

**FEM – Sample Matrix Map for Non Profit Events: Charting the Results**

As discussed in the first lecture, this is a handy way to quantify the impact of current events or to project the impact of future events. This information can be shared with stakeholders including the board and events team.

<b>Events</b>	<b>Areas to Evaluate (Score)</b>					<b>Average = Mission Impact Score</b>
	Cultivation	Sponsor Opportunities	Profit	Community Impact	Mission Facts Incorporated	