



Name of School: _____

Food Bank: _____

New Jersey Federation of Food Banks

2017 Governor's Cup Judging Criteria Rubric

Studentschangehunger.org

Each activity qualifies for only *one* category.

Category (Click on for samples)	Earn 4 points- Stellar	Earn 3 points- Excellent	Earn 2 points- Very Good	Earn 1 point- Good	Score
Creative Promotional Campaign	Students and teachers creatively used more than 5 promotional means at their disposal such as online, social, print, radio, TV, signage, etc. to spread the word.	Students and teachers creatively used four promotional means such as online, social, print, radio, TV, signage, etc. to spread the word.	Students and teachers creatively used 2-3 such as online, social, print, radio, TV, signage, etc. to spread the word.	Students and teachers creatively used one such as online, social, print, radio, TV, signage, etc. to spread the word.	
Engaging the Outside Community	Local businesses, government entities, parent groups, or clubs held more than three food and fund drives in support of the school's drive.	Local businesses, government entities, parent groups, or clubs held three food and fund drives in support of the school's drive.	Local businesses, government entities, parent groups, or clubs held two food and fund drives in support of the school's drive.	Local businesses, government entities, parent groups, or clubs held one food and fund drive in support of the school's drive.	
Hunger Advocacy and Educational Impact	Students and teachers completed 10 or more advocacy activities from Learn, Share, Connect, Lead list.	Students and teachers completed 7 - 9 advocacy activities from Learn, Share, Connect, Lead list.	Students and teachers completed 5 - 6 advocacy activities from Learn, Share, Connect, Lead list.	Students and teachers completed 3 - 4 advocacy activities from Learn, Share, Connect, Lead list.	
In School Special Events	Students and teachers held more than three in-school special events. Ex: play, choir, band concerts, sports games, etc. food or fund collections.	Students and teachers held three in-school special events. Ex: play, choir, band concerts, sports games, etc. food or fund collections.	Students and teachers held two in-school special events. Ex: play, choir, band concerts, sports games, etc. food or fund collections.	Students and teachers held one in-school special events. Ex: play, choir, band concerts, sports games, etc. food or fund collections.	



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<i>Bonus Categories:</i>				Score
Thinking Outside the Box	Earn 1 point for each unique idea used, not listed on SCH website, max. 4 pts.			
Early Bird	Earn 4 bonus points when you deliver at least 500 lbs. of food to your Food Bank before Nov.1.	Earn 2 points when you deliver up to 499 lbs. of food to your Food Bank before Nov.1.	Earn 2 points if registered for the SCH Challenge by your local June deadline.	
Volunteer or Tour Your Local Food Bank	Earn 3 bonus points if you brought a volunteer/tour group of 5 or more students to your local Food Bank during the SCH competition period.			

DRIVE RESULTS

Food Pounds Raised

\$ Raised

Total \$ and Lbs. Raised

Students in School

Division

Pounds per Student Ratio

used for tie breaker