

Evaluating Outreach Initiatives: *Membership & Special Events*

How to evaluate your efforts and
initiatives to achieve success



Let's talk about the why

- There are many reasons you want to reach your community on behalf of your program and district
 - To gain support for your program
 - To raise operating funds
 - To raise awareness
 - To promote your district
 - To achieve the elusive intangible benefit of feeling good!

Let's set some parameters

- Anything you do... ANYTHING, represents your program and your community
- Anything you plan or publish sends a message about your program
- Members are your primary audience
- Community is your secondary audience
- The world is your target audience!
(just kidding... maybe)

Let's talk about...

- Two areas we'll consider and evaluate today
 - Membership initiatives
 - Special events

Memberships



- Generally, there are two kinds of Main Street memberships
 - Businesses
 - Shops, restaurants, corporations, municipalities, non-profit organizations
 - Private citizens
 - Individuals, families, etc

The big important “M” word

- Every program relies on financial support to build and grow
- Sometimes people give financial support just because they like what you do
- Some join because you represent a cause that is important to them
- More and more, people want to know “what do I get for my money?”

What do I get for my money?

Private citizens

Individual (\$20 per year)

- **Benefits:**
- Membership card and discounts to MSM merchant members
- Advance ticket sales for events
- Members only discounts on MSM events

Family (2 or more) (\$40 per year)

- **Benefits:**
- Membership card and discounts to MSM merchant members
- Advance ticket sales for events
- Members only discounts on MSM events

MSM Donor (\$100)

- **Benefits:**
- All above, and one complimentary admission to Root Candle Holiday Open House

MSM Supporter (\$200)

- **Benefits:**
- One complimentary admission to Root Candle Holiday Open House
- One complimentary limited edition Main Street Medina Holiday ornament (current year only)

What do I get for MY money?

Small Business Supporter (\$200-499 per year)

- **Benefits:**
- Membership card and discounts to MSM merchant members
- ***Discounted display advertising rates with The Gazette***
- ***One month free advertising on Armstrong Cable local station***
- Media relations support
- Discounted event sponsorship fees
- Free press release e-mailings
- Feature option for Facebook and MSM Website
- Advance ticket sales for MSM sponsored events
- Listing on Main Street Medina website

What do I get for my big money?

Main Street Medina Partner (\$500-999 per year)

- **Benefits:**
- All above and,
- Main Street Medina website link to your business site
- Inclusion in cooperative historic district advertising

Main Street Medina Champion (\$1000 and above per year)

- **Benefits:**
- All above and,
- Main Street Medina website link to your business site
- Business listed on homepage of Main Street Medina
- Inclusion in cooperative historic district advertising
- Business name included on all general published promotional materials

Here's the reality:

- Most members do not take advantage of their benefits.
- Consider those or that which you support
 - Do you attend meetings?
 - Do you participate in the events and activities?
 - Do you act as an ambassador for the group?

MSM Membership Initiatives

- Direct mail
 - 2009 and water bill insert
 - Goals of insert
 - Cost vs tangible and intangible results

Membership!

Become a Main Street Medina member
and receive many perks!

- 10% off at most retail members
- Membership card for your family
- Membership sticker for your car window
- Advance notice of concert tickets
- Reduced Member ticket prices
- supporting and preserving the beloved square for generations to come!

Name

Mailing address

City, State, Zip

Phone

Email

____ \$40 family/indiv. ____ \$200 MSM Supporter
____ \$500 MSM Partner ____ \$1,000 MSM Champion
____ check enclosed ____ cash enclosed

Please call Main Street Medina at 330-952-0910
to pay by credit card.

Please send payment to:
Main Street Medina
23 Public Square, Suite 220
Medina, OH 44256

info@mainstreetmedina.com or
www.mainstreetmedina.com

Mark your calendar for these upcoming Main Street Medina events around the Square!

