

## **FIVE KEY METRICS**

1. Minimum two sizzling Point of Entry Events per month, each hosted and filled (with ten or more guests) by an Ambassador
2. Minimum of one new volunteer Ambassador out of each Point of Entry Event
3. One hundred percent of Ask Event Table Captains have been successful Ambassadors in the prior twelve months
4. Minimum 40% of Ask Event guests have attended a Point of Entry Event in the prior twelve months
5. Minimum 10% of Ask Event guests join the Multiple-Year Giving Society at one of the three giving levels