

Chapter Name _____ City _____ State _____

Names of Team Members _____

Presentation of Event and Overview			
0-3	4-6	7-9	10
The overview is incomplete and does not include a rationale or adequate description. It may be confusing, difficult to follow, and lack creativity.	The overview includes some of the elements in the guidelines. It lacks creativity and is not clearly presented.	The overview contains some evidence of creativity and collaboration. It includes most of the elements in the guidelines and may be missing something.	The overview is thorough and shows a high level of creativity and collaboration. All required components are included and presented in a way that represents the event well.
Event Promotion			
0-3	4-6	7-9	10
The promotion is not a good match for the event. There is little evidence of a media plan, social media, and/or photos/press releases about the event.	The promotion contains some of the components required in the challenge guidelines. The media plan, social media, and/or photos/press releases are of poor quality.	The promotion includes most of the components required in the challenge guidelines. There is adequate evidence of creativity. The photos and supporting documents support the event.	The promotion is well suited to the event. It includes a high level of creativity in the use of media and social media. Photos and other supporting documents provide strong support of the promotion and event.
Impact of the Event			
0-3	4-6	7-9	10
There is little or no evidence of the impact of the event. Some of the impact components are missing or inadequate.	Some impact is evident. There may be low pledge numbers and/or low participation numbers. The documentation may be incomplete and may not include reflection or future planning.	There is a moderate level of impact demonstrated and documented including number of pledges, number of attendees. There is some reflection and future planning included.	There is significant impact demonstrated and documented. Reflections and future plans are included and are consistent with the promotion of the message.
Public Service Announcement (PSA)			
0-3	4-6	7-9	10
Ideas are not communicated clearly. Some of the PSA components are missing. The quality is poor.	The PSA is too short to convey the message. There is little evidence of creativity. The audio quality may be inconsistent throughout. Some required PSA components are missing.	The PSA is 60 seconds or less in length. Some level of research is evident. It lacks some creativity, clarity, audio quality. One or more of the PSA requirements may be missing or of mediocre quality.	The PSA is 60 seconds or less in length. It includes a high level of creativity while getting attention of viewers and there is an obvious call to action. Facts are included and strongly support the message. Audio quality is consistent throughout and all PSA requirements are evident.
Overall Presentation			
0-3	4-6	7-9	10
The submission did not follow the challenge guidelines, components are missing, creativity and collaboration are not evident.	The submission included most of the required components and followed some of the guidelines. Creativity and collaboration are minimally evident.	The submission is adequate in all areas. A moderate level of creativity and collaboration is evident throughout the project.	The submission displays a high level of creativity and collaboration with all components. All components are thorough, well communicated leading to a high level of engagement for the viewer

Total Points _____ (of possible 50)