

THE PANTRY IS RIGHT

A Virtual Game Show Event

with

New
HOPE
Ministries

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Non-Profit Virtual Event Plan

New Hope presents...The Pantry is Right

Prepared by:

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Situational Analysis

Organization: New Hope Ministries

New Hope Ministries is a Christian social service agency that shows the love and hope of Christ by serving our neighbors in times of need and supporting their efforts towards stability. Their vision is to see every life be transformed through the lives that are touched through this ministry.

New Hope Ministries has various areas that they reach the community with and those include...

- Food Bank
- Mobile Food Pantry
- Assist guests with basic needs like transportation, rent and mortgage, medical needs, food to prevent hunger, etc.
- Workforce development programs
- Youth programs to assist with homework, life skills, positive behavior, and being there to help students become well rounded.

The Pantry is Right will be an online event that will bring awareness to New Hope Ministries in a few different areas all drawing in on the importance of their mission and vision. The goal for the event is to encourage community members to donate to their ministry, rally together volunteers who want to help those in need, and bring awareness to New Hope Ministries and all the amazing services they offer.



Event Details



Date: The Pantry is Right event will be held Thursday, November 2nd, 2023.

Time: 7:00-8:30 pm

Location: The event will be held virtually through Zoom for attendees/donors. Events team, technical team, emcee, speakers will be at the New Hope office.



Event Summary Description



This virtual event will be held for donors, sponsors, community members, employees, and members of New Hope's board of directors, with the hope of raising awareness of the work that New Hope Ministries does. Furthermore, the event will be engaging and fun for all those that participate. The event will be following a game show theme, and all promotional materials (invitations, reminder emails, thank you cards, social media posts, etc.) will reflect this. The event will consist of a guessing game with prizes for the top three participants at the end of the game. The content of the game will reflect the work of New Hope Ministries, therefore bringing awareness to some of what the organization does. The game will incorporate guessing weights of donations to the food pantry. There will also be a call to action during the event in which participants will be presented with ways that they can further support New Hope Ministries. Speakers that have been impacted by New Hope will speak about their experiences and ways they have benefited from the organization. After the event, attendees will receive a survey regarding their experience, which will influence the evaluation of the event.



Target Audience



- The virtual event will host roughly 75-100 attendees. This will consist of donors, sponsors, community members, members of the New Hope board of directors, and employees.
- The age of the target audience averages 35-65 years old.

- These donors hold full-time careers in the Central Pennsylvania region and may be attending the event alongside their spouses and families.
- This audience has existing connections with New Hope and supports it financially or through other means such as volunteering.

Purpose Statement

The purpose of this event is to build awareness of New Hope Ministries and share what the organization does to help people in the community, while having a fun game night with employees and donors.

Theme

The theme will consist of a game show atmosphere. Game show themed invitations, appetizing snacks, a bubbly emcee, and an exciting guessing game with prizes for the top three winners will all come together to create a fun, relaxing game show vibe.

SMART goals

- **Anticipation** - Invite 100 donors and specific employees (those who will speak/help with the event) with enticing game show themed invitations and receive 75 RSVP's. Promote the event through Instagram posts and Facebook Event and receive over 100 people who are "interested in going."
- **Arrival** - Email specific directions with Zoom link and code and give direction to ensure attendees are able to navigate Zoom. Provide a hotline phone number for assistance to those who are having trouble logging on. The goal is to have less than 5 people call this number.
- **Atmosphere** - Create a fun, exciting game show atmosphere with a bubbly emcee and interesting speakers. The goal is to have less than 5 negatives about the virtual nature of the event.

- **Activity** - All those in attendance participate in the game. Timeline is followed and there are no delays.
 - Have fewer than 3 technical difficulties that are solved within 5 minutes
- **Appetite** - Ensure 100% of guests receive an assortment of snacks 1-2 days before the event.
- **Amenities** - Send some sort of gift or New Hope branded merch to attendees in advance along with the snacks. Have at least 5 attendees post pictures on social media (Instagram and Facebook) featuring their gifts tagging New Hope and using an event specific hashtag. (#thepantryisright)
- **Budget** - Keep expenses under \$1,000.
- At least 25 attendees answer the post event email survey.

