

SPN Communications Excellence Awards

2023 Nomination Scoring Guide

This scoring guide is meant to serve as an internal tool for our finalist selection committee, with recommendations for what to pay attention to when rating nominations. We are also publishing this rubric to assist with writing nominations. Please direct any questions about the scoring guide, or the finalist selection process, to Gabriel Green (green@spn.org).

Universal Notes:

- Did this project demonstrate “outsized impact” or “Return on Investment” relative to the project cost and size of the organization?
- Did this project tier up to the Network’s goals of Earning Lasting Wins, Building Influence, and driving the national conversation on federalism?
- Was this project innovative?
- Was this project replicable for other Network groups?

Bold Brand Boost Notes:

- Did this project measurably increase the organization’s name identification/brand recognition? (Note: should be backed up with relevant metrics or stories that demonstrate the increase)
- Did this project help launch a new brand, or further develop an existing brand that was previously little-known by the target audience?
- Did this project demonstrate growth in influence with the organization’s key audiences for accomplishing existing organizational goals? (Note: brand boosts should add to, not take away from, an organization’s existing strategies and goals)

Powerful Storytelling Notes:

- How well did the project/story demonstrate the human side of policymaking? Did it provide an emotionally compelling narrative?
- Did the story bring you back to the “why” of the submitting organization, or increase your appreciation of the movement as a whole?
- Was the medium chosen for telling the story the most appropriate and impactful?

Expanding Your Audience Notes:

- Did the project increase the organization’s Owned Audience size? (Note: should be backed up with relevant metrics or stories that demonstrate the increase)
- Did the project demonstrate creativity and thoughtfulness in the tactics, language, and methods used to reach the new audience? Was it properly tailored to the audience?
- Did the project demonstrate a strategic growth in owned audience that tiers up to the organization’s existing goals and expands their influence to achieve good policy outcomes? (Note: expansions in audience should add to, not take away from, an organization’s existing strategies and goals)