

Reporting Events – Special Cases

1. Multi-Day Events

What is a multi-day event: Multi-Day Events are any event that last more than one calendar day.

Special Reporting Instructions: Each day of the multi-day event should be entered as one event.

Calculating Reach: If the event is being staffed in shifts, all shifts for the same day should be added together to determine the reach for that day.

Example No Shifts: You hosted a table at the X County Fair, which ran from August 1st to August 3rd. You had a table at all three days of the event. You would report each day as a separate event.

Event: X County Fair
 Date Range of Event: August 1st, 2nd, and 3rd
 Days Attended: August 1st, 2nd, and 3rd
 Total Number of Events Reported: 3

Example with Shifts: You hosted a table at the local community festival, which ran for two days. You had a table for both days. Your organization staffed the table in shifts.

	Day 1 Reach (Event 1)		Day 2 Reach (Event 2)	
	AM Shift	PM Shift	AM Shift	PM Shift
	5	0	10	30
	20	25	0	50
TOTAL REPORTED REACH	50		90	

Event: Local Community Festival
 Date Range of Event: 2 days
 Days Attended: 2
 Total Number of Events Reported: 2
 Total Reach Reported for Event #1: 50
 Total Reach Reported for Event #2: 90

2. Events with ECTCA Partners

Special Reporting Instructions: All ECTCA grantees should report the same reach number.

Calculating Reach: Reach of each ECTCA grantee partner involved should be added together then reported as the total reach for the event.

Recommendations: Designate a point person for the event. Each organization involved with the event should report their reach to the point person. Next the point person will combine the reach numbers, and send an email out to all ECTCA partners involved with the total reach to be reported for the event.

Example: CMCA and CAASTLC worked together on a single day event. CMCA and CAASTLC were both present for the entire event. CMCA talked to 20 people, and CAASTLC talked to 25 people. The total reach for the event is 45, and both CMCA and CAASTLC would list the reach for the event as 45 in their weekly report.

Organization	Reach
CMCA	20
CAASTLC	25
TOTAL REPORTED REACH	45

Event: Single Day Event

Date Range of Event: 1 day

Days Attended: 1

Total Number of Events Reported: 1

Total Reach Reported for Event: 45

3. Events with both non-ECTCA partners and ECTCA partners

Calculating Total Reach – ALL PARTNERS: Reach for each partner involved should be added together then reported by all ECTCA grantee partners as the “total reach – all partners” for the event.

Calculating Total Reach – ECTCA Only: Reach for each ECTCA grantee partner involved should be added together then reported by all ECTCA grantee partners as the “total reach – ECTCA Only” for the event.

Recommendations: Designate a point person for the event. Each organization involved with the event should report their reach to the point person. Next the point person will total the reported reach numbers, and send an email out to all ECTCA partners involved with the total reach numbers to be reported for the event.

Example: EMAA was the coordinating organization for a 3 day community health festival and partnered with Freeman, International Institute, and United Way.

Organization	ECTCA or Non-ECTCA	Reach at Event
EMAA	ECTCA	10
Freeman	ECTCA	15
International Institute	ECTCA	5
United Way	Non-ECTCA	20
TOTAL REPORTED Reach – ALL PARTNERS		50
Reach of non-ECTCA partner		-20
TOTAL REPORTED REACH – ECTCA Only		30