May 21, 2009

Open For Business: Business Recruitment open house

May 30, 2009

3rd Annual Chalk Art Fest & Asian Martial Arts Demonstration

July 19, 2009

"Find Picasso's Paint Brush" Scavenger Hunt

Aug. 8, 2009

Historic District Sidewalk Sale

Aug. 29, 2009

Medina Cultural Heritage Day

Sept. 12, 2009

World Tour of Music: *Scott Shiba, baritone*
American Songbook and Broadway favorites (at Broadway Hall)

Sept. 17, 2009

Open for Business: Business Recruitment open house

Nov. 7, 2009

World Tour of Music: *St. Petersburg Spring Quartet, (at Broadway Hall)*

Nov. 20-22, 2009

Historic District Candlelight Walk & Parade of Lights

Feb. 6, 2010

World Tour of Music: *University of Akron Steel Drum Band (at Broadway Hall)*

Feb. 2-15, 2010

Medina Ice Festival with Elegant Ice

Mar. 20, 2010

Around the Town 5k Run and Walk 2010 (tent. date)

Apr. 3, 2010

World Tour of Music: *The Prayer Warriors (at Broadway Hall)*

June 5, 2010

4th Annual Chalk Art Fest & opening day of
Medina County Farmer's Market

(All dates subject to change)



Get to Know:

Main Street Medina

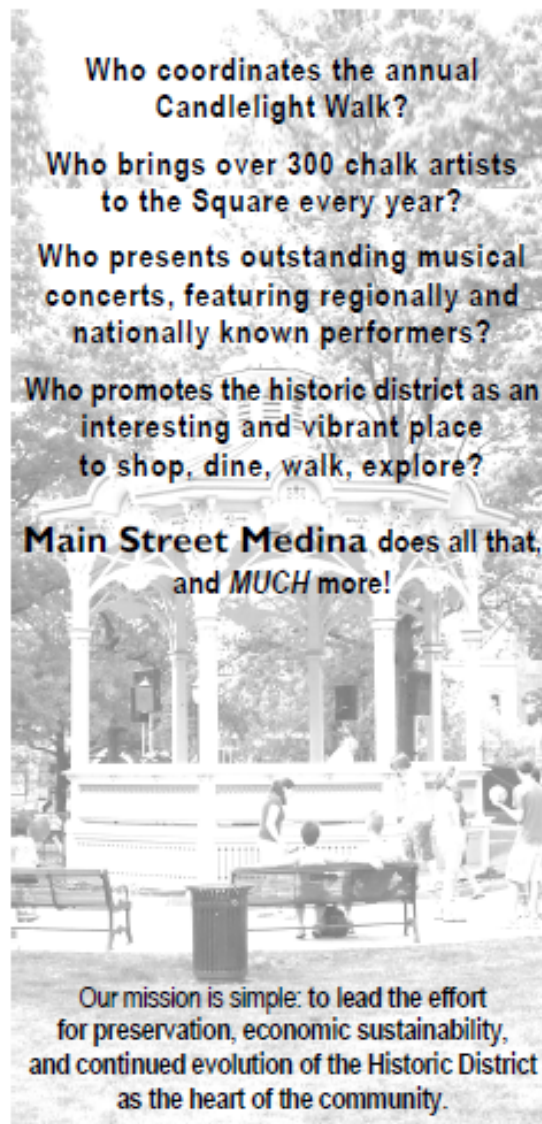
Who coordinates the annual
Candlelight Walk?

Who brings over 300 chalk artists
to the Square every year?

Who presents outstanding musical
concerts, featuring regionally and
nationally known performers?

Who promotes the historic district as an
interesting and vibrant place
to shop, dine, walk, explore?

Main Street Medina does all that,
and *MUCH* more!



Our mission is simple: to lead the effort
for preservation, economic sustainability,
and continued evolution of the Historic District
as the heart of the community.



Main Street Medina

Who we are:

Main Street Medina is a non-profit, membership-based development organization that was founded in December of 2007 with the express goal of preserving and fostering the development of the 9-block historic district at the heart of Medina, Ohio

What we've done:

In just over one year, we have logged over 1,100 volunteer hours, sponsored and coordinated over 10 outstanding events and festivals, have welcomed 5 new businesses to the historic district, and have promoted and championed quality-of-life issues to maintain and grow our historic, vibrant downtown.

