



# 4 POST-EVENT STEPS FOR BETTER RETENTION



## Send Out a Survey

Post-event surveys are great for learning which efforts were worth your time and how your event can continue to be successful. It is also great for engaging your participants and showing you care about their opinion. ***Aim to send your survey immediately after the event. Keep it short and sweet with questions you don't already have the answers to. A small incentive may help you get better response rates. Check out [surveymonkey.com](https://www.surveymonkey.com) or [questionpro.com](https://www.questionpro.com) as both offer free survey plans.***



## Share Photos & Video on Social Media

A great way to keep your event momentum going and engage those who were and were not at your event, is to share quality photos and videos on your Facebook event page. ***The better the shot, the more people will want to share it with their friends. When uploading, tag influential people or businesses to extend your reach even further.***



## Send a Thank You

A timely thank you is one of the most important steps to any fundraising journey as it can maintain positive relationships and increase the likelihood of people supporting again. ***After your event, send a separate 'thank you' to your different groups via email or letter: participants, sponsors, volunteers and organizers. In addition, say a public 'thank you' to all supporters on social media.***



## Debrief with Your Committee

Debriefing with your committee is necessary to ensure the event continues on a path of improvement. The meeting should take place at least one to two weeks after the event in order to allow people to reflect and prepare their comments. ***One designated leader should set the agenda which will cover major aspects of the event as well as review the goals and objectives set out during the planning stage. The debrief should end with actionable tasks for the following year's event.***