

AFP Award for Outstanding Fundraising Professional

RUBRIC DESCRIPTION

The rubric is a scoring guide that will be used to evaluate or score each candidate. It has three parts: (1) criteria, (2) rating scale, and (3) indicators. It will enable the judging panel to review, evaluate, and score candidates using the same definitions. The rubric that follows uses a rating scale that provides an opportunity to evaluate candidates on a sliding scale, which will help to facilitate the initial ranking of the candidates as a whole:

- Minimal qualifications: 1 point
- Adequate qualifications: 2-3 points
- Exceptional qualifications: 4-5 points
- <https://awards.afpvote.org/nomination/aofp>

	Minimal Qualifications (1)	Adequate Qualifications (2-3)	Exceptional Qualifications (4-5)	Score
For each organization where the nominee has been employed, describe the INDIVIDUAL work of the nominee, including descriptions of (1) position and responsibilities; (2) specific projects, programs and/or campaigns the nominee worked on; and (3) evidence of exemplary work, career achievements, creativity, innovation and leadership roles. (40 points)	Unclear or limited ability to articulate their roles and responsibilities, specific projects or campaigns, or evidence of exemplary work, career achievements, creativity, innovation, and leadership roles.	Has held a leadership position in fundraising and donor development, worked on specific projects, programs and/or campaigns, AND/OR has articulated some evidence of career achievements, creativity, innovation, and leadership roles.	Has held a variety of leadership positions in fundraising and donor development, and able to articulate significant, frequent, or noteworthy evidence of exemplary work, career achievements, creativity, innovation, and shown a progression in assuming greater leadership responsibilities.	Rating 1-5 from above multiplied by 8, equals:
For each organization where the nominee has been employed, describe the impact of the nominator's work on the ORGANIZATION, including role in helping raise funds, amount of funds raised, growth in funds raised and other important fundraising metrics. (20 points)	Provides little to no evidence of their impact on the organization through their role in helping raise funds, amount of funds raised, or growth in funds raised or other important metrics.	Provides some evidence of their impact on the organization through their role in helping raise funds, amounts of funds raised, or growth in funds raised or other important metrics.	Provides specific evidence of extensive impact on the organization through their role in helping raise funds, growth in funds raised and other important fundraising metrics.	Rating 1-5 from above multiplied by 4, equals:
Describe details showing evidence of and commitment to the profession, professional development, and AFP engagement (committee work, volunteer leadership positions, presenting at events, mentorship, obtaining certifications or advanced degrees, other awards/recognitions, etc.). (30 points)	Provides little or no evidence of involvement or active membership. Answer suggests lack of engagement and/or commitment in seeking out opportunities in AFP.	Provides non-specific information. Shows some involvement in AFP in one or two areas, i.e., spoken at programs but nothing else.	Provides specific evidence of extensive involvement. Has participated in a variety of activities in AFP. Discusses participation and how the candidate networks with other members.	Rating 1-5 from above multiplied by 6, equals:
Describe volunteer activities within the community (not including AFP) and why the nominee is involved with those organizations. (10 points)	Limited or no involvement in volunteer activities within the community.	Shows a breadth of contribution in one volunteer activity and provides why involved in those organizations.	Provides specific evidence of extensive volunteer activities within the community and provides why they are involved in those organizations.	Rating 1-5 from above multiplied by 2, equals:
Rubric Comments from Evaluator				Total Score (Sum of All "Top" Scores)
				Total Score (Sum of All "Bottom" Scores)