Organization Name: Total Score: (out of 50 points)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Superior** | **Above Average** | **Average** | **Below Average** | **Total** |
| **Official Contest Roster and Number of Attendees** | Included official Help a Horse Day roster and had a record turnout in relation to community size **(3 points)** | Included official Help a Horse Day Roster and had an above average number of participants in relation to community size**(2 points)** | Included official Help a Horse Day Roster and had an average number of participants in relation to community size**(1 point)** | Did not include official Help a Horse Day Roster and/or had a below average number of participants**(0 points)** | /3 |
| **Photo of Crowd Release**  |  |  | Included a photo of release **(1 point)** | Did not include a photo of release **(0 points)** | /1 |
| **3 Single-Image Event Photos (no collages)** | All 3 photos had excellent composition, could be used in brochures or annual reports and were creative**(9 or 10 points)**  | All 3 photos had good composition, could be used in brochures or annual reports and were creative**(8 points)** | All 3 photos had acceptable composition and could be used in brochures or annual reports **(7 points)** |  Only 2 or fewer of the photos had acceptable composition and could be used in brochures or annual reports and/or there were not 3 photos**(0-6points)** | /10 |
| **Essay** | Essay was original, 350 words, had no grammatical errors and contained the following:* Description of event
* How the community was engaged by the event
* Lessons learned

**(9 or 10 points)** | Essay was original, 350 words, had minor grammatical errors and contained the following:* Description of event
* How the community was engaged by the event
* Lessons learned

 **(8 points)** | Essay was original, 350 words, had minor grammatical errors and contained the following:* Description of event
* How the community was engaged by the event
* Lessons learned

**(7 points)**  | Essay contained more than one of the following items:* Numerous grammatical errors
* Significantly fewer or more than 350 words
* Not original
* Missing event description, explanation of how community was engaged and/or lessons learned

**(0-6 points)** | /10 |
| **Media/PR** | Promotions included:* Exceptional traditional media outreach, including press release, media advisory and calendar listing
* Exceptional social media posts that included more than one social media channel and use of the #helpahorse hashtag
* Coverage by local media

**(9 or 10 points)** | Promotions included:* Quality traditional media outreach, including press release
* Quality social media posts and use of the #helpahorse hashtag
* Coverage by local media

**(8 points)** | Promotions included:* Quality traditional media outreach, including press release
* Quality social media posts and use of the #helpahorse hashtag
* No coverage by local media

**(7 points)** | Promotions were **missing** one or more of the following:* Quality traditional media outreach, including press release
* Quality social media posts and use of the #helpahorse hashtag

**(0-6 points)** | /10 |
| **Resource Impact** | Gains in 4/6 of the following:* Gifts in kind
* Donations
* Sponsorships
* Wish list items received
* New volunteer acquisition
* Equine adoptions

**(5 or 6 points)** | Gains in 3/6 of the following:* Gifts in kind
* Donations
* Sponsorships
* Wish list items received
* New volunteer acquisition
* Equine adoptions

**(4 points)** | Gains in 2/6 of the following:* Gifts in kind
* Donations
* Sponsorships
* Wish list items received
* New volunteer acquisition
* Equine adoptions

**(3 points)** | Gains in 1/6 of the following or no gains:* Gifts in kind
* Donations
* Sponsorships
* Wish list items received
* New volunteer acquisition
* Equine adoptions

**(0-2 points)** | /6 |
| **Effort** | Superior effort for the size and location of group**(4 or 5 points)** | Above averageeffort for the size and location of group**(3 points)** | Average effort for the size and location of group **(2 points)** | Below averageeffort for the size and location of group**(0-1 points)** | /5 |
| **ASPCA**  | Event completely aligned with ASPCA’s mission**(3 points)** | Event was significantly aligned with ASPCA’s mission**(2 points)** | Event was mostly aligned with ASPCA’s mission**(1 point)** | Event was not aligned with ASPCA’s mission**(0 points)** | /3 |
| **Collaborative Effort** |  | Event had many signs of collaboration with other community groups**(2 points)** | Event showed some signs of collaboration with other community groups**(1 point)**  | Event did not show any signs of collaboration with other community groups **(0 points)** | /2 |
| **TOTAL SCORE** |  |  |  |  | /50 |

Additional comments: