



AFTER your campaign or event

Just because your campaign or event is over doesn't mean the hard work is over! Now you've got to get going on evaluation and follow-up...

Quantitative evaluation - the numbers

- How are you going to capture the number of people you talked to? A tick list?
- How are you going to capture the number of people you taught? A sign-in or registration book, or a quick skills survey to assess their skills levels and areas of interest?

Qualitative evaluation

- Take pictures of everyone having a fab time - and create a collage for your physical and social media walls!
- Chat to people leaving your event/s to get feedback quotes for your press release and your website.
- Create a short evaluation form (for instance using [SurveyMonkey](#)) asking what people would like to do next, and how they found out about your event/s.
- Follow-up with your new learners a few months down the line, writing a case study about what they now do digitally.

Follow-up

- Use the contact details and information you've collected to email or write to people who visited you and invite them back to see you again!

Thank you notes

- Write notes to say thank you to all your partners, donors, supporters and volunteers.
- Don't forget your MP/Councillor/Mayor/VIP, if they did pay a visit - it could be the beginning of a beautiful friendship...

Media

- Did your local paper turn up? No? Not to worry! They might still run a story about your fabulous event. Use our press release template and send them a picture of people having fun at your event!

Social media

- Do a social media round-up - why not try [Storify](#)?

Full report

- Use all of the above to create a short report about the campaign. You can use it to prove to trustees and funders how successful you are at planning and running projects, and how well you do what you do.