Expected Outcomes

- At least 75 members of the New Hope Community (donors, employees, volunteers) attend the event.
- Attendees will learn more about New Hope's mission, and how donor contributions have a direct impact in the community.
- Attendees feel engaged and enjoy the participatory elements of the event.

Team Roles

- **Main Event Coordinator**
 - Oversees all event teams, liaisons, and vendors (small businesses?)
 - Stay in consistent contact with the client to finalize all event logistics.
 - Assist the client in selecting the date, theme, guest list, invitations, guest speakers, attendee gifts, promotional/marketing tools, etc.
 - Develop a suitable budget for the event
 - Create a timeline of the whole event
 - Delegate tasks to liaisons and event teams

- **Promotions**

- Communications and PR Team

- Handle the creation and distribution of invitations, mailings, email reminders, event programs, and thank you cards
 - In charge of all communication to the guests leading up to, during, and after the event
 - Oversee the communication between New Hope and local small businesses for the contribution of snacks to be sent to guests to enjoy during the event
 - Arrange guest speakers and individuals to share testimonials at the event and keep them updated on all event details
 - Design cards to include in the guest favor boxes to thank attendees, give instructions on how to join the Kahoot game, and provide the technical assistance hotline number

- Digital Media Team

- Create and update all digital promotions for the event to keep guests informed on the event schedule, what to expect during the event, New Hope's mission, prizes, guests speakers, etc.
 - Monitor and post on all social media accounts to create anticipation and excitement for the event. Make guests aware of New Hope's mission and the key ways they serve the community around them
 - **Facebook-** Promote the event and keep track of photos from the event through tagging and the hashtag #thepantryisright.
 - **Twitter-** Allow attendees and donors stay up to date on event happenings through the event hashtags of #thepantryisright.
 - **Instagram-** Create awareness and excitement for the event and post-real-time event updates and share more testimonials about the impact New Hope has on individuals and households within the surrounding community

- Document photos and videos of the event to garner awareness for New Hope Ministries, the work they do, and ways to support their organization

- **Logistics**

- Technical Team
 - Test all technology equipment, links, and amount of bandwidth to ensure everything is accessible and works properly
 - Conduct a test run of speakers' sound and video quality
 - Ensure that all attendees and guest speakers have the correct links and access codes to the Zoom room
 - Provide troubleshooting solutions to attendees who experience technical difficulties throughout the event
- Game Show Creators
 - Creation of the Kahoot or Quiz Questions
 - Organize the facilitation and delivery of the game over Zoom
 - Handle the coordination of all prizes for the top three winners
- Promotional Package and Incentives Coordinator
 - Arrange snacks & branded merch to be shipped out to all attendees in a timely manner
 - Design branded merchandise for guest favor boxes and prizes such as stickers, mouse pads, and t-shirts
 - Organize prizes for the top three winners of the Kahoot game
 - Special t-shirts that are exclusively designed for the Pantry is Right event

- **Evaluation**

- Evaluation Liaison + Team of Evaluators/Observers (4)
 - Hold a short debriefing directly following the event
 - During the event, monitor and observe guests' facial expressions, body language, and interactions to garner immediate feedback on various event elements
 - Develop a survey to be emailed to all attendees after the event

- Analyze the survey responses to measure the success of the event
- Debrief with entire staff through a “Lessons Learned” meeting
- Follow up with the client on the highs and lows of the event
- Measure the response New Hope Ministries receives from this event by tracking trends in new donations and volunteers

Budget

Budget for New Hope Ministries: The Pantry is Right		
Subcategory	Product	Expenses
Promotions	Mail Invites (includes stamps, envelopes, and cardstock)	-\$40.57
	Printed Flyers & Posters (40)	-\$26.00
	Thank you cards (100)	-\$15.96
Evaluation	None Needed	
Logistics	Individual Popcorn Bags (100)	-\$45.99
	Individual Pretzel Bags (100)	-\$52.14
	Small Water Bottles (100)	-\$16.08
	Custom Mouse Pads (100)	-\$176.00
	Custom Stickers (100)	-\$73.00
	Shipping for Packages (100)	-\$301.00
	T-Shirt Prizes (3)	-\$60.00
	Total Cost	\$806.74

Budget for New Hope Ministries: The Pantry is Right	
Source	Amount
Giant Food Stores Sponsorship	\$500.00
Salvation Army Sponsorship	\$400
New Hope Budget	\$100
Total Funding	\$1,000.00

The total cost for this event is \$806.74, which fits within the specified budget of \$1,000. \$500 is being donated for the event by Giant Food Stores, \$400 is from Salvation Army Sponsorship, and \$100 New Hope's events budget.



