

Nonprofit Co-Lab

F.Y. Eye Team Recommendations

Criteria for Applicant Evaluation:

1. **Communications Need** (15 points): The demonstrated need for improving the nonprofit's communications capacity and the potential impact of the PSA campaign on the organization's outreach efforts.
2. **Community Impact** (20 points): The potential positive impact of the nonprofit's work on the community it serves and the ability of the PSA campaign to elevate community information.
3. **Capacity to Collaborate** (10 points): The willingness and ability of the nonprofit to actively engage in collaborative efforts with the assigned WPP volunteer team.
4. **Creativity and Innovation** (15 points): The originality and creativity of the proposed PSA campaign idea and how it stands out from traditional messaging.
5. **Feasibility** (10 points): The practicality and feasibility of implementing the proposed PSA campaign within the program's timeframe and available resources.
6. **Advertising History** (15 points): The nonprofit's past experience in executing successful communications or community engagement initiatives. Note: Higher # = Less Experience
7. **Diversity and Inclusivity** (15 points): The organization's commitment to diversity and inclusivity, ensuring the campaign represents and serves diverse communities.

Total Points: 100