

Natan Evaluation Rubric - General			
Criteria	Yes	Maybe	No
Innovation	Applicant is using unique methods to solve a clear and compelling unmet need in the Jewish community.	Applicant has identified a compelling need in the Jewish community but is using traditional methods to solve this need, or applicant is using innovative methods for a need that is already met in the Jewish community.	Applicant is proposing an idea that already exists in the Jewish community and is not meeting a need.
Budget Criteria	Applicant is an emerging organization or individual with an operating budget of \$1.5 million or less and has not yet gained traction with significant funders	Applicant is part of a large institution and/or is already substantially funded, but is proposing an innovative project with great potential.	Applicant's budget is beyond \$1.5 million and/or organization is a larger institution or affiliated with a longstanding institution.
Contribution to Jewish Life	Project is using creative methods to create new access points to Jewish life and learning, to inspire people to be a part of Jewish life, to connect people to the state of Israel, and/or to build and strengthen Jewish identity.	Project has the potential to make some contribution to Jewish life but does not appear significant.	Project does not indicate how it will add to Jewish life or whether it will help bring new people into Jewish life.
Impact and Reach	Project has potential for both short-term and long-term impact beyond the grant cycle. Project has clear and measurable goals. Applicant has clear metrics to measure its impact and reach.	Project may have the potential to have impact, but its impact is unclear and/or metrics are vague or not thought out.	Project will not have any impact beyond the grant cycle.
Replicability, Scalability/Sustainability	Project has the potential for large-scale expansion. Project has the potential to be replicated in other communities and other formats. Applicant exhibits financial model that will enable it to go beyond the initial year of funding.	Expansion and sustainability plans seem possible, but are not well articulated.	Project has no potential for expansion and replicability, no clear financial model to move forward beyond this grant.
Implementation	Applicant has the capacity to implement plan. Project has clear implementation plan that includes staff leadership, qualified advisors, and sound financial management.	Applicant has the potential to implement project but is in need of certain qualifications.	Applicant does not exhibit appropriate qualifications to implement project and/or has no support structure in place beyond him/herself.