Color Key:

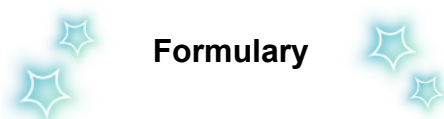
- Promotions
- Logistics
- Evaluation
- Whole event team

Timeline for New Hope Ministries: The Pantry is Right		
When	What	Who
Throughout the event planning process	Consistently communicate with all other event teams	Evaluation Team
August 1	Team meeting, brainstorm ideas, start event binder	Whole event team
August 7	Confirm event dates/themes/time; create timeline, guest list, budget	Whole event team
August 8	Research virtual meeting and game platforms	Event Coordinator, Game Show Creators, Technical Team

August 9	Determine/select platforms for the event meeting and game show	Event Coordinator, Game Show Creators, Technical Team
August 9	Develop event theme colors, logo, etc... create invitations and poster	Promotions Team
August 10	Reach out to Eric Saunders (Executive Director of New Hope) about speaking at the event	Communications/PR Team
August 10	Reach out to New Hope Volunteer (McKenzie Bittinger) about giving her testimony at the event	Communications/PR Team
August 11	Confirm invitation and posters, send them to the printer (Staples)	Promotions Team
August 28	Receive invitations and posters from printer; send invites to guests; RSVP link live; hang posters	Promotions Team
September 4	Event announcement: social media announcement posted	Promotions Team
September 6	Begin developing game show structure and questions	Game Show Creators
September 8	Design branded merchandise for the guest favor boxes and top three winner prizes (custom stickers, mouse pads, t-shirts)	Promotional Package and Incentives Coordinator
September 12	Email invitation sent	Promotions Team
September 14	Brainstorm/order snacks and beverages to include in guest favor boxes	Promotional Package and Incentives Coordinator
September 15	Design cards for guest favor boxes, and send to printer	Promotions Team
September 18	Order branded merchandise for the guest favor boxes and prizes for Kahoot winners	Promotional Package and Incentives Coordinator

October 10	Social Media Post #2	Promotions Team
October 12	Finalize game show questions and write up instructions for how to log into the Zoom room to include in reminder emails	Game Show Creators, Communications/PR,
October 16	Finalize order of events	Event Coordinator
October 17	Develop the event program	Promotions Team
October 20	Email reminder	Promotions Team
October 21	Prepare evaluation tools (emails, surveys)	Evaluation Team
October 22	Social Media Post #3	Promotions Team
October 23	Package guest favor boxes with snacks, beverages, and branded merch	Whole even team, New Hope Volunteers
October 24	Take boxes to USPS to be shipped to guests via the post office's First-Class Mail Package Program	Whole even team, New Hope Volunteers
October 26	Check-in with guest speakers (Eric Saunders and McKenize Bittinger) to make sure they have the Zoom link and all necessary presentation materials	Communication/PR Team
October 28	Finalize the evaluation tools	Evaluation Team
October 30	RSVP closes	Whole event team
October 31-November 1	Guest should receive boxes of goodies and branded merch from New Hope Ministries	Whole event team
November 1	Test out Zoom and Kahoot links to gauge accessibility and sound/video quality	Whole event team
November 1	Email reminder with link and event program	Promotions Team

November 2	Email reminder with link (2 hours before the event)	Promotions Team
November 2	The Pantry is Right event on Zoom with all RSVPed attendees	Whole event team
November 3	Social Media Post #4	Promotions Team
November 3	Lessons learned meeting with the event staff	Evaluation Team
November 4	Develop thank you/survey email - send attendees after	Evaluation Team
November 10	Analyze survey responses	Evaluation Team
Months Following the Event	Track trends in new donations & volunteers	Evaluation Team



Event Title: The Pantry is Right

Event Date: Thursday, November 2nd, 2023

Event Location: Zoom

Sponsor: Giant and Salvation Army

Purpose: Attendees gain more knowledge about New Hope Ministries and their mission to provide for the surrounding community.