How You Can Help:

Your membership commitment today will help support the ongoing programs and events by Main Street Medina that make Medina such a fantastic place to live, work, and play!



Reasons to Shop the Medina Historic District

KEEP YOUR MONEY IN YOUR NEIGHBORHOOD

For every \$100 spent at locally owned businesses, at least \$45 goes back into your community - only \$14 from a chain store.

LOCAL BUSINESSES SUPPORT THE COMMUNITY

Local non-profit groups receive 350% more support from local business owners than non-locally owned businesses.

GET BETTER SERVICE

Local business employees tend to take the time to get to know their customers and products.

CREATE MORE, GOOD JOBS

Small businesses are the largest employers in Ohio & offer greater loyalty to employees.

BUY WHAT YOU WANT

Small businesses choose products based on what their customers love and need, not a national sales plan.

INVEST IN YOUR LOCAL COMMUNITY

Local businesses are mostly owned by people who live in Medina, work in Medina and more invested in our future.

PUT YOUR TAXES TO GOOD USE

Local businesses need less public investment & make more efficient use of public services vs. nationally owned stores entering our community.

BELIEVE IN MEDINA

Collectively we can set forth a positive change that supports making Medina a great place to live.

GO GREEN

Locally owned businesses make more local purchases requiring less transportation.

EMBRACE WHAT MAKES MEDINA DIFFERENT

Where we shop, where we eat - all of it makes our neighborhood home. Businesses in the Historic District help make Medina diverse and unique.

The results

- Tangible: **miserable**
- Intangible: **golden!!**
- Why?
 - Raised awareness of who we were
 - Began the shop local and why campaign
 - Reached 10,300 households and 6,991 families for about \$600

The evaluation

- The piece was too wordy
- We didn't clearly explain how we use membership funds or why they're important
- Membership levels were confusing to general public
- We didn't make the "ask"

Outcome

- Change the format and approach

Membership brochure revisions

- Short, quick, to the point
- Pictures over text to impart the message
- Change to reflect the event, the season, the initiative, or the need
- Print in house, on demand

Membership brochure revisions

- Realized that general selling was not successful, needed to address a direct message
- Most importantly: we were telling people what we do rather than the difference we make in our community and in their lives

What do we use today?

Like Today's Event?



Help us bring you more!

Love Historic Medina?



Be a part of keeping it a special place!

Join us!



Main Street
Medina

Like Today's Event?



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Join Us!



Main Street
Medina
5 Public Square
Medina, OH 44256
info@mainstreetmedina.com

Historic Medina, Ohio

America's hometown since 1818

Where there is some place like home,
no special shoes required.

JOIN US TODAY!



Nine Square Blocks

of cool history, timeless beauty, and places to explore

Fifteen Restaurants

to tempt your tummy, from dogs to burgers to sushi

Forty+ Shops/Galleries/Boutiques

locally owned and operated, fine art to furniture

Free Parking

within walking distance, and over 1,000 spaces!

Nearly Two Centuries of History

home to ROOT Candles, county seat, timeless Square



Main Street
Medina
5 Public Square, Medina, OH 44256
www.mainstreetmedina.com



Main Street Medina leads the effort for preservation, economic sustainability, and continued evolution of the Historic District as the heart of the community.

One of Main Street Medina's most important tasks is organizing and sponsoring exciting events like the Kids Day of Play, International Fest, and Candlelight Walk. We also focus on community-based development, recruiting new businesses to the Square while supporting existing businesses and improving the quality of life for all.

Will you join us?*

☐ **YES!** I want to support Main Street Medina and enjoy member benefits like store discounts and early ticket access to special events!

