



Help a Horse Day Judging Criteria

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:	Essay was original, 350 words, had minor grammatical errors and contained the following:	Essay was original, 350 words, had minor grammatical errors and	Essay contained more than one of the following items:	/10

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	<ul style="list-style-type: none"> • Description of event • How the community was engaged by the event • Lessons learned <p>(9 or 10 points)</p>	<ul style="list-style-type: none"> • Description of event • How the community was engaged by the event • Lessons learned <p>(8 points)</p>	<p>contained the following:</p> <ul style="list-style-type: none"> • Description of event • How the community was engaged by the event • Lessons learned <p>(7 points)</p>	<ul style="list-style-type: none"> • 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 <p>(0-6 points)</p>	
Media/PR	<p>Promotions included:</p> <ul style="list-style-type: none"> • Exceptional traditional media outreach, including press release, media advisory and calendar listing • Exceptional social media 	<p>Promotions included:</p> <ul style="list-style-type: none"> • Quality traditional media outreach, including press release • Quality social media posts and use of the 	<p>Promotions included:</p> <ul style="list-style-type: none"> • Quality traditional media outreach, including press release • Quality social media 	<p>Promotions were missing one or more of the following:</p> <ul style="list-style-type: none"> • Quality traditional media outreach, including press release 	/10

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	<p>posts that included more than one social media channel and use of the #helpahorse hashtag</p> <ul style="list-style-type: none"> Coverage by local media 	<p>#helpahorse hashtag</p> <ul style="list-style-type: none"> Coverage by local media 	<p>posts and use of the #helpahorse hashtag</p> <ul style="list-style-type: none"> No coverage by local media 	<ul style="list-style-type: none"> Quality social media posts and use of the #helpahorse hashtag 	
	(9 or 10 points)	(8 points)	(7 points)	(0-6 points)	
Resource Impact	<p>Gains in 4/6 of the following:</p> <ul style="list-style-type: none"> Gifts in kind Donations Sponsorships Wish list items received New volunteer acquisition Equine adoptions 	<p>Gains in 3/6 of the following:</p> <ul style="list-style-type: none"> Gifts in kind Donations Sponsorships Wish list items received New volunteer acquisition Equine adoptions 	<p>Gains in 2/6 of the following:</p> <ul style="list-style-type: none"> Gifts in kind Donations Sponsorships Wish list items received New volunteer acquisition 	<p>Gains in 1/6 of the following or no gains:</p> <ul style="list-style-type: none"> Gifts in kind Donations Sponsorships Wish list items received 	/6



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

Additional comments: