



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