

Questions to Ask Before a Special Event

This template is not intended as legal advice. Your organizational goals, purpose, values, and bylaws should drive the creation of this document.

Considering the following questions will help you determine if your event is focused on mission, values, and goals.

1. How will this event reflect your mission?
2. How will this event reflect your organization's culture including values?
3. How will this event reflect your constituency?
4. What is the definition of success for the event? Does everyone agree (board, staff, volunteers)?
5. Who is the primary audience for the event?
6. What message do you want to highlight?
 - Primary Audience? Key Message?
 - Secondary Audience? Key Message?
7. How will this event further your relationships with your primary audience?
8. How much time do you have to devote to plans, implementing, evaluation, and donor recognition?
9. How much money do you have to spend? Have you factored in staff time?
10. Does the board/staff know the true cost of doing this event (staff and volunteer time included)?
11. Do you have the capacity to make this event successful (human and financial)?
 - How many volunteers do you have? Is it enough?
 - Do you have the other essential resources you'll need? What are they?
12. Do you have a plan to follow up with everyone that attended the event? How?
 - How will you acknowledge all those who attend?
 - How can you connect to those who did not attend?