Wednesday, November 1

6:00pm-8:00pm

Test Zoom and Kahoot links (Tech/Whole event team)

7:30pm

Email participants reminders (promotions team)

Thursday, November 2 – Day of Event!

9:00am	Send link reminder (promotions team)
4:30pm	Check technology (technical team)
5:00pm	Get the room set up where the Zoom will be live streamed (technical team)
5:00pm-7:00pm	Be available to answer questions regarding technology (technical team)
6:45pm	Start the Zoom (technical team)
7:00pm	Officially start the event
7:05pm	Opening remarks, thanks for attending (communications and PR team)
7:10pm	Eric Saunders speaks
7:25pm	Volunteer (McKenzie) speaks on their experience
7:40pm	Designated person explains directions for Kahoot (game show creator)
7:45pm	Share screen of the Kahoot password (game show creator)
7:45pm-7:50pm	Wait for everyone to join the Kahoot
7:50pm	Start the Kahoot game (game show creator)
7:50pm - 8:20pm	Play Kahoot game and give explanations for answers that will explain New Hope's ministry (game show creator)
8:20pm	End of game and top 3 winners of the game are presented (game show creator)
8:25pm	Ending remarks and thanks to everyone for playing, prompt guests to scan QR code to fill out evaluation survey (communications and PR team)
.	

8:30pm	Zoom ends
Friday, November 3	
9:00am	Lessons learned meeting with event staff (evaluations team)
Saturday, November 4	
9:00am	Send attendees the survey and thank you's (evaluation team)

Promotions

The goal of promotions is to get New Hope Ministries' audience excited for this fun virtual game show event. The promotions will use the organization's colors, blue and yellow, and include their logo in most materials. They will also incorporate glowing neon and TV static details to allude to the game show aspect of the event. The promotional materials include

- Logo
- Print invitations
- Email invites and reminders
- Posters
- Social media posts
- Thank you/technical assistance cards
- Event program.

Logo

This logo will act as the basis for all promotional materials and will appear on most promotions in some form. It is reminiscent of "The Price is Right" logo and uses New Hope's color palette.



Print Invitations

The promotions team will send print invitations to a list of 100 donors, volunteers, and staff provided by the organization about 2 months prior to the RSVP deadline. It will include the date, time, location, what the event is, event theme, and RSVP and contact information.

100 invitations, 4"*6": Color, both sides

\$31.20 + \$9.37 shipping = \$40.57

Goprint.com

[Example invitation size](#)

(Front)



(Back)



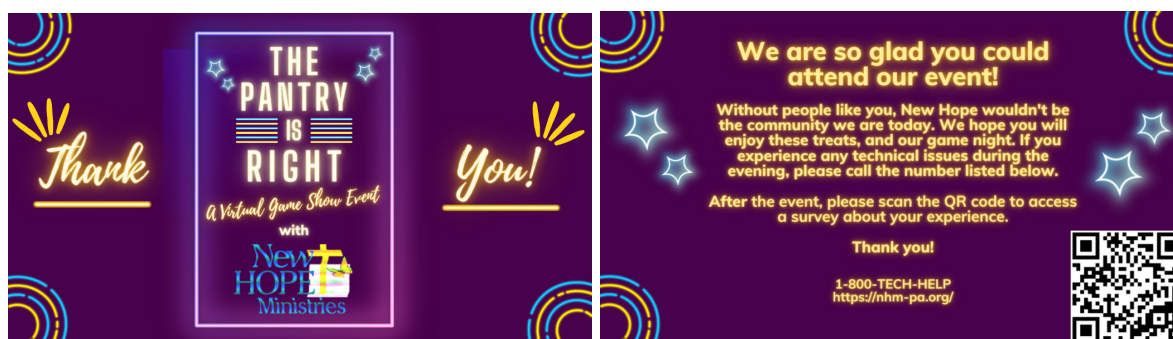
Printed Thank you/Technical Assistance Cards

Within the gift boxes sent to attendees (see Logistics section), we will include a printed card with a thank you message and the technical assistance phone number. This will ensure that guests will be able to handle any technical issues that come their way. Also on the card is a QR code to the post-event survey (see Evaluations section). Guests will be prompted to fill it out during the closing remarks.

