



Special-Event or Relationship-Building Activity?

Take this test to see how your organization's special-event rates. Assign a number between 1-10 to each of the following statements with 1 for "Not us!" to 10 for "Majorly guilty!"

- We spent the majority of our budget and energy on the entertainment, meal and décor to ensure a good turnout.
- Most of the people who attend are already supporters of our organization.
- The people who sit at corporate/sponsored tables frequently leave unaware of the name or the mission of our nonprofit cause.
- Sometimes we forget to ask for permission to follow up with potential prospects.
- Even if we HAVE gotten permission, other than a thank you form letter, we have done a pretty poor job of following up between annual special-events.
- We don't adequately appreciate many of our in-kind donors of goods, services and auction items. We expect them to support us year after year because we do good work.
- When we calculate the event's net profit, we don't calculate the dollar value of the time spent by staff and volunteers.
- Donor fatigue is high during and following an event. Donors, sponsors, staff and VOLUNTEERS are worn out.
- Relationships were stressed.
- If asked, volunteers or their family members might say, "If I had known that's all the money we were going to raise, I would have just written a check and not worked so hard on this event." or, "Serve on next year's committee? You're kidding, right?"

Add up your total score.

- 0-30, congratulations, you are on the right track.
- 31-60, there's room for improvement.
- Over 61, it is time for a change in paradigm. Please, no more special-events!