

## 2021 Capital District Signature Project Scoring Rubric<sup>^</sup>

Rating Scale: 5 Excellent; 4 Very Good; 3 Good; 2 Fair; 1 Poor  
Highest Score Possible is 100

<sup>^</sup> Criteria subject to change once the 2021 Signature Project instructions and questions are released

1. Name of the Signature Project:		1a. Division:
2. Club Name:	3. Club Key Number:	
4. How many members are in the club?		
5. Club city, state, country, zip code:		
6. Club President Name (First and Last):		
7. Club President's Email Address:		
8. Name of person submitting this entry:		
9. Email address of submitter:		
10. Phone number of submitter:		
11. District:		
12. Select type of Signature Project: service project _____ or fundraiser _____		
		Score
#1-12 Above Complete		
Comment:		

By definition a signature project is a service project or fundraiser that includes **ALL** of the following criteria:

- Recurring: At a minimum, the project should take place annually.
- Brand enhancing: The project should be designed to elevate the Kiwanis brand in the local community with opportunities for public relations activities, such as using the Kiwanis name on the project, media mentions, etc.
- High impact: The project should have a demonstrable positive impact on the community; this impact should be measurable in monies raised or children served.
- Membership focused: The project should support opportunities to strengthen membership and develop new partnerships.

***TIP:** A good question to ask when identifying a signature project: "What community activity or event is my club known for?"*

Item	Criteria	Score
13.	How many years have you conducted this project or event? <b>NUMBER ONLY – NO NARRATIVE</b>	
	Comment:	
14.	Does your club conduct or intend to conduct this project at least annually? (Yes/No)	
	Comment:	
15.	How many people were served or helped by your most recent event? (Not including club members running the event) <b>NUMBER ONLY – NO NARRATIVE</b>	
	Comment:	

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16.	What's the primary focus of your signature project? (Select from list or explain "Other")	
	Comment:	
17.	What group is primarily being served by your signature project? (Select from list or explain "Other")	
	Comment:	
18.	Describe the population being served and the need that's being addressed or met through your project.  Please be as specific as possible and define the age group(s) served and number of people served or helped.  Does it describe the need being met through the project? Was a community assessment completed to determine the need? How was the need discovered?	
	Comment:	
19.	How many attended your most recent event? <b>NUMBER ONLY – NO NARRATIVE</b>	
	Comment:	
20.	How many club members participated? (Include those involved in the planning and execution) <b>NUMBER ONLY – NO NARRATIVE</b>	
	Comment:	
21.	How many members from other Kiwanis clubs helped with this project? <b>NUMBER ONLY – NO NARRATIVE</b>	
	Comment:	
22.	Did members of any Service Leadership Program clubs participate? Please describe.	
	Comment:	
23.	If this is a fundraiser, what were the total funds raised by the project? <b>NUMBER ONLY – NO NARRATIVE</b>	
	Comment:	
24.	What are the total expenses for your signature project? (Service project or fundraiser) <b>NUMBER ONLY – NO NARRATIVE</b>	
	Comment:	
25.	How many new club members, if any, were gained through the project since it began? <b>NUMBER ONLY – NO NARRATIVE</b>	
	Comment:	

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Item	Criteria	Score
26.	How did you promote your event or project? (Select from list and/or explain "Other")	
	Comment:	
27.	Share any details of your promotional efforts for your project, your club, and the Kiwanis brand.	
	Comment:	
28.	Were you able to collaborate with any of Kiwanis' official partners? (Select from list and/or explain "Other")	
	Comment:	
29.	Were there local partners involved in the project? (Include their name and role in your project.)	
	Comment:	
30.	Add any additional information about your signature project you'd like us to know?	
	Comment:	
31.	Upload up to five images of your event. Does the PDF include photos of the project, news clips (or links to news stories or videos) and other supporting material?	
	Comment	

\*Special consideration given to projects that also involve:

- At least one Kiwanis International Partner
- Other civic partners or community stakeholders

Total Score: \_\_\_\_\_

Name of Reviewer: \_\_\_\_\_

08/18/20