



Kin Canada
Kinsmen • Kinettes • Kin

Hal and Elspeth Rogers National Service Award Marking Guideline

CLUB NAME: _____ **DATE:** _____

DISTRICT: _____ **ZONE:** _____

	MAX	PTS	COMMENTS
COMMUNITY BENEFITS AND IMPACT	30		
a) What was the impact of this project? (ex. number of people benefiting? What would outcome be without service/funds provided from the project? What obstacle or need were you able to help with?)	15		
b) Community's acceptance of the project (Feedback received, number of years project has been running, turnout at event)	5		
c) Was the need met that the club set out to meet?	10		
PUBLIC RELATIONS	20		
a) Did the club gain community recognition?	5		
b) Were additional members recruited as a result of the project?	5		
c) Was the public awareness of the Association raised? (Kin shirts worn, National logo on signage/marketing, Kin Canada mentioned in media/social media, speeches)	5		
d) Were media outlets used (ex. newspaper, radio, T.V)?	5		

PARTICIPATION	20		
a) How did the club support the project? What was the percentage of member participation?	5		
b) What was the duration of the project? (An ongoing program? One-day fundraising or service event?)	3		
c) How many service hours did members and non-members spend on the project from preparation to execution?	5		
d) Was there fundraising leading up to the project or as a result of the project? (provide total raised if applicable, sponsors, grants, in-kind, other sources of funding)	3		
e) Did any other clubs participate or recreate this event in their community?	2		
f) Was there any community participation? (ex. Attended an event, volunteered, shared on social media)	2		
OVERALL PROJECT DESCRIPTION	20		
a) Organization and development of the project	10		
b) Quality of submission (well thought-out, organization, detailed description, followed scoring sheet as guideline, introduction, conclusion, language, etc.)	10		
TOTAL POINTS	90		