

**PNM Resources Foundation New Century of Service Grants 2018 Scoring Rubric**

Grant Levels	Grant Summary	Community Impact	Collaboration	Recognition	Supplemental Items
	Project overview: 10 points	Community Impact: 10 points	Partnerships: 10 points	Recognition Plans: 10 points	Timeline: 10 points
	Goals and objectives: 10 points	Economic Outcomes: 10 points		Engage PNM Employees: 10 points	Budget: 10 points
		Sustainability of Project: 10 points		Use of Traditional and Social Media: 10 points	Letters of support or plans: 10 points
				Recommendation for Sign Location: 10 points	
\$50,000 Grant	There is a clearly identified opportunity that the project will address. The project overview is exemplary, detailed, concise and clearly tied to grant objectives. The project overview includes relevant data and research to support goals and objectives.	The community need and how the project fits into grant objectives is clearly demonstrated and articulated	Partnerships are relevant to the project and include a description with matching letters of support.	Includes exemplary plans of how PNM will be recognized through logo use, events and program materials	The timeline includes all major project tasks and key milestones from start to finish. Provide tentative date for project celebration.
	Goals and objectives are measurable, logical and clearly tied to the project	Community outcomes from the project are measurable, realistic and well thought out	Applicant has leveraged the strengths of other nonprofits rather than develop additional capabilities.	There is at least one clearly identified opportunity to take the lead in engaging PNM employees	Provides a detailed budget and supporting quotes (as needed).
	Economic impact is significant - strengthen existing or bring additional or new revenue streams to community.	Future plans and sustainability of the project are described or demonstrated. The project will have an enduring and lasting benefit. The organization has a history of sustaining programs. The organization has been established for at least 5 years.	Applicant lists other secured funding sources for project implementation.	There is a clearly laid out plan for utilizing both traditional and social media with PNM for the project	Letters of support that link clearly to the project and funding request are provided (if relevant)
	Near-term and long-term objectives are identified and achievable.	Well defined and inclusive audience for the project.		There is a strong recommendation and a budget item for placement of a PNM Resources Foundation recognition sign	
\$25,000 Grant	The project overview is well thought out and tied to grant objectives.	The community need and how the project fits into grant program goals are achievable	Partnerships are included and there is one or more letter of support	General plans are provided of how PNM will be recognized	The timeline includes all major project tasks and key milestones from start to finish. Provide tentative date for project celebration.
	Goals and objectives are related to the project.	Outcomes for the project are listed with some measurable results	List other potential or secured funding sources for project implementation.	There is at least one clearly identified opportunity to take the lead in engaging PNM employees	Provides a detailed budget and supporting quotes (as needed).
	Moderate economic impact identified.	Future plans and resource commitments are listed and demonstrate a lasting benefit		There is a plan for traditional or social media	Letters of support are provided (if relevant)
	Near-term and long-term objectives are identified.	Targeted audience identified for the project. Ability to reach audience is clear.		There is a strong recommendation and a budget item for placement of a PNM Resources Foundation recognition sign	
\$10,000 Operational Grant	Organization supports any of the following:	The organization clearly addresses how they meet the community need.	Partnerships exist or are identified.	General plans are provided of how PNM will be recognized	
	· Support businesses, job growth, workforce training and economic development in New Mexico	Outcomes and measurable results for the organization are included		There are possible but no specific opportunities to engage PNM employees	
	· Provide educational opportunities within our communities	Targeted audience identified for the organization.		There is a plan for traditional or social media	
	· Promote environmental stewardship and resource conservation			There is a recommendation for placement of a PNM Resources Foundation recognition sign	
No funding	The organization and/or project overview is not clear nor tied to grant or foundation program goals.	The community need and how the organization and/or project fits in to the grant or foundation program goals are not clear.	Partnerships not identified.	There are little to no opportunities to engage PNM employees or recognize PNM.	
	Goals and objectives for the organization and/or project are lacking and there are factual errors or inconsistencies.	Outcomes and measurable results for the organization and/or project are vague.			