\$20 Individual Membership

\$40 Family Membership

\$100 Donor (includes 1 complimentary ticket to the Root Candles Holiday Open House)

\$200 Supporter (includes 2 complimentary tickets to the Root Candles Holiday Open House)

**your membership donation is tax deductible as a charitable contribution to a non-profit organization*

Name _____

Address _____

City, State, Zip _____

Phone _____

Email _____

Please send payment to:

Main Street Medina

5 Public Square, Medina, OH 44258

or join via **Paypal** at

www.mainstreetmedina.com

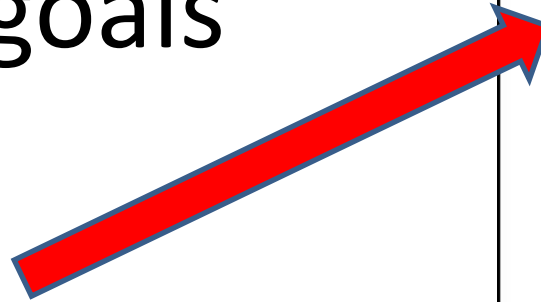
info@mainstreetmedina.com

Brochure goals

- Appeal to emotion of the moment
- Capitalize on our strengths
- Make an ask for action

Brochure goals

- Appeal to emotion of the moment



Like Today's Event?



Help us bring you more!

Love Historic Medina?



Be a part of keeping it a special place!

Join Us!



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Brochure goals

- Capitalize on our strengths



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Brochure goals

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Brochure goals

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Address

City, State, Zip

Phone

Email

Please send payment to:

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Membership Outcomes

- Successfully tied the “ask” to the experience
- Engaged the public in the mission and the moment
- Made it easy to join, with multiple payment options

Other membership initiatives

- Friend-raisers for district merchants
 - Meet your Business Neighbor event

Meet your Neighbor, Make a **Friend!**

Tuesday, October 11th, 8:15-9:00^{am}
23 Public Square

Hosted by *The Bakery Shoppe*
& *Labyrinth Management Group*

Sponsored by *Main Street Medina*

All Medina Historic District businesses and partners are invited to this NEW, monthly merchant mixer.



Call to host the next Meet your Neighbor!
330-952-0910

Meet your Neighbor, Make a **Friend!**

Wednesday, February 22nd
8:00-9:30^{am}

Hosted by: Medina County District Library
210 S. Broadway St

All Medina Historic District businesses and partners are invited to this quarterly merchant mixer.



Sponsored by *Main Street Medina*



Meet your Neighbor

- Event specific to district businesses, both members and future members
- Adjusted locations, format, hours, days, offerings, incentives, give-aways, FREE DRINKS
- Still not a success and program ended after one years
- Learned: one-on-one contact still most successful outreach tool

Other membership initiatives

- One-on-one contact at events and fundraisers
 - Festivals
 - Hard sell, somewhat like a cold call
 - Fundraisers
 - Captive audience already buying in to your mission
- Members only events
 - Annual meeting

Membership Outreach Tools

- Word of mouth
- Consider different tools for different audiences
 - Print
 - Radio
 - Cable
 - Social media
 - Website

Why do we want to evaluate efforts

- Members are our primary supporters
- Members are ideal volunteers and advocates
- A happy member will advocate others to support your work
- An unhappy member may potentially speak against your work

Final membership evaluation thought

- Ask your members for feedback
 - Why did they join?
 - What are their expectations of being a member?
 - Why did they not renew?
- Listen to complaints and concerns
 - Ask for a solution
 - Don't get defensive
 - Remind them about the committee meetings and invite them to join the team

Successful Outreach

- Engages the community
- Helps us make decisions on programs, initiatives, how to make overall improvements
- Involves our constituents

Special Events



Special Events

- What is the goal of the event?
- What do you want to evaluate?
- Write an event description, then ask the committee or board to draft 3-5 bullet points of areas to evaluate.

Special Events

- Set objectives
- Break the event down into hundreds of measureable parts
- Hire mystery shoppers
- Benchmark against competitor events
- Get feedback from members and guests
- Ask for feedback onsite

Special Events

- Calculate the amount of press and online coverage
- Measure online success
- Calculate the economic impacts
- Observe the event
- Monitor quality (would YOU enjoy it?)
- Count the money
- Final outcome: financial or critical success

Medina Cultural Heritage Day

- First big event created wholly by MSM
- 10 hours of events
- live music/10 bands
- Multiple food vendors
- 75+ vendor shopping bazaar
- 2 event locations
- 2 stages

Medina Cultural Heritage Day

The Cleveland Clinic and
Medina General Hospital presents

Medina Cultural Heritage Day

August 29, 2009



Continuous Entertainment in the Square 10^{am}-8^{pm}
Sponsored by The J.M. Smucker Company

Explore the International Bazaar and shop the world!
Sponsored by Trails at Montville Luxury Apts.

