

Hartford Foundation for Public Giving

**Civic Engagement and Get Out the Vote
Request for Rubric Proposals 2024**

| | 0 (Lowest Score) | 1 | 2 | 3 (Most favorable) |
|--|--|---|---|---|
| The organization or group is led by a racially/ethnically underrepresented nonprofit leader (Executive Director, CEO or President) or group leader, if applicable. | No, the organization or group is not led by a racially/ethnically underrepresented leader. | N/A | N/A | Yes, the organization or group is led by a racially/ethnically underrepresented leader. |
| The organization or group staff is proximate to the population served and has the ability to perform from a perspective of cultural humility. This might include the strategic recruitment of staff or members (people) reflective of the community being served, training for greater understanding, inclusive service delivery/programmatic elements. | The organization's staff or group members demonstrate no ability and/or commitment to perform from a perspective of cultural humility. | The organization or group shows limited ability and/or commitment to perform from a perspective of cultural humility. | The organization or group shows some ability to and/or commitment to perform their work or conduct their project from a perspective of cultural humility. | The organization or group explicitly demonstrates a commitment to perform their work from a perspective of cultural humility. |



| | | | | |
|---|--|--|--|--|
| <p>The organization’s current grant history.</p> | <p>The organization has at least one open, active core support or multi-year grant from the Foundation.</p> | <p>The organization has at least one open grant, awarded through donor-advised grants, Nonprofit Support Program, Access Grants, or another RFP, etc.</p> | <p>The organization does not currently have any open, active grant from the Foundation.</p> | <p>The organization has never received a grant from the Foundation.</p> |
| <p>The applicant offers a solid rationale for how the proposed work effectively works with unengaged and/or underrepresented voters via nonpartisan voter engagement activities.</p> <p>Note: Voter education, issue-based forums and other robust educational activities will rank higher on the scoring system.</p> | <p>As described, the proposed activities could not be expected to effectively engage unengaged and/or underrepresented voters via nonpartisan voter engagement activities.</p> | <p>As described, the proposed activities could be expected to effectively engage a limited number of unengaged and/or underrepresented voters via nonpartisan voter engagement activities.</p> | <p>As described, the proposed activities could be expected to effectively engage a moderate group of unengaged and/or underrepresented voters via nonpartisan voter engagement activities.</p> | <p>As described, the proposed activities could be expected to effectively engage a significant number of unengaged and/or underrepresented voters via nonpartisan voter engagement activities.</p> |
| <p>The applicant provides ample evidence that the project will be impactful based on evidence, previous track record data of others implementing a similar strategy, research or emerging thinking around an innovative idea, etc.</p> | <p>The applicant provides no evidence that the proposed work will be impactful.</p> | <p>The applicant provides limited evidence that the proposed work will be impactful.</p> | <p>The applicant provides a reasonable amount of evidence that the proposed work will be impactful.</p> | <p>The applicant provides strong and ample evidence that the proposed work will be impactful.</p> |



| | | | | |
|---|---|--|---|--|
| <p>Voter engagement activities serving populations in Hartford demonstrating high rates of eligible, unregistered and/or nonengaged voters.</p> <p>Double weighted</p> | <p>The voter engagement activities outlined do not target Hartford populations with high rates of eligible, unregistered or nonengaged voters.</p> <p>(0 points)</p> | <p>The voter engagement activities outlined target a limited number of Hartford populations with high rates of eligible, unregistered or nonengaged voters.</p> <p>(2 points)</p> | <p>The voter engagement activities outlined target a moderate number of Hartford populations with high rates of eligible, unregistered or nonengaged voters.</p> <p>(4 points)</p> | <p>The voter engagement activities outlined target a significant number of Hartford populations with high rates of eligible, unregistered nonengaged voters.</p> <p>(6 points)</p> |
| <p>Voter engagement activities serving populations in Hartford Foundation serving towns (outside of Hartford) demonstrating high rates of eligible, unregistered and/or nonengaged voters.</p> <p>Note: Towns with the highest rates of nonengaged voters or eligible unregistered voters or lowest voter turnout are prioritized. (East Hartford, East Windsor, Enfield, and Manchester; see CTDData 2020 Presidential Findings)</p> | <p>The voter engagement activities outlined do not serve populations in Hartford Foundation serving towns with high rates of eligible, unregistered or nonengaged voters.</p> | <p>The voter engagement activities outlined serve a limited number of Hartford Foundation serving town populations with high rates of eligible, unregistered or nonengaged voters.</p> | <p>The voter engagement activities outlined serve a moderate number of Hartford Foundation serving town populations with high rates of eligible, unregistered or nonengaged voters.</p> | <p>The voter engagement activities outlined serve a significant number of Hartford Foundation serving town populations with high rates of eligible, unregistered non-engaged voters.</p> |