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

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| --- | --- | --- | --- | --- | --- |
|  | **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: