

SUNYCUAD Awards for Excellence Program

Rating Sheet

15. FUND-RAISING PUBLICATIONS

These are individual publications produced for fund-raising purposes for any audience. One publication constitutes a single entry (except for subcategory e, which may include up to five pieces).

Submit entries in one of the following subcategories:

- a. case statements/general cultivation publications that make a case for giving;**
- b. fliers, pamphlets, and brochures;**
- c. president's/annual reports (if used primarily for fund-raising purposes)**
- d. fund-raising and campaign newsletters/tabloids;**
- e. fund-raising publications packages of two to five coordinated publications targeted to any audience.**

All entries must include a brief abstract (maximum of four pages) outlining the goals and objectives of the publication. Each entry must include a statement providing total production costs, including design, writing, and photography, as well as the unit cost for each publication. Do not include staff salaries or postage in calculating costs.

Criteria	Rating 1-5, with 5 being highest
Creativity/Innovation	
Quality of Presentation	
Success in meeting stated goals and objectives taking into consideration the investment of resources	