

Library Marketing Microgrant Application Rubric

The successful applications for the microgrants will be those that demonstrate the greatest impact for the library, the clearest need, and the closest adherence to IHLS's strategic goals and mission. Please rate the grants on the following qualities in a range between 0 and 5. A 0 indicates no evidence of meeting the criteria and 5 indicates strong evidence.

Application Number	This application demonstrates the establishment or expansion of promotions, communication, or advocacy that cannot be supported by the library's current materials or funds.	This application demonstrates a potential for a strong impact on the library's usage or program attendance.	The proposed project aligns with one or more of the following IHLS strategic goals: Leadership & Innovation, Continuing Education, Library Advocacy.	This application's projected expenses show judicious stewardship of funds.	This grant demonstrates the ability of the applicant to undertake and sustain the proposed marketing/advocacy project.	This grant application contains a timeline that includes an implementation start day no later than June 1, 2025 (please score at 0 if it does not and 5 if it does).	Total Points
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