

PNM A New Century of Service Grants 2017 Scoring Rubric					
Grant Levels	Grant Summary: 25% Project overview: 5 points Goals and objectives: 10 points Economic impact: 10 points	Community Impact: 30% Community Impact: 10 points Outcomes: 10 points Sustainability: 10 points	Collaboration: 10% Partnerships: 10 points	Recognition: 10% Recognition Plans: 5 points Engage PNM Employees: 5 points	Supplemental Items: 25% Timeline: 5 points Budget: 10 points Letters of support or plans: 10 points
\$100,000 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. 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.	List 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	
\$50,000 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 too reach audience is clear.		There is a strong recommendation and a budget item for placement of a PNM Resources Foundation recognition sign	
\$10,000 Grant	Project scope aligns with funding target.	The community need and how the project fits in to the grant program goals are clear	Partnerships identified.	General plans are provided of how PNM will be recognized	Timeline is include.
	Small economic impact identified	Outcomes and measurable results for the project are included		There are possible but no specific opportunities to engage PNM employees	Budget and supporting information included.
		Future plans and a lasting benefit are included		There is a plan for traditional or social media	Letters of support (as needed)
		Targeted audience identified for the project.		There is a recommendation for placement of a PNM Resources Foundation recognition sign	
No funding	The project overview is not clear or tied to grant program goals	The community need and how the project fits in to the grant program goals are not clear	Partnerships not identified.	There are little to no opportunities to engage PNM employees	
	Goals and objectives for project are lacking and there are factual errors or inconsistencies	Outcomes and measurable results for the project are vague			