Children's Parade of Nations at 2^{pm}
Sponsored by Gymboree Play & Music and Medina & Sunrise Rotary

Help create a tile mural in the Family/Children's area!
Sponsored by KinderCare

Enjoy fantastic foods from around the globe!
Sponsored by Hunter & Westfield Insurance

Schedule of Entertainment

Sample tasty treats from around the globe in the International Beer, Wine, and Cheese Garden!

Medina Cultural Heritage Day is sponsored by



Cleveland Clinic



MEDINA GENERAL HOSPITAL



Main Street Medina

The J.M. Smucker Company, Trails at Montville Luxury Apts., Hunter Insurance/Westfield Insurance, Gymboree Play & Music, Community West Foundation, Medina Sunrise Rotary, Medina Rotary, Armstrong, Buehler's Fresh Foods, First Merit Bank, Westfield Bank

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Cleveland Clinic



MEDINA GENERAL HOSPITAL



Main Street Medina

The J.M. Smucker Company, Trails at Montville Luxury Apts., Hunter Insurance/Westfield Insurance, Gymboree Play & Music, Community West Foundation, Medina Sunrise Rotary, Medina Rotary, Armstrong, Buehler's Fresh Foods, First Merit Bank, Westfield Bank

Medina Cultural Heritage Day



Medina Cultural Heritage Day

August 29, 2009, 10am - 10pm

To promote and recognize the rich heritage and cultural diversity of our community, and to encourage social interaction and the enjoyment of family entertainment on the Medina Square.

For more information, please email info@mainstreetmedina.com or call 330.952.0910

The Medina Cultural Heritage Day will highlight regionally recognized restaurants, and Medina's unique independent merchants. The purpose is to bring community members and visitors to the center of town for a day-long celebration on and around the square. The event will fill this entire area with tantalizing scents of numerous ethnic culinary delights, featuring our local restaurants, as well as those with an ethnic flair from around the area.

A portion of the historic square will be transformed into an International Bazaar, allowing families to explore arts, crafts, hand-work, and items from around the globe!

Music is an important component of any festival, and Medina Cultural Heritage Day will feature diverse entertainment by Ohio-based groups such as The University of Akron Steel Drum Band, Csardas Hungarian Dance Troupe, and Celtic/folk favorites Malden's IV (tentative), several dance studios, and a closing celebration.

Time: 10am - 10pm
Taste of Nations: 10am-8pm
Entertainment: 10am-8pm, 8-10pm (closing event celebration)
Children's Parade of Nations: 2pm
Kids and Family Activities: 10am-8pm
International Bazaar: 10am-8pm
International Beer, Wine & Cheese Garden: 12noon-10pm

Location: Downtown Medina, Ohio (on and around the Historic Square)

Features: Cultural entertainment throughout the day and night. A multitude of vendors of international food; 40+ cultural and ethnic arts, crafts, and merchandise from around the globe.

Attendance: Projected at 15,000-20,000

Marketing: The event will be marketed and advertised regionally throughout northeast Ohio through print, radio, and television.

Presented by: Main Street Medina, Cleveland Clinic, Medina General Hospital

Cost: Attendance is free to the public.
 Tickets will be sold for food and beverages.
 There is a booth rental rate for vendors.

The Cleveland Clinic and Medina General Hospital presents

Medina International Festival

August 29, 2009

Continuous Entertainment in the Square 10am-8pm

Sponsored by The J.M. Smucker Company

Children's Parade of Nations 2pm

*Sponsored by Gymboree Play & Music
Medina Rotary & Sunrise Rotary*

Help create a tile mural in the Family/Children's area!

Sponsored by KinderCare

Explore the International Bazaar and shop the world!

