

HOPE Event Planning and Evaluation Form

**NOTE:** In an effort to avoid reinventing the wheel each year, we’d like to keep a record of the great, the good, the bad, and theugly from all our events and efforts going forward. At the conclusion of your event, please complete this evaluation form. Thank You!

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| **Event Basics** |  |
| Name of Event |  |
| Date & Time |  |
| Location |  |
| Chair Name & Contact Info |  |
| Co-Chair Name & Contact Info |  |

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| **Event Overview** |  |  |  |
| Actual Attendance #’s |  | Expected Attendance #s |  |
| Actual Volunteer #’s |  | How many volunteers are needed? |  |
| Price of Event/ Target Per Student |  | Do you recommend having this event again next year? |  |

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| **Event Financials** |  |
| Total Amount Raised (from admission/fees/sales) |  |
| Monetary Donations |  |
| Total Expenses |  |
| Net Income: |  |

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| **Event Execution** |  |
| Key Steps Before Event: |  |
| Key Steps During Event: |  |
| Key Steps Following Event: |  |

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| **Volunteers** |  |
| How did you find volunteers? |  |
| List of Volunteers & Job Function (especially for key roles) |  |

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| **Communications & Marketing** |  |
| What tactics did you use to promote this event (flyers, email, posters, etc)? |  |
| What cost was associated with the communication & marketing? |  |
| What worked? |  |
| What did not work? |  |
| Recommendations for next year |  |

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| **Supplies *(Please itemize ALL supplies – purchased, borrowed or donated )*** |  |
| **Item** | **Cost** | **How acquired** |
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| **Feedback** *(List other successes for this event – anything else you would do differently or anything that worked well. Please include any teacher, staff, parent or student feedback you believe will be beneficial in planning the next event.)* |
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