



## Outreach Proposal Rubric

Proposal Name:
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Field	Exemplary (3 pts)	Reasonable (2pts)	Questionable (1pt)	Missing (0 pts)	Score	Comments
Organizational Capacity Resume	This organization clearly has the capacity to manage this project.	The organization appears to have the capacity to manage this project.	It is unclear whether the organization has the capacity to manage this project.	There is no resume.		
Project Manager's Qualifications:	The project manager is definitely qualified to manage this work.	The project manager appears to be qualified to manage this work.	It is unclear whether the project manager can manage this work.	There is no information about the project manager.		
Campaign Timeline:	The timeline is detailed and clear, the work can be completed in this period.	The timeline seems reasonable.	The timeline does not seem reasonable.	There is no timeline provided.		
Budget	The budget is detailed and clear. The project can be completed for this amount, and the amount is appropriate.	The budget seems reasonable for this project.	The budget is not reasonable for this project.	There is no budget provided.		
In-kind / Matching Funds	The project has identified in-kind and or matching funds that exceed or total the WDC's contribution.	The project has identified in-kind and or matching funds.	The project has not identified opportunities for in-kind or matching funds.	There is no budget provided.		
How well does the project serve the committee mission?	The project serves the committee mission.	There are aspects of the project that serve the committee mission.	The project might serve the committee mission.	The project does not serve the committee mission.		



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Does the project reach the committee's identified audiences? And, is the reach level appropriate?	Yes, the project reaches identified audiences, and the reach level is a good match with the investment.	The project appears it will reach identified audiences, and the reach level estimates seem appropriate to the investment.	The project might reach identified audiences, it's not clear what the reach levels will be.	There is no information regarding potential audience or reach.		
Are the project outcomes realistic and appropriate?	Yes, clearly.	Probably.	They don't seem appropriate or adequate.	There are none listed.		
Will the metrics / reports inform the committee of the project's success?	Yes, clearly.	Probably.	It is unclear or unlikely.	No.		

Additional Comments:	Score:
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