Sponsored by Trails at Montville Luxury Apts.

Enjoy fantastic foods from around the globe!

Sponsored by Hunter & Westfield Insurance

Schedule of Entertainment

In the Square:

Seedy Music, 10-11
 In Transit Latin Jazz, 11-1
 Seedy Music, 1-2
 Children's Parade of Nations, 2-3
 Scottish Pipes and Dancing, 3-4
 Asian Martial Art demo's, 4-5
 Steel Drum Band, 5-7

Entertainment Alley:

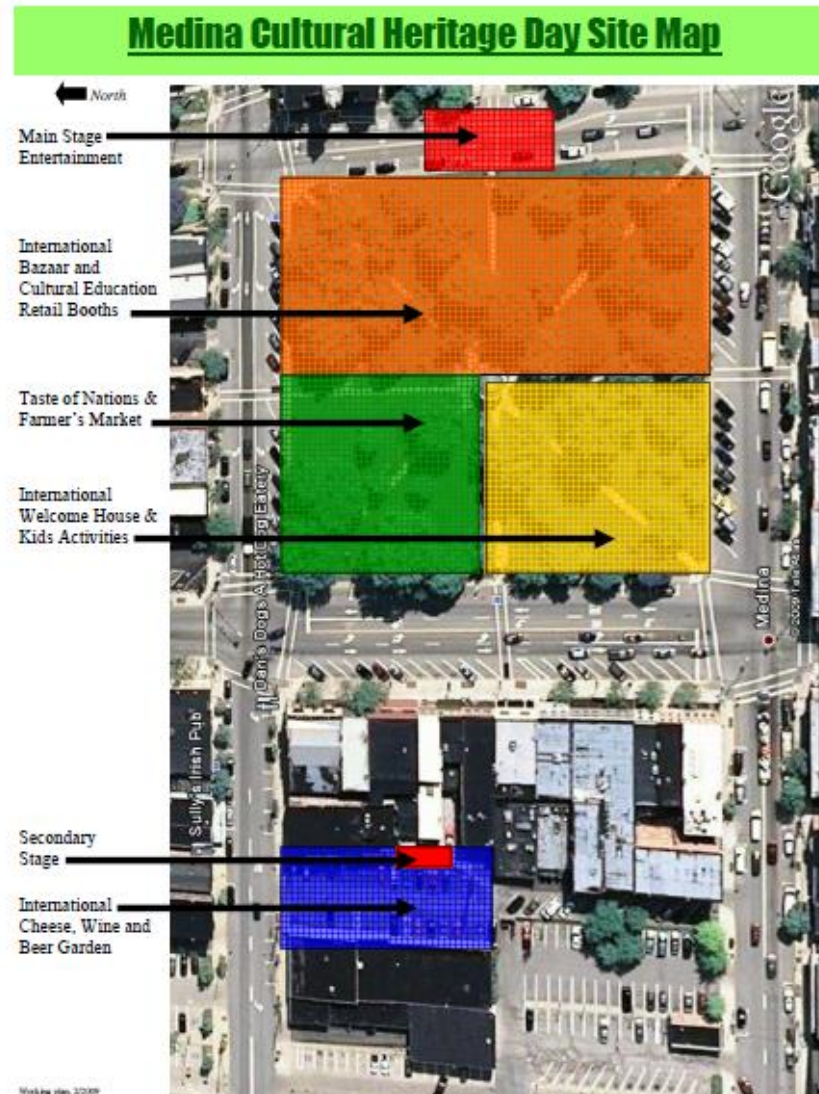
Hollywood Slim, 1-3
 Fat Tuesday New Orleans Jazz, 4-7
 Latin Jazz & Funk, 8-10

Take a flight around the world in the International Beer, Wine, and Cheese Garden!

