UNITED WAY Tarrant County

LOCAL LIFT

JUDGING CRITERIA

THE RUBRIC

Criterion	Weight	What Judges Are Assessing
Innovativeness	25%	Is the idea genuinely new, new to this area, a meaningful expansion of something that already exists, or a smarter way to reach more people? (See the definitions in Section 1.)
Results	15%	Did the pitch describe a real, specific change for the people or community affected once the idea is in place – not just that things will get better, but exactly what will be different?
Why It Matters	25%	Did the pitch use real evidence to show why this problem is urgent and this idea is needed, and make a convincing case for why people should care right now – not just describe it, but make them believe it?
Clarity & structure	20%	Did the pitch flow clearly and logically, telling a complete story of the need, idea, uniqueness and impact of their innovation, within the time given?
Delivery & presence	15%	Was the presenter (or team) confident, well-paced, and engaging, making good use of the full pitch and Q&A time?