

Name of Charity: \_\_\_\_\_

Remembering that the reason we adopt a charity is so...

- To do good work for the right reasons/rewarding work
- To earn the right to pitch for new business from their board of directors/supporters
- To get additional media exposure

Score each applicant on a scale of 1-5 for each criterion. 1 = low or no and 5 = great.

Board of Directors has good prospects (locally or nationally): \_\_\_\_\_

Large enough to sustain our efforts after we're done: \_\_\_\_\_

Established enough that they won't go away: \_\_\_\_\_

Great publicity opportunities: \_\_\_\_\_

Need our help: \_\_\_\_\_

Appeals to wide audience/better exposure: \_\_\_\_\_

Followed application requirements (Lead at agency will score for all): \_\_\_\_\_

On one and only one charity....give it an additional 5 points if it's the one you would love to work on the most. This is purely subjective and personal...no real criteria here.

This is the one I'd most love to work on: \_\_\_\_\_