

SCORECARD

Proposal Assessment Tool

Category	Rating (Circle One)					Subtotal
Fees & Expenses	1	2	3	4	5	
Experience with hospital/healthcare campaigns	1	2	3	4	5	
Quality of proposal in addressing the following						
- Clarity in responding to the RFP	1	2	3	4	5	
- Clarity of expectations regarding use of Foundation and staff resources	1	2	3	4	5	
Address how your Firm/Organization will undertake to address deliverables:						
- Ability to develop and assess our case for support	1	2	3	4	5	
- Ability to conduct 60-80 interviews and 3-4 focus groups	1	2	3	4	5	
- Determine whether our proposed plans and financial goal are realistic and attainable	1	2	3	4	5	
- Identify donors, ambassadors and volunteers	1	2	3	4	5	
- Clear about their deliverables	1	2	3	4	5	
- Identify gaps in prospect pool, offering recommendations on how they can be filled	1	2	3	4	5	
- Begin cultivation process with potential donors	1	2	3	4	5	
- Recommend appropriate timeline for undertaking and completing campaign	1	2	3	4	5	
- Outline the most effective fundraising strategy for our capital campaign	1	2	3	4	5	
- Timeline for completing the Feasibility Study	1	2	3	4	5	
References	1	2	3	4	5	
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