

Special Event Evaluation



Name of Event

Date of Event

► Section 1 | Metrics

TOTAL COST OF EVENT

ESTIMATED ATTENDANCE

OTHER METRIC

NUMBER OF VOLUNTEERS

ALLOCATED BUDGET

OTHER METRIC

► Section 2 | Scorecard

On a scale of 1-10, with 10 being the best,
how would you rate each component of the event?

	SCORE		SCORE
INTERNAL COMMUNICATION	<input type="text"/>	EXTERNAL COMMUNICATION	<input type="text"/>
VOLUNTEER INVOLVEMENT	<input type="text"/>	PROMOTION	<input type="text"/>
ATTENDER EXPERIENCE	<input type="text"/>	PLANNING	<input type="text"/>
REFLECTS CHURCH VALUES	<input type="text"/>	OVERALL QUALITY	<input type="text"/>
OTHER: <input type="text"/>	<input type="text"/>	OTHER: <input type="text"/>	<input type="text"/>

► Section 3 | Goals and Expectations

What was the overall purpose of the event?

Special Event Evaluation



What goals were set for the event?

What next steps do you want people to take as a result of the event?

► Section 4 | Questions

How effective was the event at moving our church toward our stated mission?

How effective was the event at moving our church toward our stated vision?

How effective was the event at reaching the desired audience?

How effective was the event at connecting people to the life of our church or encouraging next steps?

Special Event Evaluation



What were the strengths of the event?
What went well?

What were the weaknesses of the event?
What didn't work well?

What can we learn from this event?

If you knew this event was happening next week, would you
invite friends to come to it?

☐

YES

☐

NO

☐

NOT SURE

OVERALL, THIS EVENT WAS ...



Evaluator's Name

Today's Date