

Letter Scoring Rubric

ASK LETTERS — Appeal

1. Donor Centered (gratitude, not all about the org)	1	3	5	7	10
2. Mission (community need, conveys impact)	1	3	5	7	10
3. Clear (ask amount, ask message is not buried)	1	3	5	7	10
4. Compelling (use of stories, evokes emotion)	1	3	5	7	10
5. Readability (short paragraphs, grade level score)	1	3	5	7	10
6. Relationships (personal, salutation, signature)	1	3	5	7	10
7. Strategy (use of match/challenge, specific appeal)	1	3	5	7	10
8. Spelling, Grammar, Style (no errors, consistency)	1	3	5	7	10
9. Visual (design, photos, color, graphics, inserts)	1	3	5	7	10
10. Operations (gift card is coded, use of donor I.D.)	1	3	5	7	10
11. Tone (crisis is addressed appropriately)	1	3	5	7	10

Other: _____

Letter Scoring Rubric

THANK LETTERS — Acknowledgement

1. Donor Centered (gratitude, not all about the org)	1	3	5	7	10
2. Mission (community need, conveys impact)	1	3	5	7	10
3. Clear (use of funds, thank message is not buried)	1	3	5	7	10
4. Compelling (warm message, evokes emotion)	1	3	5	7	10
5. Readability (short paragraphs, grade level score)	1	3	5	7	10
6. Relationships (personal, salutation, signature)	1	3	5	7	10
7. Strategy (appreciation, recognition, no new ask)	1	3	5	7	10
8. Spelling, Grammar, Style (no errors, consistency)	1	3	5	7	10
9. Operations (timely, accurate, IRS adherence)	1	3	5	7	10
10. Tone (crisis is addressed appropriately)	1	3	5	7	10

Other: _____

Letter Scoring Rubric

ENGAGE LETTERS – Stewardship

1. Donor Centered (gratitude, not all about the org)	1	3	5	7	10
2. Mission (community need, conveys impact)	1	3	5	7	10
3. Clear (use of funds, engage message is not buried)	1	3	5	7	10
4. Compelling (use of stories, evokes emotion)	1	3	5	7	10
5. Readability (short paragraphs, grade level score)	1	3	5	7	10
6. Relationships (personal, salutation, signature)	1	3	5	7	10
7. Strategy (appreciation, recognition, no new ask)	1	3	5	7	10
8. Spelling, Grammar, Style (no errors, consistency)	1	3	5	7	10
9. Visual (design, photos, color, graphics, inserts)	1	3	5	7	10
10. Tone (crisis is addressed appropriately)	1	3	5	7	10

Other: _____