



2023-2024 College Ambassador Program - Reviewer Form

Reviewer Name: _____
 Applicant Name: _____

Evaluation Criteria	Points Possible	Score
Incorporation of the FASD Prevention Message		
Are there specific details on how the FASD prevention message will be shared? Will each attendee/participant be sure to hear and understand this message?	10	
Do the activities (<i>e.g., games, trivia, demonstrations</i>) specifically help build a better understanding of the risks associated with prenatal alcohol exposure and the importance of preconception health and planned pregnancies?	5	
Are the activities engaging and creative?	5	
Is there a clear alternative listed for a virtual event, if needed?	5	
Are students included in the planning and/or implementation of the event?	5	
Subtotal	30	
Overall Reach		
Is this event planning to reach a minimum of 50 participants?	10	
Is the attendance goal realistic?	5	
If this is a repeat event, are they growing their reach year-to-year? If this is a new event, is their reach appropriate given the size of their community?	5	
Is there a clear benefit to granting to the proposed recipient (<i>e.g., this activity could not be equally well achieved by Proof Alliance directly</i>)? Are Proof Alliance grant funds critical to the success of this event?	5	
Subtotal	25	
Diversity of Audience		
Will a diverse range of age groups and/or racial groups be reached?	5	
Subtotal	5	
Marketing and Promotion		
Is there a clear promotional plan to publicize the event?	5	
Will a variety of promotional channels be used? (<i>e.g., flyers, mailings, emails, radio, TV, community boards, social media</i>)? Are these channels appropriate for reaching the desired audience?	5	
Is the promotional plan adequate for reaching the stated attendance and educational goals?	5	
Subtotal	15	
Sustainability		
Is there a clear and detailed implementation plan for the event?	10	
Is there a planning committee or community support for the event via sponsors, donors, or collaborators?	5	
Subtotal	15	
Financial Budget		
Is there a clear and detailed description of what each category's funding will be used for?	5	
Are the proposed expenses necessary to host an effective, engaging event?	5	
Subtotal	10	
Total Score	100	

Is the budget appropriate? Yes No If no, state what budget would be reasonable: _____

Do you recommend this event concept for funding? Yes No

Comments/Concerns: