

# SPECIAL EVENT



# EVALUATION

NAME OF EVENT

DATE OF EVENT

PERSON IN CHARGE

TODAY'S EVENT

## SECTION 1: EVENT METRICS

Total Cost of Event		Number of Volunteers	
Estimated Attendance		Actual Attendance	
Other Metric		Other Metric	
Other Metric		Other Metric	
Other Metric		Other Metric	

## SECTION 2: SCORE

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

Internal Communication		External Communicaiton	
Volunteer Involvement		Promotion	
Attender Experience		Planning	
Reflects Church Values		Overall Quality	
Other Item		Other Item	





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### SECTION 3: GOALS & EXPECTATIONS

What was the overall purpose of the event?

What goals were set for the event?

What next steps did 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?



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

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. . .**

Outstanding  Great  Satisfactory  Needs Improvement  Unsatisfactory

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EVALUATOR'S NAME

\_\_\_\_\_  
TODAY'S DATE

