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| **Grant Application (5 Possible Points)** | No information is provided. | Limited project description. Organization could be improved. | Project is well-described, and organization is easy to follow. | Project is expertly described with a flow that is easy to follow and enhances review of the proposal. |
| **Section Score:** | 0 | 1 to 2 | 3 to 4 | 5 |
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| **Goals Alignment(10 Possible Points)** | None of the project areas are explicitly addressed. No participation in SDBII programs. | Outcomes are related to one or more goals, but goal outcomes are not explicitly stated. Limited to no involvement in SDBII program (previous grant attempts, educational events, working with the evaluation team, etc.). | Outcomes are explicitly related to one or more goal areas with limited to moderate involvement in SDBII program (previous grant attempts, educational events, working with the evaluation team, etc.). | Multiple goal areas are directly addressed in the application. Descriptions are detailed yet concise. Applicant has a consistent history of engaging with the SDBII program (previous grant attempts, educational events, working with the evaluation team, etc.). |
| **Section Score:** | 0 to 1 | 2 to 4 | 5 to 8 | 9 to 10 |
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| **Summary(20 Possible Points)** | Summary does not address the following information about the planning project: benefits to the existing business, how the applicant decided to pursue this project, and outcomes the applicant is trying to achieve as a result of the project. | Summary briefly addresses the following information about the planning project: benefits to the existing business, how the applicant decided to pursue this project, and outcomes the applicant is trying to achieve as a result of the project | Summary addresses in detail briefly addresses the following information about the planning project: benefits to the existing business, how the applicant decided to pursue this project, and outcomes the applicant is trying to achieve as a result of the project | Summary addresses in great detail briefly addresses the following information about the planning project: benefits to the existing business, how the applicant decided to pursue this project, and outcomes the applicant is trying to achieve as a result of the project |
| **Section Score:** | 0 to 4 | 5 to 9 | 10 to 14 | 15 to 20 |
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| **Work Plan(20 Possible Points)** | Work plan does not address (or briefly addresses) the following information: critical issues for their dairy business and timelines for proposal completion.  | Work plan does not address (or briefly addresses) the following information: critical issues for their dairy business and timelines for proposal completion. Limited to no description on steps required to complete overall project is provided; dates of completion are not reasonable; or listed items do not contribute to the proposal’s stated goals. | Work plan addresses the following information in limited detail: critical issues for their dairy business, permitting status and timelines for proposal completion. More detail is needed on steps required to complete overall project; dates of completion; or listed items do not contribute to the proposal’s stated goals. | Work plan addresses the following information in a good amount of detail: critical issues for their dairy business and timelines for proposal completion. Enough detail is provided on steps required to complete overall project; dates of completion; and all listed items contribute to the proposal’s stated goals.  | Work plan addresses the following information in great detail: critical issues for their dairy business and timelines for proposal completion. Detailed explanation and flow is provided on steps required to complete overall project; dates of completion; and all listed items contribute to the proposal’s stated goals. |
| **Section Score:** | 0 to 1 | 2 to 4 | 5 to 9 | 10 to 14 | 15 to 20 |
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| **Business Fundamentals(20 Possible Points)** | Proposal does not provide information on how the planning activity will build on the existing infrastructure of the dairy business. Applicant does not address how they hope this project will help to ensure the long-term viability of the business. | Proposal provides only limited information on how the planning activity will build on the existing infrastructure of the dairy business. Applicant briefly addresses how they hope this project will help to ensure the long-term viability of the business. | Proposal provides useful information on how the planning activity will build on the existing infrastructure of the dairy business. Applicant clearly addresses how they hope this project will help to ensure the long-term viability of the business. | Proposal provides very detailed information on how the planning activity will build on the existing infrastructure of the dairy business. Applicant shows great care in addressing how they hope this project will help to ensure the long-term viability of the business. |
| **Section Score:** | 0 to 4 | 5 to 9 | 10 to 14 | 15 to 20 |
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| **Budget(20 Possible Points)** | Budget items are not described clearly. Budget includes exorbitant or insufficient funding amounts to achieve outcomes. Unnecessary items are included. Costs are unreasonable for services and other costs listed. Unallowable costs are included within the budget. Quotes are not included. | Budget line items are described. Budget funding amounts may be too much or too little to achieve activities and outcomes. Unnecessary items are included. Costs could be better justified for services and other costs listed. Unallowable costs are included within the budget. Limited quotes are included. | Budget line items are descriptive and understandable. Budget funding amounts are adequate to achieve activities and outcomes. Costs are justified for services and other costs listed. No unnecessary or unallowable items/costs are included. Some quotes are included. | Budget line items are descriptive and understandable. Budget funding amounts are adequate to achieve activities and outcomes. Costs are justified for services and other costs listed. No unnecessary or unallowable items/costs are included. Quotes are included for all project costs. |
| **Section Score:** | 0 to 4 | 5 to 9 | 10 to 14 | 15 to 20 |
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| **Other Considerations(5 Possible Points)** | No additional considerations are provided. | Some additional considerations are listed but are not thoughtfully linked to the proposal. | Descriptions of partnerships, investments, industry impacts, etc. are provided and linked to the proposal. | Detailed and clear impact of the proposal with partnerships, investments, industry impacts, etc. are provided. |
| **Section Score:** | 0 | 1 to 2 | 3 to 4 | 5 |
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