



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 unitedwaygt.org/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:

- | | |
|--|--|
| 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.