100 cards: 2" x 3.5", Uncoated, Color on both sides

\$15.96 (shipping covered under the invitations order)

www.Goprint.com



Email updates

The promotions team will send 4 emails to volunteers, staff, and donors throughout the promotional period. About a week after print invitations are received, the team will send an invitation email to anyone who has not RSVPed yet. This email will include all details and a link to RSVP. A reminder email will be sent a week before RSVPs close, also including a link to RSVP. The day before the event, an email will be sent to all who RSVPed with a zoom link, an event program, and a reminder about the box of goodies sent by the logistics team. Two hours before the event, one last email will be sent to all attendees with a quick reminder about the event and the Zoom link. All of these emails will include the event logo at the bottom of the message.

Invitation:**Subject:** New Hope Virtual Game Night!

Hi there ____!

New Hope Ministries is so glad to have people like you as a part of our community. In order to celebrate the work that we have done (and encourage each other towards what's to come), we invite you to attend our virtual game show event: The Pantry is Right!

Join us Thursday November 2nd from 7-8:30 for an evening of fun as we join together, taking the time to be thankful for the progress we have made this year — after all, it is that time of year. And don't miss the game show: there will be prizes for the winners! RSVP [here](#) before October 30th to reserve a spot.

Please We hope that you're able to spend this time with us, learning more about New Hope's impact and ministry and celebrating our impact.

Thank YOU!
New Hope Ministries Event Team

**Reminder 1:****Subject:** New Hope Virtual Game Night!

Hi there ____!

We at New Hope are getting excited for our The Pantry is Right Virtual Game Night — are you? RSVP [here](#) before October 30th to reserve a spot. We hope you'll join us for a night of fun and celebration on November 2nd from 7:00-8:30.

All guests will receive a gift basket and the chance to win a prize for competing. We can't wait to share New Hope's mission with you, and celebrate our accomplishments together.

Thank you!
New Hope Ministries Event Team

**The day before (to those that have RSVPed):****Subject:** New Hope Virtual Game Night Reminders

Hi there ____!

We're so excited that you're attending New Hope's The Pantry is Right Virtual Game Night tomorrow from 7:00-8:30! We have a few important updates for you guys in preparation for tomorrow.

- By now you should have received a box of goodies on us. Make sure to reach out to us if you haven't!
- Attached to this email is the program for the event. Take a look over the plan for the evening. We're looking forward to "seeing" all of you virtually!
- Lastly, the link to the event Zoom is below. Just click on the link, put in the password, and you are all set up to have a great time!

Feel free to reach out with any questions, and we look forward to seeing you tomorrow!

Thank you!
New Hope Ministries Event Team



The day of, 2 hours before event (to those that have RSVPed):

Subject: New Hope Virtual Event Link!

Hi there ____!

We're so excited to have you join New Hope's Virtual Game night!

The Zoom link is below. Just click on the link, put in the password, and you are all set up to have a great time!

Feel free to reach out with any questions, and we look forward to seeing you in a few hours!

Thank you!
New Hope Ministries Event Team



Posters

The promotions team will print and hang posters at each of New Hope Ministries' 9 locations. About 4-5 posters will be hung throughout each facility 6-7 weeks before the event to promote the event to volunteers, staff, and donors.

