# Overview

*Brief commentary regarding the overall event*

# Budget Summary

|  |  |  |  |
| --- | --- | --- | --- |
| Event Name | 2017 | 2016 | 2015 |
| Number of attendees |  |  |  |
| Number of FOC tickets |  |  |  |
| % FOC |  |  |  |
| Number of volunteers |  |  |  |
|  |  |  |  |
| Budget |  |  |  |
| Total income |  |  |  |
| Ticket sales |  |  |  |
| Sponsorship |  |  |  |
| Donations |  |  |  |
| Raffle/Centrepieces |  |  |  |
| Live auction |  |  |  |
| Silent auction  |  |  |  |
| Total expenditure |  |  |  |
| Food & Bev  |  |  |  |
| Design/print |  |  |  |
| Travel |  |  |  |
| Venue |  |  |  |
| Production/Entertainment |  |  |  |
| Misc |  |  |  |
| Net income |  |  |  |
| Cost of fundraising | %  | % | % |

# Key Success Factors and Delivery of Event Objectives

| **Key event objectives** | **Results**  |
| --- | --- |
| Establish XX Biggest Ever Blokes’ Lunch as a highly successful fundraising event in terms of revenue, numbers and quality of attendees |  |
| Achieve $XX gross revenue Achieve <40% cost of fundraising Achieve at least $XX net income |  |
| Achieve XX attendees |  |
| Attract at least $XX in sponsorship |  |
| Achieve at least $XX in fundraising* $XX in donations
* $XX in raffle/centrepieces
* $XX in auction prizes (live/silent)
 |  |
| Achieve high level of positive satisfaction from attendees, sponsors and volunteers  |  |
| Any others |  |

# Overview of event

*Brief commentary on the major activities*

Marketing and ticket sales

Sponsorship

Program / Run Sheet

Fundraising activities

Any other major areas

# Insights from feedback

|  | **Positives**  | **Areas for improvement**  |
| --- | --- | --- |
| Marketing and ticket sales  |  |  |
| Venue  |  |  |
| Speakers and program |  |  |
| Food & Beverage  |  |  |
| Fundraising and prizes  |  |  |
| Volunteers |  |  |
| Financial process  |  |  |
| Theming / collateral  |  |  |
| Resources and project planning  |  |  |

# Recommendations for future events

What we should start doing, stop doing & continue with – also any new ideas you may have:

|  |  |
| --- | --- |
| What should we START doing?  |  |
| What should we STOP doing?  |  |
| What should we CONTINUE doing? |  |
| New Ideas |  |