

## Adoption Campaign Scoring Rubric

	<b>EFFORT &amp; IMPACT</b>	<b>CREATIVITY &amp; CONCEPT</b>	<b>PROMOTION</b>	<b>COLLABORATION</b>
	<ul style="list-style-type: none"> <li>• Does the campaign exhibit a significant amount of effort for the size of the group?</li> <li>• Is the campaign well executed?</li> <li>• What was the overall impact of the campaign?</li> <li>• Did the campaign bring in new volunteers, resources, foster homes, etc?</li> </ul>	<ul style="list-style-type: none"> <li>• Does the campaign exhibit a high level of creativity?</li> <li>• Is the campaign innovative?</li> <li>• Is the campaign concept compelling?</li> <li>• Is it likely to make people want to adopt a horse or support horse adoption?</li> </ul>	<ul style="list-style-type: none"> <li>• Did the group promote the campaign using traditional and/or social media?</li> <li>• Did the group utilize more than one platform to promote the campaign (social media, printed materials like posters and fliers, emails/website content)?</li> <li>• How did the group attempt to engage its community and the public with the campaign?</li> </ul>	<ul style="list-style-type: none"> <li>• Does the campaign show evidence of collaboration?</li> <li>• Collaboration could include working with other equine groups and businesses in the community like lesson barns or therapy programs, local influencers and media personalities, or local businesses and brands.</li> </ul>
<b>TOTAL SCORE: 20 Points</b>	0 – 5 Points	0 – 5 Points	0 – 5 Points	0 – 5 Points