

**The Bridge Consulting Group, LLC**

*Change agents, helping you get where you want to be*

**Special Event Evaluation**

***(Please complete one sheet for each separate major event)***

Event name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Internal focus: education acknowledgment recognition

fund-raising (amount $\_\_\_\_\_\_\_\_\_\_) other \_\_\_\_\_\_\_\_\_\_\_

External focus: donors volunteers community other \_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Year** | | **2015** | | **2016** | | **2017** | |
|  | | **Goal** | **Actual** | **Goal** | **Actual** | **Goal** | **Actual** |
| **1. Percent Participation**  (Response / Invitations Sent) | |  |  |  |  |  |  |
|  | |  |  |  |  |  |  |
| **2. Gross Income**  (Income / # of Attendees) |  | |  |  |  |  |  |
|  | |  |  |  |  |  |  |
| **3. Net income**  (Cost **(\*)** – Income) | |  |  |  |  |  |  |
|  | |  |  |  |  |  |  |
| **4. Average Cost per Attendee**  (Net cost / # Attendees) | |  |  |  |  |  |  |
|  | |  |  |  |  |  |  |
|  | |  |  |  |  |  |  |
|  | |  |  |  |  |  |  |

(from Greenfield, 1996)

**(\*)**  **Net income *must* include an estimate of the cost of staff time in order to indicate the true cost of the event.**

[Comment --- add on a ‘focus group’ of a cross section of attendees [or desired attendees] to evaluate what was good, wasn’t, what it would take to both attend [or attend again] and invite others to attend.]