

Rubric For *Philanthropy WV's Sustainability & Revenue Generation*_

CRITERIA / AREA	1	2	3	4
95 to 100% Membership Renewal Rate Strong new membership recruitment				
Raising at least \$50,000 in Philanthropic Partners Program support and engaging other major foundation grants for program delivery				
Building strong relationships with corporate sponsors, consultant clients, and other revenue				
Creating permanent sources of funding				