Medina Cultural Heritage Day is sponsored by

The J.M. Smucker Company, Trails at Montville Luxury Apts., Hunter Insurance/Westfield Insurance, Gymboree Play & Music, Community West Foundation, Medina Sunrise Rotary, Medina Rotary, Armstrong, Buehler's Fresh Foods, First Merit Bank, Westfield Bank, Dr. Nivine El Refai

Medina Cultural Heritage Day



Medina Cultural Heritage Day

Outcomes/lessons learned

- Rebranded within the first month to “Medina International Fest”
 - original name didn’t mean anything to anyone
 - Uphill battle: in 2009, Medina was 98% white
- Splitting the event with two locations didn’t work
 - Beer garden didn’t draw people—alcohol did was not a draw for the event
 - Out of town guests didn’t know where the alley was located

Medina International Fest

It's Free!  **Medina Hospital** presents

Medina International Fest

Saturday, August 27, 2011 9^{am}-7^{pm}
www.mainstreetmedina.com for schedule

World Music Jamboree!

Live music & entertainment from around the globe!
*Latin Jazz, Mexican Folk Dancing, Polka Fest
 Celtic Rock, Martial Arts demos, Belly Dancing,
 Japanese Drumming, Children's Parade of Nations*

Sponsored by  

**Enjoy fantastic foods from around the world,
 featuring nearly TWENTY different restaurants!**

**Treasure hunt in the International Bazaar & Medina
 County Farmers' Market! Find everything from
 fine art, Fair Trade goods, and farm produce!**

FREE CHILDREN'S and FAMILY ARTS & CRAFTS

Sponsored by 

Presented by:  **Medina Hospital**
 a Cleveland Clinic hospital 

Armstrong, Dr. Nivine El-Refai, Charter One Bank Medina, First Merit Bank, Frontier Communications, Medina Rotary Club, Medina Sunrise Rotary, Sandridge Food Corporation, Amazona The J.M. Smucker Corporation, Trails at Montville Luxury Apts., World Truck Towing, Medina Signs

It's Free!  **Medina Hospital**
 a Cleveland Clinic hospital 

2012 Medina International Fest

On the Square!

Saturday August 25

9^{am}-7^{pm}

2012 ENTERTAINMENT

7 Mile Idle Steel Drum Band 11-12:15^{pm}
Intransit Latin Jazz (reggae) 12:30-1:45^{pm}
Umjah Nation 2:2-3:30^{pm}
Lucina Folk Ensemble 2:2-3:30^{pm}
 Childrens' Parade of Nations 2:00^{pm}
Joe Wendel German Band 2:30-4:30^{pm}
Cassandra Belly Dancers 4:30-5:00^{pm}
Noel Quintana's Latin Crew 5-7:00^{pm}

BISTROS ON BROADWAY

frontier Bruno's Ristorante frontier
 Connection Church
 Giovanni's Italian Ice
 Happy Hour Kettle Corn
 Joey's Southside Burgers
 Mad Mouth Gyro
 Miss Molly's Tea Room
 The Nosh Box
 Old World Foods
 Rito's Bakery
 Schloneger's Ice Cream
 Sully's Irish Pub
 Umami Moto
 Williams on the Lake
 Zydeco Bistro

Presented by:   

With additional support from: Armstrong, Backbone Clinic, Bryant & Stratton College, City of Medina, Dr. Nivine El-Refai, FirstMerit Bank, Frontier Communications, Medina Rotary Club, Medina Sunrise Rotary, Renewal by Andersen, Sandridge Food Corp., Trails at Montville Luxury Apts., World Truck Towing

Medina International Fest

MEDINA INTERNATIONAL FEST

August 23, 2014
9am-6pm
FREE ADMISSION!



Historic Medina Square
2 Public Square, Medina

Free event | Free parking

Shopping Bazaar • International Foods
Entertainment • Family Activity Area

Please visit www.mainstreetmedina.com
for full event details, schedule, and more!

