



Evaluation template

In your goodie bag is an Evaluation template. This can be used for evaluating a campaign, event, product or appeal.

You can use this 'as is' or go through and adapt it to your needs. You may find that you don't need all of the sections, or that you need to add in some of your own. Use this as your 'starting point' to capture all the relevant learnings.

Some top tips/important things to remember;

Use this alongside your project plan.

Did you set out your objectives and KPIs to start with? How did the results align with that? Were they realistic? Were they SMART?

Have you spoken to a wide variety of people? Not just a participant survey (keep them short and sweet for higher response numbers) but your volunteers, your team, the staff that 'popped along' - look for patterns in the feedback.

Data is king - but make sure you're tracking the right things. "Average amount raised" is great but if you had one big supporter raise £5k it's going to skew results. Remove the outliers and look for true averages. Or most common amounts raised (mode).

Want more help with your Community Fundraising?

Whether it's someone to listen in a 'Borrow my Brain' session, a specific project, or training for your team on planning, evaluating or how to raise more from Community Fundraising - I'm here to help.

Drop me an email on hello@fundraisersarah.com - let me know you came from the Fundraising Everywhere Community Conference and let's have a chat.