|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Excellent ( 5 points)** | **Very good (4 points)** | **Good (3 points)** | **Satisfactory (2 points)** | **Below standard**  **(1 point)** |
| **Campaign goal and measurement** | The aim of the campaign is extremely well stated and the success criterion is put in place. | The aim of the campaign is well stated and the success criterion is clearly stated. | The aim of the campaign is well stated and there is mention of success criteria. | The aim of the campaign is stated. There is no mention of the success criteria. | The aim of the campaign is brief. There is no mention of the success criteria. |
| **Benefits** | The physical, social and emotional benefits of participation in the campaign are extremely well stated. | The physical, social and emotional benefits of participation in the campaign are well stated. | Most of the physical, social and emotional benefits of participation in the campaign are well stated. | The physical, social and emotional benefits of participation are briefly stated. | Little mention into all of the physical, social and emotional benefits. |
| **Audience/setting** | Your campaign is clearly designed for your specific audience. The campaign clearly addresses the needs of this group in relation to their age. The activities are extremely well tailored to the audience. | Your campaign is clearly designed for your specific audience. The campaign addresses the needs of this group in relation to their age. The activities are well tailored to the audience. | Your campaign is designed for your specific audience. The campaign addresses the needs of this group in relation to their age. The activities are tailored to the audience. | Your campaign is designed for a specific audience. The campaign addresses some of the needs of this group in relation to their age. Some of the activities are suitable to the audience. | Your campaign is designed for a specific audience. The campaign addresses few of the needs of this group in relation to their age. The activities are not so suitable to the audience. |
| **Barriers** | The campaign clearly addresses numerous barriers that the audience face. The campaign is realistic to its specific audience in overcoming these barriers. | The campaign clearly addresses barriers that the audience face. The campaign is realistic to its specific audience in overcoming these barriers. | The campaign addresses barriers that the audience face. The campaign is generally realistic to its specific audience in overcoming these barriers. | The campaign addresses few barriers that the audience face. There is some mention as to how to overcome these boundaries. | The campaign addresses few barriers that the audience face. There is little or no mention as to how to overcome these boundaries |
| **Statistics** | Statistics are included in the campaign and are sourced from more than three sites. The statistics are reflective of the chosen audience’s participation levels. | Statistics are included in the campaign and are sourced from more than two sites. The statistics are reflective of the chosen audience’s participation levels. | Statistics are included in the campaign and are sourced from more than one site. The statistics are reflective of the chosen audience’s participation levels. | Some statistics are included in the campaign. The source of these statistics are not sited. | Very few statistics are presented. |
| **Promotion** | This campaign is extremely well designed and extremely creative. It would be extremely convincing to its audience. | This campaign is well designed and creative. It would be extremely convincing to its audience. | This campaign is well designed and creative. | This campaign is somewhat creative. The design is of a satisfactory standard. | This campaign lacks deign and creativity. |

**Total: \_\_\_\_\_\_\_\_\_/30**

**Grade: \_\_\_\_\_\_\_\_\_**