UGA Alumni Association – Philanthropic Chapter of the Year Rubric Guide

Number of Philanthropic Programs – 25 points

Chapters should be hosting many diverse events throughout the year. Chapters should have hosted at least 1 donorship and 1 service programs to qualify. More points will be given for more events and programs in these two categories.

Chapter Giving – 25 points

Use the data provided to determine if the chapter has demonstrated an effort to create a culture of philanthropy. This includes money raised by the chapter for UGA causes as well as 100% board giving.

Impact – 20 points

The philanthropic chapter of the year should be one that made a noticeable impact on funds raised and number of gifts given through chapter efforts in the area. Please use all materials provided to determine the overall impact this chapter made on the chapter/chapter area philanthropically. Ways the chapter/chapter area could have been impacted can include total dollars raised, increase in number of donors over last year, participation in UGA annual giving efforts (UGA Giving Day, Beat Week, Giving Tuesday, etc…)

Unique and Innovative – 15 points

The winning chapter should have demonstrated a unique and/or innovative approach to engaging a broad range of alumni inspiring them to give. For full points in this category, we are looking for a program involving donations that demonstrates 'out of the box' planning and execution. Chapters that get full points in this category are ones that are unique to the area, have never been done before, or are highly appealing.

Marketing and Outreach – 15 points

Opportunities to give back should have been marketed successfully by using creative strategies. Please use the data provided to determine if the chapter demonstrated consistent and innovative efforts for chapter event marketing. Both the number or marketing techniques used and the effectiveness of those techniques should be considered. Examples of strong and effective marketing include using engaging evites, multiple forms of social media (Facebook, Instagram, etc.), print materials (business cards, flyers, etc.), boosting Facebook events, etc.