

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