40 Posters, 8.5"*11": Color, one-sided

\$0.65 x 40 = \$26

[Staples Color Copies](#)



Social Media Posts

The social media posts will resemble the invitations and posters to keep the design ideas cohesive. They will all be posted to New Hope's Facebook and Instagram pages. The first social media post (top left) will be posted a week after print invitations are sent. The description will include all necessary information like time, date, virtual information,

a link to sign up, and a reminder to look for the print invite in the mail. It will also include #thepantryisright, #newhopefamily as a way for people to tag the event. The next two posts (top right and bottom left) will be posted in the two weeks prior to the event as a way to remind attendees to sign up and highlight the benefits of attending. They will also include details about the event in the description and the event hashtag. The final post (bottom right) will be posted the day after the event with pictures of the event and the total amount raised. The description will include a special thank you to all attendees and those who helped out.




(will include photos of event in frames)

The story posts below are examples of posts that will be shared on Facebook and Instagram in the weeks leading up to the event as a way to build anticipation. The first story post (left) will be posted two weeks before the event. The second (middle) will be posted 3 days before to act as a reminder. The third (right) will be posted the day that registration closes to encourage attendees to RSVP. Viewers will be able to swipe up on all story posts which will take them to the registration page with more information.

Think you can guess how many cans are on this shelf?




Give it a shot at New Hope Ministries' virtual Game Show Event: The Pantry is Right!
See below for more details!

New Hope Ministries' Virtual Game Show Event

THE PANTRY IS RIGHT

See below for more details!



NOW or NEVER

Registration Ends TODAY!!



LAST CHANCE
To register for New Hope Ministries: The Pantry is Right!!
Get your tickets today using the link below!

Program

The program will be delivered via email for attendees to download and view. It will include a timeline of events for the event itself in order to give guests a sense of how the event will run and to build their anticipation.



Promotions Checklist:

- ☐ Create general theme
- ☐ Create logo
- ☐ Create email invites & reminders
- ☐ Create posters
- ☐ Create print invites
- ☐ Create social posts
- ☐ Create program
- ☐ Create thank you/tech assistance cards
- ☐ Create social media post schedule
- ☐ Monitor social media, RSVPs, and other promotional materials



Purpose

The logistical team's purpose in "The Pantry is Right" is to deliver a virtual game night to those in the community involved with, and wanting to learn more about, New Hope Ministries. Within the logistics team there will be a technical team, game show creator, and promotional package coordinator. All together, the logistics team's purpose in putting on this event is to provide a successful game show night for the attendees and walk away with more knowledge about New Hope Ministries and their mission to provide for the surrounding community.

Expected Outcomes

New Hope:

- At least 75 members of the New Hope Community (donors, employees, volunteers) attended the event
 - Create interaction amongst the community and this event opens up doors and opportunities for personal stories to be shared

Attendees:

- Attendees will learn more about New Hope's mission, and how donor contributions have a direct impact in the community
 - If not already volunteering, they have a desire to volunteer or donate to New Hope
- Attendees feel engaged and enjoy the participatory elements of the event

Logistical Decisions and Needs

Virtual Meeting Platform

- Zoom
 - All attendees that RSVPed will be emailed a Zoom link the day before The Pantry is Right event. This email will include a URL and any necessary

passcodes to get into the Zoom room. It will also explain how guests must have the cameras turned on for the duration of the event and stay muted unless prompted to unmute themselves. A final reminder email will be sent two hours before the event with the Zoom link and login instructions. The Zoom link and passcode will only be sent to guests who have RSVP-ed the day before the event. Then only people who have agreed to come to the event will have access to Zoom information.



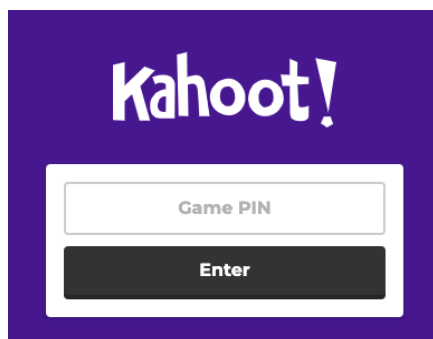
Guest Speakers

- Eric Saunders, the Executive Director of New Hope Ministries, will act as the emcee and will speak at the start of the event to thank all the donors, sponsors, and board members for being in attendance and deliver a call to action for the organization. Following this speech, McKenzie Bittinger will share a bit about her experience volunteering with the organization.

