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# Event Report Template

# Example Event

## PURPOSE

To celebrate philanthropy at our agency! To educate, inspire and engage our community around giving back to our mission in celebration of our upcoming birthday.

## FOCUS

- **Educate**

*Who does the annual fund benefit? Why do YOUR gifts matter?*

- **Inspire**

*Share donor stories, from alumni, parents, and faculty/staff, about why they give to our institution. Involve clients in thanking donors and making a gift.*

- **Engage**

*\$100,000 – Dollar goal. Invite alumni, parents, faculty, staff, and students to give to the annual fund on Giving Day.*

## PRELIMINARY HARD COSTS

|  |                  |
|--|------------------|
| Signs  | \$387            |
| Postcards                                    | \$3,046          |
| Postage                                      | \$1,798          |
| Cookies                                      | \$390            |
| Prizes                                       | \$30             |
| Decor  | \$122            |
| Video Production                             | \$1,000          |
| <b>Total Hard Costs</b>                      | <b>\$6,773</b>   |
| <b>Total Raised - Payments &amp; Pledges</b> | <b>\$144,687</b> |
| <b>Net Return</b>                            | <b>\$137,914</b> |

## PRELIMINARY RESULTS

|               |            |
|---------------|------------|
| <b>Mean</b>   | \$769      |
| <b>Median</b> | \$120      |
| <b>Mode</b>   | \$100      |
| <b>Range</b>  | \$4-19,000 |

| Comparison                   | FY19        | FY20        | Prelim F21   |
|------------------------------|-------------|-------------|--------------|
| <b>Total Raised</b>          | \$86,734.08 | \$89,612.50 | \$144,687.88 |
| <b>Total Donors</b>          | 190         | 168         | 188          |
| <b>Retained Donors</b>       | N/A         | 64          | 97           |
| <b>New/Recaptured Donors</b> | 190         | 104         | 191          |

PURPOSE

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FOCUS

**1** \_\_\_\_\_

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**2** \_\_\_\_\_

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**3** \_\_\_\_\_

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PRELIMINARY HARD COSTS

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|  |  |
| <b>Total Hard Costs</b>                      |  |
| <b>Total Raised - Payments &amp; Pledges</b> |  |
| <b>Net Return</b>                            |  |

PRELIMINARY RESULTS

|               |  |
|---------------|--|
| <b>Mean</b>   |  |
| <b>Median</b> |  |
| <b>Mode</b>   |  |
| <b>Range</b>  |  |

|                              |  |  |  |
|------------------------------|--|--|--|
| <b>Comparison</b>            |  |  |  |
| <b>Total Raised</b>          |  |  |  |
| <b>Total Donors</b>          |  |  |  |
| <b>Retained Donors</b>       |  |  |  |
| <b>New/Recaptured Donors</b> |  |  |  |



Do each of your events or campaigns have a purpose—aside from the bottom line of raising money?

Wonder how a statement of purpose can change your events from transactional donors to transformational constituents?

Let's Talk!

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