

# Fundraising Special Events: Self-Assessment Questionnaires

## Initial Inquiries

*If the answer to any of the following questions is "no," the organization likely should abort its effort to create and present the event.*

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|--|-----|----|
| Do we have a chairperson who is qualified and will work hard?  | YES | NO |
| Do we have volunteers who are organized and ready to help?   | YES | NO |
| Do we have an active, dedicated and supportive board?  | YES | NO |
| Do we have enough time for the volunteers to do a thorough job?  | YES | NO |
| Do we have adequate staff support?   | YES | NO |
| Does our organization has an up-to-date mailing/invitation list?   | YES | NO |
| Is our organization well recognized in the community and/or among members of the targeted event attendees?                 | YES | NO |
| Do we have enough potential sponsors and attendees to make a strong profit?  | YES | NO |
| Is the planned event the only request for funds we will be making at this time?  | YES | NO |
| Do we have a mechanism for following up with attendees, such that further benefits of the event can be realized over time? | YES | NO |

## Second-Level Inquiries

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|--|------|--------------|
| How much money do we need/want to raise?                             |      | \$ _____     |
| Have we developed a reasonable, defensible and exacting budget?      | YES  | NO           |
| How likely is it that this event will raise this amount:             | VERY | SOMEWHAT NOT |
| Have we researched the market for what will work?                    | YES  | NO           |
| Have we researched what is "in" regarding special events?            | YES  | NO           |
| Does this event fit within our understanding of what will work?      | YES  | NO           |
| Have we checked out the competition for the same kind of event?      | YES  | NO           |
| Does the timing make sense?  | YES  | NO           |
| Will this event be ruined by inclement weather?                      | YES  | NO           |
| If applicable, are we willing to take the risk of implement weather? | YES  | NO           |