



Special Event Feasibility Survey

Event Name:

Event Description:

Before proceeding with any special event, complete this survey to ensure that you define the event objective and the resources required (time, effort, cost). You want your event to be a success on all fronts.

Use the following points to determine the feasibility of your event:

Primary objective (please prioritize)

- Fun—morale-boosting, team-building.
- Fundraising—what is the fundraising goal for this event? Will this offset any costs?
- Awareness—educating employees about United Way’s work in the community.
- Awareness—alignment with your organization's Corporate Social Responsibility policy.
- Awareness—get employees involved in your campaign and United Way.

Proposed event date

- After pledge form canvassing? If not, why?
- Can the date be shifted to a point after the pledge form canvassing has occurred?
- Have you chosen a date when most people will be in the office? Check departmental meetings, etc., to avoid days on either side of a long weekend, etc.

Audience

- How many people do you expect to attend this event?
- Is it in a venue accessible to the majority of your employees?
- Is it at a time convenient to the majority of your employees?
- How will you promote this event?
- Do you need to sell tickets in advance? If so, how will this be handled?
- Is this a community event or an organization event? If it is a community event, have you informed United Way and the media?

Resources

- Does this event require a special venue? If so, what are the specific requirements? Is this available within your workplace? If not, will there be a cost for the venue?
- Does this event require any special equipment? Is this available or does it need to be purchased or rented? What is the cost for this equipment?
- How many volunteers will be required to organize and run this event (don't forget set-up and clean-up)? How will these volunteers be recruited? How will volunteers be thanked and recognized?
- What is the overall budget required for this event? How will you get approval for this budget?
- Does this event require a special license, such as a lottery license or liquor license? Do you have enough time for the application process (usually 30 days)? For more information, see the Finance Guide (available on uwaytbay.ca/campaign-toolkit or visit agco.on.ca/en/whatwedo/index_charitable.aspx)
- Do you have any senior members of your organization involved in the event to be present and participate? If not, why?

Final assessment—will this event:

- | | |
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| Attract a broad range of employees? | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Accomplish your primary objective (awareness, fun, funds)? | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Justify the required resources (time, effort, cost)? | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Contribute to the overall success of your campaign? | <input type="checkbox"/> Yes <input type="checkbox"/> No |

If you did not answer "Yes" to all four questions, reconsider the feasibility of running this event.