

Name	Fundraising Plan Rubric					
Description	This is the rubric for your fundraising plan.					
Rubric Detail						
	Levels of Achievement					
Criteria	Exceptional	Satisfactory	Promising	Underdeveloped	Limited	No Credit
APA Style (including format, 12pt, double-spaced, Times New Roman, page numbers and headers included, title page, references, appendices)	10 Points Exceptional No APA, spelling or grammar errors	8 Points Satisfactory One to three APA, spelling or grammar errors present	6 Points Promising Three to five APA, spelling or grammar errors present	4 Points Underdeveloped Six to eight APA, spelling or grammar errors	2 Points Limited Eight to ten APA, spelling or grammar errors	0 Points No credit More than ten APA, spelling or grammar errors in the paper
Fundraising Philosophy	20 Points Exceptional Concise, detailed, citations, provides depth and insight	18 Points Satisfactory Mostly Concise, detailed, citations, provides some depth and insight	16 Points Promising Relatively concise, detailed, citations, provides a little depth and insight, though mostly just hits the basic requirements	14 Points Underdeveloped Somewhat Concise, detailed, may lack citations, hits some of the requirements	10 Points Limited Unfocused, lacks detail/highlights, citations, requirements	0 Points No credit Missing, empty, or not submitted
Fundraising Objectives	10 Points Exceptional Outlines 3-5 SMART objectives	9 Points Satisfactory Mostly outlines 3-5 SMART objectives	8 Points Promising Relatively outlines 3-5 SMART objectives	6 Points Underdeveloped Somewhat outlines 3-5 SMART objectives	5 Points Limited Lacking in outline of 3-5 SMART objectives	0 Points No credit Missing, empty, or not submitted
Fundraising Strategy	10 Points Exceptional Concise, detailed, citations, provides depth and insight	9 Points Satisfactory Mostly Concise, detailed, citations, provides some depth and insight	8 Points Promising Relatively concise, detailed, citations, provides a little depth and insight, though mostly just hits the basic requirements	6 Points Underdeveloped Somewhat Concise, detailed, may lack citations, hits some of the requirements	5 Points Limited Unfocused, lacks detail/highlights, citations, requirements	0 Points No credit Missing, empty, or not submitted
Fundraising Tactics	20 Points Exceptional Concise, detailed, citations, provides depth and insight into: specific fundraising events, use of athletes for fundraising, camps, and other elements	18 Points Satisfactory Mostly Concise, detailed, citations, provides some depth and insight into: specific fundraising events, use of athletes for fundraising,	16 Points Promising Relatively concise, detailed, citations, provides a little depth and insight, though mostly just hits the basic requirements in: specific	14 Points Underdeveloped Somewhat Concise, detailed, may lack citations, hits some of the requirements in: specific fundraising events, use of athletes for fundraising,	10 Points Limited Unfocused, lacks detail/highlights, citations, requirements about: specific fundraising events, use of athletes for fundraising, camps, and	0 Points No credit Missing, empty, or not submitted

Criteria	Levels of Achievement					
	Exceptional	Satisfactory	Promising	Underdeveloped	Limited	No Credit
		camps, and other elements	fundraising events, use of athletes for fundraising, camps, and other elements	camps, and other elements	other elements	
Fundraising Projected Profit	10 Points Exceptional Concise, detailed, citations, provides depth and insight into the expected profit from the activities/events defined above	9 Points Satisfactory Mostly Concise, detailed, citations, provides some depth and insight into the expected profit from the activities/events defined above	8 Points Promising Relatively concise, detailed, citations, provides a little depth and insight, though mostly just hits the basic requirements of the expected profit from the activities/events defined above	6 Points Underdeveloped Somewhat Concise, detailed, may lack citations, hits some of the requirements of the expected profit from the activities/events defined above	5 Points Limited Unfocused, lacks detail/highlights, citations, requirements about the expected profit from the activities/events defined above	0 Points No credit Missing, empty, or not submitted
Fundraising Success	10 Points Exceptional: Concise paragraph outlining the picture of success, plus details the measurement of each objective previously discussed above	9 Points Satisfactory Mostly concise paragraph outlining the picture of success, plus mostly details the measurement of the objectives previously discussed above	8 Points Promising Relatively concise paragraph outlining the picture of success, plus relatively details the measurement of the objectives previously discussed above	6 Points Underdeveloped Somewhat concise paragraph outlining the picture of success, plus somewhat details the measurement of the objectives previously discussed above	5 Points Limited Lacking in concisely outlining the picture of success, plus lacking details the measurement of the objectives previously discussed above	0 Points No credit Missing, empty, or not submitted
Additional	10 Points Additional sections included and/or comprehensiveness of this part of the project	0 Points	0 Points	0 Points	0 Points	0 Points Lacks additional sections included and/or comprehensiveness of this part of the project

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