

Charitable Giving Project: Rubric

	Mastery (5)	Proficient (4)	Approaching (3-2)	Beginning (1-0)
Research & Development /5	<ul style="list-style-type: none"> Evidence of thorough research of charities using multiple reliable resources Choice of charity clearly links with values of group Specific fundraising goals are based on thorough analysis and planning 	<ul style="list-style-type: none"> Evidence of research with reliable resources Choice of charity links with values of group Fundraiser goals are clear and attainable based on planning 	<ul style="list-style-type: none"> Some quality resources Choice of charity clearly links with values of group Some evidence of planning went into creation of fundraising goals 	<ul style="list-style-type: none"> Little/No evidence of research
Project Plan /10	<ul style="list-style-type: none"> Clearly outlined and detailed: -Goals -Timeline -Target Audience -Budget -List of Responsibilities -Marketing Plan -Process Effective format, Thoughtful organization, and thorough editing 	<ul style="list-style-type: none"> Clearly outlined: -Goals -Timeline -Target Audience -Budget -List of Responsibilities -Marketing Plan -Process Clear format, organization, and editing 	<ul style="list-style-type: none"> Details of the Project plan are somewhat clear Some evidence of proper format, organization, and editing 	<ul style="list-style-type: none"> More thought needed for elements of project plan More attention to format, organization, and/or editing
Impactful Implementation /10	<ul style="list-style-type: none"> Actions clearly follow Project Plan leading to a successful campaign Thoughtful adjustments to plan when needed Original & Effective Advertising Thorough tracking of donations 	<ul style="list-style-type: none"> Actions follow Project Plan Adjustments to plan made when needed Effective Advertising Donations are tracked 	<ul style="list-style-type: none"> Actions somewhat connected to Project Plan Some adjustments to plan when needed Advertising Complete Some tracking of donations 	<ul style="list-style-type: none"> More connections with Project Plan needed Ineffective advertising Donations not tracked
Reflection /5	<ul style="list-style-type: none"> Excellent planning & self-reflection that impacts the quality of the product (before & during development) Thorough reflection on the process & learning after completion 	<ul style="list-style-type: none"> Planning & self-reflection impacts the quality of the product (before & during development) Reflection on the process & learning after completion 	<ul style="list-style-type: none"> Some evidence of planning & self-reflection that impacts the quality of the product Some reflection on the process & learning after completion 	<ul style="list-style-type: none"> More planning and reflection needed throughout the process

<p>Presentation</p> <p style="text-align: right;">/5</p>	<ul style="list-style-type: none"> • Presenter is an expert on the subject • Little reliance on script • Engaging & Interactive presentation techniques • Clear purpose throughout 	<p>Presenter is:</p> <ul style="list-style-type: none"> • Clear • Concise • Confident & Prepared • Mostly Engaging 	<ul style="list-style-type: none"> • Reliance on script • Lack of clarity at times • Little engagement with audience • Purpose requires more focus at times 	<ul style="list-style-type: none"> • Little evidence of preparation • Purpose is unclear
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Comments: