

**Prospectus Score Card**

**Sample Agency**

**Rating:**

⚫ = Area requires much more work

⚫ = Area requires modest revisions

 ⚫ = Area requires minimal or no revisions

|  |  |
| --- | --- |
| **Content** | **Rating** |
| **Compelling argument for the audience – clear need in the community and how the organization fills that void. There is a clear call to action that avoids jargon.**  | **X** |
| X |  |
| **Visuals** |  |
| **Value added – the visual aids add value to the prospectus by helping make the argument simple and clear to the reader at a glance.** | **X** |
| X  |  |
| **Structure, Style & Consistency** |  |
| **Logical – the structure of the prospectus flows naturally and creates a story that builds from problem to solution to resolution.** | **X** |
| X  |  |