

Western New York Rural Library Grant Program
Powered by Ralph C. Wilson, Jr. Foundation
Grant Review Rubric

Reviewer Name	
Date of Review	
Project ID	
Total Score (sum of criterion, maximum 21)	
Recommendation	<input type="checkbox"/> Strongly Recommend <input type="checkbox"/> Recommend <input type="checkbox"/> Recommend with Modifications <input type="checkbox"/> Do Not Recommend
Comments	

Scoring Scale

- **0 – Insufficient Evidence:** Criterion is missing, unclear, or not addressed
- **1 – Limited:** Criterion is addressed minimally or lacks clarity or depth
- **2 – Adequate:** Criterion is clearly addressed and meets expectations
- **3 – Exemplary:** Criterion is exceptionally clear, well developed, and strongly aligned with program goals

Criterion	3 - Exemplary	2 - Adequate	1 - Limited	0 - Insufficient Evidence	Score
Library and Contact Information	All questions in the About Your Library section are required and information should be clearly stated. The applicant listed all project partners as warranted.				
Alignment with Ralph C. Wilson, Jr. Foundation (RCWJRF) Priority Areas	The project demonstrates a strong, intentional alignment with one or more priority areas. The priority area is central to the project's purpose, activities, and goals, and the connection is clearly articulated throughout the application.	The project clearly aligns with at least one priority area, and the activities reasonably support that focus.	The project names one or more priority areas, but the connection is weak, unclear, or only loosely related to the proposed activities.	The project does not clearly align with any RCWJRF priority area, or the selected area(s) are inappropriate or unsupported by the project description.	
Project Need & Community Impact	The application clearly demonstrates a well-researched or well-understood community need and provides a compelling explanation of how the project will produce meaningful, measurable benefits for the community.	The application identifies a clear community need and explains how the project will address that need and create a positive impact.	A need is mentioned, but it is vague, anecdotal, or not clearly connected to the proposed project or outcomes.	The application does not clearly describe a community need or explain how the project will benefit the community.	
Marketing & Community Awareness	The marketing plan is well thought out, tailored to the intended audience, and demonstrates a strong understanding of how to reach the community	The application includes a clear and reasonable plan to market the project to the intended audience using	Marketing is mentioned but lacks detail, specificity, or a clear understanding of the intended	No marketing or outreach plan is provided, or the plan is unclear or unrealistic.	

Criterion	3 - Exemplary	2 - Adequate	1 - Limited	0 - Insufficient Evidence	Score
	effectively. Use of marketing funds is clearly explained.	appropriate communication channels.	audience.		
Sharing the Project Story	The project includes strong, intentional storytelling opportunities such as events, media, public updates, or other engagement efforts that clearly showcase the project's impact and progress.	The application describes opportunities to share project milestones, outcomes, or stories with the community and RCWJRF.	Mentions sharing information, but provides few details or limited opportunities for storytelling or visibility.	The application does not describe how project progress, milestones, or outcomes will be shared.	
Evaluation & Measuring Success	The evaluation plan is clear, specific, and well aligned with project goals. Metrics are appropriate, realistic, and demonstrate an understanding of how to measure impact and outcomes.	The application explains how success will be measured using reasonable metrics or data connected to project goals.	Evaluation is mentioned, but metrics or data are unclear, minimal, or not tied to project goals.	No evaluation plan is provided, or success is not defined or measured.	
Budget Clarity & Appropriateness	The budget is detailed, well justified, and closely aligned with project goals and activities. Costs are appropriate, realistic, and demonstrate thoughtful planning.	The budget is clear, reasonable, and aligned with the scope and activities of the project.	The budget is provided but lacks detail, justification, or clear alignment with project activities.	The budget is unclear, incomplete, or does not align with the proposed activities.	

Criterion	3 - Exemplary	2 - Adequate	1 - Limited	0 - Insufficient Evidence	Score
Sustainability & Long-Term Viability	The project includes a clear, well-defined sustainability plan supported by community partnerships, institutional commitment, collaborations (such as with municipalities or legislators), or integration into ongoing library services, making long-term continuation highly likely.	The application identifies realistic strategies or partnerships that could support continuation of the project after grant funding ends.	Sustainability is mentioned in general terms, but without specific strategies, partnerships, or commitments.	No plan is described for sustaining the project beyond the grant funding period.	
Supplemental Documentation	Provided extensive clarifying documentation and supported the narrative.	Provided some clarifying documentation needed..	Did not provide necessary documentation to support the narrative in all areas.	Did not provide any needed documentation.	