

Measuring our Impact: Fundraising Poster Assessment Rubric

Criteria	Excellent (4)	Proficient (3)	Developing (2)	Beginning (1)
Theme: Does your media have a clear theme?	<ul style="list-style-type: none"> Media presents a clever and clear theme that conveys your behaviour change message. 	<ul style="list-style-type: none"> Media has a clear theme. 	<ul style="list-style-type: none"> Theme is somewhat clear but lacks consistency or strong relevance to the topic. 	<ul style="list-style-type: none"> Theme is vague, missing, or not aligned with the topic.
Emotions: Does your media connect with the viewer's emotions?	<ul style="list-style-type: none"> Media powerfully connects with viewer emotions, evoking empathy or interest. 	<ul style="list-style-type: none"> Media connects with emotions, evoking some level of empathy or interest. 	<ul style="list-style-type: none"> Media attempts to connect with the viewers' emotions. 	<ul style="list-style-type: none"> Little to no emotional connection with the viewer.
Knowledge: Does your media provide viewers with the knowledge they need to change their behaviour?	<ul style="list-style-type: none"> Media provides comprehensive knowledge, so viewers fully understand. 	<ul style="list-style-type: none"> Media provides necessary knowledge for viewers to understand. 	<ul style="list-style-type: none"> Media provides some knowledge for viewers. 	<ul style="list-style-type: none"> Media provides little, or incorrect information for viewers.
Action: Does your media tell the viewer how to change their behaviour?	<ul style="list-style-type: none"> Media provides simple action for viewers, making the behaviour change process easy. 	<ul style="list-style-type: none"> Media provides viewers with clear action to take. 	<ul style="list-style-type: none"> Media provides viewers with action but it may be difficult or unclear 	<ul style="list-style-type: none"> Media does not provide viewers with action, or the action is confusing or complicated.
Presentation: Is your media clear and easy to view?	<ul style="list-style-type: none"> Media is visually striking, well-organized, and immediately grabs viewer attention. 	<ul style="list-style-type: none"> Media is clear and legible. 	<ul style="list-style-type: none"> Media is mostly clear and legible, with a few minor issues in presentation. 	<ul style="list-style-type: none"> Media is difficult to read and understand.