



# PATHWAY GROUP

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## EMBRACE OR ABANDON?

### *A Ten Question Strategic Event Assessment*

- What is the ROI (hard costs vs. hard revenue)? How satisfied were you with the product/service you received?
- Is your event part of a larger fundraising strategy? How much of a part?
- What other opportunities do you have throughout the year to engage with your mission/org? Does this event have a mission element/ unique way of telling your org story?
- How long has the event been happening and how far in advance do you start planning?
- What is the revenue trajectory and who is responsible for setting goals?
- Who is attending your event?
- How do the board/other volunteers engage with the event?
- How are you engaging with attendees?
- How are you engaging with non-attendees/the general public?
- How are you documenting/improving from year to year?

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*For more information or to contact us directly, please visit our website at*  
**[www.pathwaygroup.co](http://www.pathwaygroup.co)**