CHALLENGES

* What areas need improvement? Think about:
* Catering
* Timing/program
* A/V
* Staffing

## RECOMMENDATIONS

* What would you keep or change for next time?