The Campaign Assessment And Review:

What Was Accomplished And What Was Learned

- The First Rule In Evaluating A Campaign Is Don't Wait & The Second Rule Is To Get The Evaluation Done Quickly
  - Start With The Things You Want To Learn. What Is It You Wish To Know About A Campaign That Can Help With The Next One?

1) Was the goal realistic?

2) How well did the organizational structure of the campaign work?

3) Did the solicitation kit materials do the expected job?

4) Was the kickoff meeting effective?

5) Were the progress meetings and reports to volunteers effective?

6) Was the campaign able to fix problems and replace volunteers quickly and effectively?

7) Did the development office function adequately?

8) Which volunteers performed well, and who fell down?

- The Answers To Those Eight Questions Can Be Synthesized From An Analysis Of Information From Five Different Sources:

1) Your own record and recollection of campaign events and occurrences

2) Other campaign workers' recollections

3) Notes of progress meeting and progress reports

4) The quantifiable results---who gave how much

5) Prospects' and donors' experiences