

La Plata (campaign) entries are scored in four categories – Research, Planning, Implementation and Evaluation – according to the rubric below. Each entry is scored by 2 judges and the scores combined. Entries can receive up to 40 total points (up to 20 from each judge).

**Award of Excellence are given to entries scoring 90% or higher. (36 or more cumulative points).
Award of Merit are given to entries scoring 80% or higher. (32 -35 cumulative points).**

Research (5 points possible)

- How thorough and relevant was the research to overall planning and audience identification?
- Did the research reflect a clear need or opportunity?
- Was original or secondary research undertaken to achieve the desired results?
- How clearly was a baseline and/or process defined by which to gauge the program's success?

Planning (5 points possible)

- Did the plan clearly define objectives? (specific, measurable)
- How well did the objectives support the organization's overall goals?
- Did the strategy reflect research findings and support objectives?
- How original was the strategy?
- How thorough was the plan?

Implementation (5 points possible)

- How appropriate were the tactics to achieving objectives, executing strategy?
- How creative were the tactics?
- How well were the tactics implemented?
- How integrated were the various tools with one another?
- How efficient was the execution of tactics in relation to resources (personnel and budget)?

Evaluation (5 points possible)

- How successful was the organization in achieving its objectives?
- How thorough and relevant were analysis and quantification of results?
- Did the results clearly reflect original strategy and planning?
- How well did the team work together?
- Were there continuous opportunities for learning, program refinement?