**LEARNING REPORT**

**Name of event, program, or project:**

**Date:**

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| --- | --- | --- | --- | --- |
| **Goals of event, program, project, etc.**  (one goal per row) | **Was this goal achieved**  (yes or no)**?** | **If yes, then…** | **If no, then…** | |
| **What factors contributed to the successful achievement of the goal?** | **What factors contributed to not achieving the goal?** | **And what can be done differently in the future?** |
| *Event is attended by at least 150 people* | *Yes*  *(162)* | * *Started promotion 3 months prior to event* * *Event held on a Friday night (instead of Saturday)* * *Event held at 6:30pm instead of 8pm* * *Help from partners in promoting event* | *n/a* | *May want to explore partnering with organizations who have a wider audience to bring in new attendees.* |
| *Receive $5,000 in donations from silent auction* | *No*  *($3,400)* | * *Recruiting a few people to kick-off the bidding helped get the process started.* * *Emcee announcement was a good way to officially start the auction.* | * *Low number of bidders, so amounts didn’t drive up* * *Location of silent auction table in the hallway meant it was overlooked* * *Auction items weren’t seen as having a high value* | * *Include a wider variety of high-end and medium-end auction items.* * *Locate auction table inside near food and drinks – can socialize and bid.* * *Set an end time for auction to drive last-minute bids with count-down announcement* |
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**Instructions for using this report**

1. Fill out the left-hand column with all the specific goals for the event, meeting, presentation, project, etc. Write only one goal in each row.
   1. The goals should be as specific as possible with all the nitty-gritty details included such as exact # of people, or exact amount of money to raise, or exact achievements to be realized. If it’s not specific or measurable, then you still won’t know if was achieved.
   2. Goals should be set at the very start of the planning phase for the event.
2. After the event has taken place, convene all team members who were involved in planning and executing the event to fill in the remaining columns. If you’re doing this for something you did solo, like a presentation, then you can fill it out by yourself or – better yet – have some trusted colleagues or friends provide you with feedback.
   1. For each goal, mark if that goal was achieved with an easy “yes” or “no”. This column is more valuable if you also add in the data of what was achieved (as the examples show).
   2. For all goals that were achieved, complete the column asking which factors contributed to the successful achievement of that goal.
      1. Some of this may be speculation and that’s okay. It’s good to get all thoughts down as to why a goal was achieved.
      2. You can also add inputs on what could be done differently if there’s opportunity to further improve the activity.
   3. For all goals that were not achieved, even if it fell short by just a little bit, write down factors you know or believe contributed to that goal not being achieved AND what can be done differently in the future (including lowering expectations or not including that goal if it’s not important).
      1. Use the ‘successful achievements’ column to identify what worked well, even though the goal was not met.
   4. Repeat these steps for all goals listed in the far-left column and be as exhaustive and thorough as possible. It’s good to spend time with this.
3. After all the rows and columns have been filled in, have a look at everything written down in the middle ‘successful achievement’ column. This represents all the factors that contributed to success which should be celebrated and noted as things to continue doing in the future.
4. Next, look at everything written down in the ‘not achieved’ column. Are there any trends or patterns you notice in this list? (It’s ok if there isn’t, but it’s good to check). This column should also be celebrated as “look at all the stuff we’re learning about how to do these events!”. Lastly, review the column of things to do differently to celebrate the great ideas and to acknowledge the changes that will need to be made for next time.
5. Keep this document saved and next time a similar event, meeting, etc. comes up, re-read all this content at the early planning stages to repeat the good and improve upon the not-so-good.