NOT-FOR-PROFIT TEAM PROPOSAL EVALUATION FORM   REV 11-10

CLASS DAY/TIME _____ TEAM #_____ NFP_____

Persuasive Letter (30 points)
• Uses letter format, with name and title of audience/local corporation in address, name in salutation, closing and signature at end?
• Gets attention and interest with indirect opening
• Establishes worth of NFP to San Diego, need, how event will fulfill that need, benefits to local corporation, in conviction paragraphs
• Ends with action paragraph mentioning proposal contents, referring to presentation
• Uses logical, specific content, active voice, different wording than exec summ
• Includes reason for this audience to donate
• Uses persuasive techniques remind audience of NFP positives

Executive Summary (25 points)
• Titled with name of NFP, event, and date
• Includes worth to San Diego, major programs, need (citations back up assertions)
• Includes event detail, mentions budget
• Includes corporate benefits detail
• Cites any borrowed words or ideas, lists sources alphabetically on p. 3 (APA)
• Uses persuasive techniques to remind audience of NFP positives
• Makes event clear, thorough, original, logical for audience/attendees
• Uses two full pages with internal headings, reference page 3, and attachments following

Budget (25 points)
• Top page (title NFP, event, date) outlines revenue and expenses, ends with use for earnings
• Schedules used to show detail, thorough event planning
• Footnotes minimal, but show assumptions not otherwise shown
• Any in-kind donations valued, added into revenue, subtracted from expenses
• Logical assumptions, clear picture of money use
• Does not use fixed and variable expenses

Document Layout/Format (10 points)
• Folder with cover page to identify and sell event?
• Support materials (appropriate and referred to)?
• Clear and persuasive document for a reader?

Overall Report (10 points)
• Team work evident in shared task
• Professional-looking document

Score _____