Sponsored by:



Medina International Fest

Other modifications and lessons learned

Activities

- Original event had a family craft area that was passive and messy
- In partnership with our main sponsor, Medina Hospital, revamped the family area into a physical activity center with movement, dance, inflatables, fitness challenges, etc... to meet the mission and needs of the hospital

Medina International Fest

Other modifications and lessons learned

Entertainment

- Years 1-4 our main stage was located on the opposite side of the street, which was closed to traffic--disconnected
- Year 5 main stage was adjacent to the event space--oppressive
- Year 6 main stage was in the middle of the street—home run

Medina International Fest

Other modifications and lessons learned

Marketing

- Traditional print advertising and posters still our #1 method of promoting the event
- Facebook and website numbers 2 & 3 in reach
- Digital advertising was NOT successful for the event

Medina International Fest

Other modifications and lessons learned

Sponsorships

- First year, was hard to find sponsors
- Concern with “what do I get for my money”
- Created multiple naming rights sponsorships
- Increased \$\$ of sponsor money raised
- Gave higher donors more visibility

Medina International Fest

2014 Medina International Fest Sponsor

To secure your sponsorship level for this event and to take advantage of all Medina International Fest media and recognition opportunities, please complete the following form with payment and submit to:

Main Street Medina
c/o Matt Wiederhold
5 Public Square
Medina, OH 44256

Sponsorship Opportunities:

ALL sponsorships include an optional booth at the heart of the event to put YOUR company front and center with our 20,000 attendees

- ☐ Ambassador Sponsor (\$5,000) limited to one (Medina Hospital)
☐ Consulate Sponsor (\$2,500) limited to two
☐ Diplomat Sponsor (\$1,000) limited to four
☐ Delegate Sponsor (\$500) unlimited
- ☐ World Music Jamboree (\$2,500)
☐ Bistros on Broadway (\$1,500) (The Gazette)
☐ International Emporium (\$1,500) (FirstMerit Bank)
☐ Family & Kids Craft Carnival (\$1,500) (Frontier Communications)

☐ Total sponsorship enclosed

| | |
|----------------|------------------------|
| Company Name | Company Representative |
| Street Address | City, State, Zip |
| Contact Email | Contact Phone |

Please print your business name exactly as you would like it to appear on all materials.

_____ and _____ may be emailed to info@mainstreetmedina.com

2014 Specific Sponsorship Opportunities

World Music Jamboree: \$2,500

- Naming rights for the main stage/gazebo performance areas
- Company name and logo prominently displayed on main stage
- Enjoy the sounds of music from around the globe in downtown Medina, and fill the stage with international entertainment
- Sponsorship supports artist fees, and the rental of stage, lighting, and sound systems
- Promotional booth during event to distribute information on your business

Bistros on Broadway: \$1,500 The Gazette

- Naming rights for restaurant row
- Company name and logo printed on food booth signage
- Bring the taste of nations to the square
- Sponsorship covers the rental of tents, tables, and portable restrooms for the event
- Promotional booth during event to distribute information on your business

International Emporium: \$1,500 FirstMerit Bank

- Naming rights for the bazaar on the Square
- Transform the historic square into an international market place, featuring crafts, goods, merchandise and more from around the world
- Sponsorship covers the rental of tents, tables, chairs, and signage
- Company name and logo printed on bazaar signage
- Promotional booth during event to distribute information on your business

Family & Kids Creative Carnival: \$1,500 Frontier Communications

- Naming rights for the Family and Children's activity area
- Company name and logo printed on craft area signage
- Experience arts and crafts from the continents by teaching our youth how to be creative in different cultures
- Sponsorship covers materials and instructor (s), tables, chairs, and signage
- Promotional booth during event to distribute information on your business

Tools for Evaluation

- Surveys
- Event P&L spreadsheet
- Marketing materials
- Ask your volunteers
- Ask your guests!
- Discuss the challenges
- Vet the venue

Tools for Evaluation

How do I make evaluation an integral part of my program?

- Making evaluation an integral part of your program means evaluation is a part of everything you do. You design your program with evaluation in mind, collect data on an on-going basis, and use these data to continuously improve your program.

Tools for Evaluation

How do I make evaluation an integral part of my program?

- Developing and implementing such an evaluation system has many benefits including helping you to:
 - better understand your target audiences' needs and how to meet these needs
 - design objectives that are more achievable and measurable
 - monitor progress toward objectives more effectively and efficiently
 - learn more from evaluation
 - increase your program's productivity and effectiveness

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