

# Post Event Evaluation

Event: Art of Wine & Food

Date: Thursday, September 30<sup>th</sup>, 2021

## Pre Event and Execution

### Overall Feedback:

- Overall committee, staff and attendees had all positive things to say about the event as a whole.
- The attendees and supporters approved of the new event style; an event concentrated on elevated wines rather than food from local restaurants.
- The first event back in-person (indoor) since the pandemic was a success in following COVID-19 precautions for the safety of the attendees, volunteers and staff.

### Challenges/Solution:

- Event Day Set Up: Due to unforeseen reasons, HEARTH didn't have as much time to set up for the event as originally planned. This crunch in time caused minor details to be miscommunicated to some staff and volunteers. For example, if set up wasn't pushed back Fundraising and Special Events Manager (FSEM) would have had more time to provide key event details (where extra supplies were placed & Pittsburgh Field Club details) to all working staff and volunteers. The solution to this is asking all staff members and key volunteers join in on a quick regroup prior to the event starting. Another solution could be to have a specific volunteer as 'second-in-command' to the FSEM.
- Food/Staffing: Based on event day feedback, attendees and committee members enjoyed the menu that was picked for the event. The challenge that arose was the lack of food. All passed hors d'oeuvres and food stations ran out at about 8PM. Along with this food scarcity, high tops and tables were not bussed quickly due to staffing shortages. If HEARTH returns to this location in the future, the menu and cleanup logistics will be discussed more. HEARTH can provide volunteers to assist with these functions.

### Successes:

- Organization. The organization of this event from start to finish was rated highly from staff and committee feedback.
- GiveSmart Implementation: This was HEARTH's first event that Bidpal/OneCause event software was not used. After many months of research, trial/error, and now a successfully completed event, it is safe to say that this transition was a success. Besides our own learning curve, GiveSmart proved to be more user friendly, cleaner, and more helpful for pre and post event needs.
- Increased Revenue: This year's event raised the most revenue than it has in event history.

## Financials

|                   |                              |                              |                                  |
|-------------------|------------------------------|------------------------------|----------------------------------|
| <b>This year:</b> | <b>Revenue \$105,595.00;</b> | <b>Expenses \$22,906.97;</b> | <b>Net Revenue \$82,688.03**</b> |
| 2020:             | Revenue \$85,429.00;         | Expenses \$25,373.00;        | Net Revenue \$60,056.00          |
| 2019:             | Revenue \$95,498.00;         | Expenses \$18,894.00;        | Net Revenue \$76,604.00          |

### Successes/Why:

- Increased sponsorships: Sponsorship dollars increased by over \$10,000.00. The main reason for this success was the addition of Honorary Chair position. The Vuillemot's did a great job leveraging their personal and professional networks to increase involvement for this event. See post event follow up plans for specific plans on cultivation.
- Established relationships created by the committee: The increased involvement from committee members and the relationships they built was a huge success. For example, due to Jamie Kuhn's connection with the Pittsburgh Field Club the corkage fee was waived, helping to cut down the cost of the event's expenses.

### Challenges/Why:

- COVID-19 Pandemic: The global pandemic still affects events in multiple ways. For example, the total number of attendees couldn't surpass 300. Although a total number of 273 tickets were sold, only 213 attendees physically attended the event. This caused ticket sale revenue to be lower, as well as affecting event day revenue sales.

# Post Event Follow Up

*(Development Department assists with the below)*

## How much attendee info was collected?

- More than 92% of attendee info was collected via GiveSmart during ticket purchase and at event registration. All data collected was added into HEARTH's CRM within a week of the event to receive the event 'Thank You' email and follow ups.

## What did you do with the collected information?

- All attendee information that is gathered was either auto added or manually added to the database. All attendees are added to the GROUP - 2021 W&F Attendee. This group can be singled out for further communications and will assist in the cultivation process. This group will also be included in future mailings (E and USPS)
- FSEM uses this information to recruit future committee members, sponsorships and attendees.
- FSEM also sent the November 18<sup>th</sup> cultivation event invitation to the top donors of this group.
- Development Director (DD) followed up with all connections from the night of and were invited to the cultivation event. Specific supporters will be added into a larger pipeline for further cultivation efforts.

### Cultivation Plans:

- CEO, DD, Volunteer Coordinator, and FSEM all sent personalized 'Thank You' letters to key supporters within a week of the event.
- Any attendee who received the cultivation event invite and attendees the event, will get additional follow up about getting more involved.

### Future Event Ideas:

- Add specific entertainment to this event rather than just have music streamed through a PA system. Use this endeavor to elevate VIP hour or the event as a whole
- Host VIP portion in a specific area rather than the entirety of the venue
- Work on inviting more media to cover the event and the work that HEARTH does
- Secure Hosts to speak and provide entertainment throughout the duration of the event
- Potentially have a space for music and dancing for the last hour of the event