

# Success measuring checklist for fundraising events.

This success measurement checklist for fundraising events serves as a template to guide you in the right direction for improved planning and preparation of your fundraising events.

Some version of this checklist should be included in your fundraising and resource development plans. Please feel free to adapt and tailor to suit your organization's needs.

## **Pre-Event Planning:**

- Clearly defined fundraising goal.
- Detailed event budget outlining expenses.
- Established key performance indicators (KPIs) and success benchmarks.
- Comprehensive event marketing and promotion plan.

## **Event Execution:**

- Accurate attendance tracking.
- Real time monitoring of funds raised.
- Active engagement with donors and attendees.
- Effective volunteer management.

## **Financial Metrics:**

- Total funds raised compared to the fundraising goal.
- Return on Investment (ROI) calculation. (Was it worth it?)
- Breakdown of income sources (e.g., ticket sales, donations, sponsorships).

## **Donor Engagement:**

- Number of attendees and their demographics.
- Percentage of new donors acquired.
- Frequency and size of donations.
- Donor retention rate post event.

**Feedback and Evaluation:**

- Post event surveys and feedback collection.
- Analysis of attendee satisfaction.
- Identification of event strengths and weaknesses.

**Online and Social Media Engagement:**

- social media mentions engagement metrics.
- Website traffic and online donation data.
- Effectiveness of online marketing channels.

**Alignment with Mission:**

- Assessment of how funds raised align with the organization's mission.
- Impact on specific projects or initiatives supported by the event.

**Benchmarking and Comparative Analysis:**

- Comparison of event performance to past events.
- Industry benchmarks for similar fundraising events.

**Qualitative Factors:**

- Assess brand awareness and reputation enhancement.
- Evaluation of community building and relationships formed.
- Partnerships or collaborations established during the event.

**Post Event Analysis:**

- Synthesis of all data and insights gathered.
- Identification of areas for improvement.
- Actionable recommendations for future fundraising events.

For more information about fundraising and resource development plans for nonprofit organizations please contact (305) 521-7776 or email [Metris@theaffiliatez.com](mailto:Metris@theaffiliatez.com).