

# Event Report Template

**Do each of your events or camp purpose—  
aside from the bottom line of raising money?**

**Wonder how a statement of purpose can  
change your events from transactional  
donors to transformational constituents?**

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## PURPOSE

To celebrate philanthropy at our agency! To educate, inspire and engage our community around giving back to our mission in celebration of our upcoming birthday.

## FOCUS

1. **Educate:** Who does the annual fund benefit? Why do YOUR gifts matter?
2. **Inspire:** Share donor stories, from alumni, parents, and faculty/staff, about why they give to our institution. Involve clients in thanking donors and making a gift.
3. **Engage:** \$100,000 – Dollar goal. Invite alumni, parents, faculty, staff, and students to give to the annual fund on Giving Day.

## PRELIMINARY HARD COSTS

<i>Signs</i>	<i>\$387</i>
<i>Postcards</i>	<i>\$3,046</i>
<i>Postage</i>	<i>\$1,798</i>
<i>Cookies</i>	<i>\$390</i>
<i>Prizes</i>	<i>\$30</i>
<i>Decor</i>	<i>\$122</i>
<i>Video Production</i>	<i>\$1,000</i>
<b>Total Hard Costs</b>	<i>\$6,773</i>
<b>Total Raised - Payments &amp; Pledges</b>	<i>\$144,687</i>
<b>Net Return</b>	<i>\$137,914</i>

## PRELIMINARY RESULT

<b>Mean</b>	<i>\$769</i>
<b>Median</b>	<i>\$120</i>
<b>Mode</b>	<i>\$100</i>
<b>Range</b>	<i>\$4-19,000</i>

<b>Comparison</b>	<i>FY19</i>	<i>FY20</i>	<i>Prelim F21</i>
<b>Total Raised</b>	<i>\$86,734.08</i>	<i>\$89,612.50</i>	<i>\$144,687.88</i>
<b>Total Donors</b>	<i>190</i>	<i>168</i>	<i>188</i>
<b>Retained Donors</b>	<i>N/A</i>	<i>64</i>	<i>97</i>
<b>New/Recaptured Donors</b>	<i>190</i>	<i>104</i>	<i>191</i>

**PURPOSE**

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**FOCUS**

**1**

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**2**

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**3**

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**PRELIMINARY HARD COSTS**

<b>Total Hard Costs</b>	
<b>Total Raised - Payments &amp; Pledges</b>	
<b>Net Return</b>	

**PRELIMINARY RESULT**

<b>Mean</b>	
<b>Median</b>	
<b>Mode</b>	
<b>Range</b>	

<b>Comparison</b>			
<b>Total Raised</b>			
<b>Total Donors</b>			
<b>Retained Donors</b>			
<b>New/Recaptured Donors</b>			