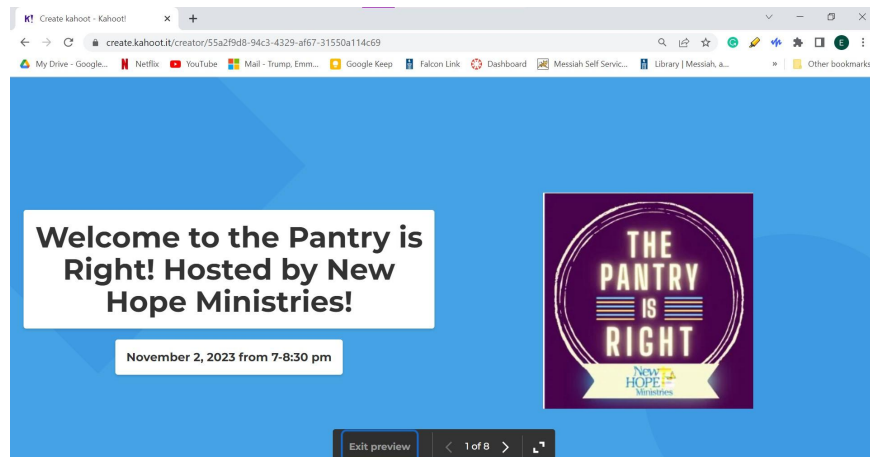


Game Show Platform

- Kahoot
 - The game show creator will start the Kahoot game and will share their screen. Attendees will then watch their computer screens for the Kahoot questions and will play the game on their phones.
 - **Game Description/Structure**
 - The game show aspect of this event will be provided through a 25-question Kahoot created by the logistics team. Kahoots are online, quiz-style games that can be accessed through any web browser or through their app. Guests can play these games from any mobile device (phone, tablet, or computer) by simply entering the game pin once the sign-in screen is reached. Then guests will be prompted to type in their name to be added to the game.
 - All attendees will receive instructions on how to access the game from the website or app at the beginning of the event. A technical assistance number will also be provided in promotional materials, so guests know where to direct questions toward.
 - The content of “The Pantry is Right” Kahoot will reflect on the work and services New Hope Ministries provides to its surrounding community. Questions will revolve around the donations they receive for their Mobile Food Pantry and other giving initiatives. Attendees will have 30 seconds to guess the weight or quantity of different types of donations. The top three winners of the Kahoot event will receive exclusive t-shirts from New Hope.
- **Login Screen**




- Title Slide



- Sample Questions

Approximately what is the total weight of all this produce?



30

4 Answers


▲ 30 lbs

◆ 20 lbs

● 50 lbs

■ 40 lbs

How many carton of eggs are in this picture?



30

3 Answers

▲ 15

◆ 21

● 12

■ 10

Promotional Packages

- All attendees of the event will receive a package in the mail prior to the event. This package will include food and a beverage for during the event, as well as some mementos as a “thank you” for participating. These packages will be sent via the USPS First-Class Mail Package program, and should arrive within one or two days of the event. Also, each box will have a card thanking guests for attending the event, instructions on how to join the Kahoot game, and the hotline for technical assistance during the game. All guests' favors will be handled by the Promotional Package and Incentives Coordinator, and packed by New Hope volunteers. Specifically, the package will include:
 - A small bag of popcorn
 - A small bag of pretzels
 - A small water bottle
 - A custom “The Pantry is Right” mousepad (since the event is virtual)
 - A custom “The Pantry is Right” sticker



Technology Support

- The technical team will be available via hotline 1-800-TECH-HELP if any participants/speakers have technical issues/questions during the event.
 - This phone number will be included on all email reminders leading up to the event. Guests can call this number at any point during the event for troubleshooting assistance. The tech team will try their best to resolve all issues in under 5 minutes.



Prizes

- The top three winners of the Kahoot game will receive a prize of a “The Pantry is Right” t-shirt and a tour of their closest New Hope Ministries location. The winners will pick up their prize when they choose to have their tour.



