

The Fundraising Events You Can Love Worksheet

Event Name: _____

Organization: _____

Our Mission:

Brief Event Description (e.g., what happens, how many people, who, etc.):

Love-able Events Check-List:

- Our event has clear, measurable goals, beyond just \$ raised?**

Measures we have now:	Measures of success we could have:

- This event has a strategic place in our overall fundraising plan?** (e.g., we know when we will "ask" for support or what we are asking for, we know how they will flow into our communications stream.)

How it fits in now:	Other ways it could fit in:

- The event offers obvious ways to connect attendees to our mission and organization.**

Connections now:	Other connections we could consider:

- The event planning includes a clear strategy for meaningful post-event follow-up.**

Current follow-up plan:	Ways we could enhance that follow-up:

- The event provides meaningful ways to engage volunteers.**

Ways right now that volunteers will leave feeling connected to our mission:	Ways we could enhance that connection:

- The event "fits" with our organizational culture, philosophy, or approach.**

Ways it "fits" now:	Ways it could "fit" even more: