

## THINKING STRATEGICALLY ABOUT SUCCESSFUL SPECIAL EVENTS

### **Before the Event:**

1. The Great Idea: do-able, enough time to produce, enough money for up-front costs, enough volunteers. Will it advance your Mission? How?
2. Goals and time-lines.
3. Committees. What do you need? Who do they report to?
  - Steering
  - Marketing/sales
  - Décor
  - Food/beverage donations
  - Entertainment
  - Clean-up
4. Guests. Who will come? How will you get them there?

### **After the Event:**

**DID YOU MEET YOUR GOALS?** If not, why not?

Did people enjoy the event? How do you know?

Was the timing appropriate per other events in the community and weather?

Was the timing at the event appropriate?

Was the “personality” of the event conveyed appropriately?

Will you do the event again?

What went well? What should be changed?

**Volunteers:** Did the committee structure/leadership work well?

Were time-lines followed? If not, why not?

Did communication flow appropriately?

What worked well within each committee? What should be changed?

Are committee records and job descriptions up-to-date?

Were volunteers properly informed, prepared and trained to carry out their tasks?

Were people assigned appropriately per their strengths and talents? If not,

How would you restructure/reassign people?

Have any new leaders emerged?

**Location:** Overall pros and cons of the site

What were the challenges of the facility, equipment and staff?

Will it work there again? If not, what are the options?

**Money:** How much did you want to raise? Did you make that goal?

Were expenses more than budgeted? If so, why?

Are all outstanding bills paid?  
Analyze all event reports and invoices.  
Compare event reports to prior years.

Marketing: Were publicity strategic goals met?  
Was the internet used effectively?  
Has the post-event press release been completed and distributed?  
Has the web site been updated with photos and reports?

Food and beverage: Was it enough/too much?  
How was the quality?  
How was the service?  
What did you hear people saying about the refreshments?  
How was the timing of the service?  
How was the presentation of the food?  
Did you stay within budget?  
What, if anything, needs to be changed?

Entertainment: Did it enhance the event? If not, what happened?  
Was it within budget?  
Was it entertaining? Boring? Inappropriate? Thrilling?  
Did the lighting and sound systems work as planned?

Recognition and stewardship: Have all donors and volunteers been appropriately recognized and thanked?  
Have all databases been updated to properly steward volunteers and donors?

For more information contact  
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