Logistics Checklist

- ☐ Research virtual meetings and games
- ☐ Reach out to speakers
- ☐ Prepare promotional packages
- ☐ Test out Kahoot questions
- ☐ Develop game show structure
- ☐ Reach out to New Hope volunteers
- ☐ Finalize order of events
- ☐ Ensure people, game, and backdrop are all prepared to start the zoom



Evaluation

The evaluation team will use all of the information given to them from the event coordinator, promotions team, and logistics team to evaluate the effectiveness and success of the event. The team will make observations during the event in order to answer questions after the event to find out if the goals were met and if the expected outcomes were the true outcomes.

- Post event lessons learned meeting with event coordinator, promotions, logistics, and evaluation teams, and New Hope Ministries staff
- Team will monitor attendees facial expressions and excitement levels throughout event
- Send thank you email with survey to attendees after event
- Discuss survey responses
- Interview Questions for sponsors about their experience

Questions to Answer based on goals/expected outcomes:

- Were 100 people invited to the event?
- Were 75 RSVP's received by October 30?
- How many people replied yes?
- Did all guests receive their snacks/merch within 1-2 days of the event?
 - Check survey for answers

- Were over 100 people interested in the event through social media?
 - Check amount of likes and comments
- How many people needed assistance with technology and called the phone number?
 - Goal - less than 5 people call
- How many technical difficulties occurred in general?
 - Goal - less than 3
- How long did it take to resolve the problems?
 - Goal - within 5 minutes each
- How many negative comments were made about the virtual atmosphere of the event?
 - Goal - less than 5
- Did everyone in attendance participate in the game?
- Was the timeline followed without delays?
- How many people posted photos on social media using the event hashtag?
 - Goal - at least 5
- Did the event stay under the budget of \$1,000?

Email Survey to send to Attendees After Event

Subject: New Hope Ministries Virtual Game Night - Thank You

Hi _____,

Thank you so much for attending our virtual event,
New Hope presents...The Pantry is Right!
We really appreciate your attendance and participation!
We hope you enjoyed your evening and learned a lot about our ministry!

Because of your generous support, New Hope Ministries was able to raise
\$_____!
These funds will go directly to support local families in need and will make a huge
impact on their lives!

Please take a few minutes to fill out the survey about your experience during the
event.

[link to survey](#)

Thank you and huge shout out to everyone who made this event possible!

Thank you for your attendance & support!
New Hope Ministries Event Team

When people click the link in the email the below questions will be presented

Survey Questions

1. How did you hear about the event? Choose as many as apply.
 - Facebook
 - Instagram
 - Mail Invitation
 - Email
 - Poster
2. How satisfied are you with how the technology worked for the event?
 - 1 - very satisfied
 - 2
 - 3
 - 4
 - 5 - very dis-satisfied
3. If you were dis-satisfied, please explain your difficulty below and if it was resolved.
4. How enjoyable was the overall event?
 - 1 - very enjoyable
 - 2
 - 3
 - 4
 - 5 - not enjoyable
5. How much did you learn about New Hope Ministries?
 - 1 - learned a lot of information
 - 2
 - 3
 - 4
 - 5 - did not learn anything
6. Did you receive your package of merchandise and snacks 1-2 days prior to the event?
 - Yes
 - no
7. Please leave any comments or questions here, if you have any.

Thank you for taking the time to share your thoughts & experience!

Questions to ask sponsors: (open ended)

1. How was your experience overall?
2. Did you feel well represented at the event?
3. How could we have represented you better?
4. What would you have changed?
5. What was your favorite/least favorite part of the event?

Evaluation Checklist

- ☐ Develop quantitative and qualitative evaluation methods for the event
- ☐ Create the event survey and draft email to all attendees
- ☐ Develop post-event questions to ask the sponsors
- ☐ Observe guests' behaviors, feelings, and body language during the event
- ☐ Send out the post-event survey to all attendees through email
- ☐ Monitor/evaluate event hashtags (#AGJazzNight and #MeetClaudie)
- ☐ Hold lessons learned meeting with all event teams
- ☐ Meet with sponsors to discuss their involvement with the event
- ☐ Analyze findings
- ☐ Compile final report
- ☐ Present findings to all event teams and client (New Hope Ministries)