**Outreach Event/Campaign Reporting Form**

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| Event Name: | |
| Event Date: | Venue/Platform: |
| Event Timeline: | Targeted Counties: |
| List data sources used to determine target demographic: | |

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| --- | --- | --- | --- |
| **Description and Purpose of the event** | **Evaluation of Success** | **Number of people reached/ attended** | **Feedback** |
| *(Explain the “why” for this event)* | *(How will the success of the outreach be evaluated? Consider using quantitative values when evaluating the outreach success, something that can be measured consistently.*  *Some examples include:*   * *Questionnaire upon check-in on how the clients heard about the clinic?* * *# of new client appointments booked or services provided at the event* * *# of likes, shares and comments* * *# of pamphlets distributed etc.)* |  | Summarize feedback from the I&E committee:          Testimonials from clients:          Social Media Mentions (*if applicable*): |

Budget Breakdown:

Total budget for this outreach/campaign

Cost breakdown

Insights and Recommendations:

What worked?

What would be done differently next time?

Event’s Screenshots:

*(Insert pictures of your outreach event/campaign)*