

2025-2026 State Capacity Building Funding Judging Rubric

National PTA is offering up to 10 state PTAs \$10,000 each as part of a State PTA Capacity Building (SPCB) funding opportunity for state PTAs to support their efforts to build capacity and grow mission, membership, leadership or organization effectiveness.

Our goal is to provide funding to help state PTAs increase their capacity to either try new things or take their current work to a new level. The state PTA's answers to questions should build an overview of their current successes and their needs or gaps and how the state PTA will build on their successes or address their needs or gaps with their plan. The funding for this opportunity is flexible and can be used for any legitimate PTA expense that **supports the work described in their application.**

- Use the rubric to judge each application on its own merits rather than making comparisons to other applications.
- While applicants have been instructed not to include identifying information in their submissions, we understand that, due to the nature of their work, you may recognize an applicant. If this happens, we kindly ask that you do your best to remain impartial in your evaluation. However, if you feel that you may not be able to do so, or if you have any concerns about potential bias, use the "Messages" tab and contact National PTA or email Membership@PTA.org with the application number and it will be reassigned. We can easily reassign the application to another reviewer to maintain the integrity of the process.
- While we want you to be judicious in scoring and only assign full credit when all criteria are met, please focus on the content and not spelling or grammar.
- When reviewing the responses, please keep in mind that the funding is to support state PTA **needs** to increase capacity in mission, membership, leadership development and organizational effectiveness.

Section 2: Current State PTA Capacity

Question #1

Describe your state PTA's current strengths in growing mission, membership, leadership and/or organization effectiveness?

- 1 point: The answer only mentions current strengths to grow mission, membership, leadership and/or organizational effectiveness and provides no specific details.
- 2 points: The answer loosely explains general strengths in terms of state PTA capacity to grow mission, membership, leadership and/or organizational effectiveness but provides no detail.
- 3 points: The answer clearly explains current strengths in terms of organizational capacity to grow mission, membership, leadership and/or organizational effectiveness but provides only limited detail or concrete examples.

- 4 points: The answer clearly explains current strengths in terms of organizational capacity to grow mission, membership, leadership and/or organizational effectiveness and provides a high level of detail or concrete examples.

Question #2

What are the most pressing needs or gaps your state PTA is facing in growing your mission, membership, leadership pipeline or overall organizational effectiveness?

- 1 point: The answer only mentions pressing needs or gaps the state PTA faces in building capacity to grow mission, membership, leadership pipeline and/or organizational effectiveness and provides no specific details.
- 2 points: The answer loosely explains general pressing needs or gaps the state PTA faces in building capacity to grow mission, membership, leadership pipeline and/or organizational effectiveness but provides no specific details.
- 3 points: The answer clearly provides pressing needs or gaps the state PTA faces in building capacity but only provides limited details or concrete examples how those gaps/needs affect their ability to grow mission, membership, leadership pipeline and/or organizational effectiveness.
- 4 points: The answer clearly explains specific pressing needs or gaps the state PTA faces and provides a high-level of detail or concrete examples how those gaps/needs affect their ability to build capacity to grow mission, membership, leadership pipeline and/or organizational effectiveness.

Question #2a

Why are these needs not able to be met through your current operating budget or other funding sources?

- 1 point: The answer mentions why needs are not met by the current budget but does not provide any detail.
- 2 points: The answer loosely explains why needs are not met by the current budget but does not provide any specific details.
- 3 points: The answer provides some explanation why needs are not met by the current budget and provides limited details.
- 4 points: The answer clearly explains reasons why needs are not met by the current budget and provides specific details.

Did the applicant receive State PTA funding in FY24-25? Please refer to question 3 in section 2 to review the applicant's answer to this question.

- Yes (Backend Note: See B rubric)
- No (Backend Note: See A rubric)

Section 3: Applicant (A)

Question #1

What specific activities or projects will the grant funding support?

- 1 point: The answer only mentions general activities or projects the grant funding will support and does not provide any specific details.

- 2 points: The answer loosely explains general activities or projects the grant funding will support but does not provide any specific details.
- 3 points: The answer clearly explains specific activities or projects the grant funding will support but does not provide a high level of detail or concrete examples.
- 4 points: The answer clearly explains specific activities or projects the grant funding will support and provides a high level of detail or concrete examples.

Question #2

How will these grant supported activities or projects help address the needs or gaps identified in the previous section?

- 1 point: The answer only mentions how general activities or projects will address needs or gaps and does not provide any specific details.
- 2 points: The answer loosely explains how general activities or projects will address needs or gaps but does not provide any details.
- 3 points: The answer clearly explains how specific activities or projects will address needs or gaps but provides limited detail or concrete examples.
- 4 points: The answer clearly explains how specific activities or projects will address needs or gaps and provides a high level of detail or concrete examples.

Question #3

List of the top 3 expected outcomes of the activities or projects to be implemented.

- 1 point: The answer mentions only 1 expected outcome and no details.
- 2 points: The answer loosely explains 2-3 expected outcomes but does not provide any details.
- 3: The answer clearly explains 2-3 specific expected outcomes but does not provide a high level of detail or concrete examples.
- 4: The answer clearly explains three specific expected outcomes and provides a high level of detail or concrete examples.

Question #4

What objective measures will you use to show the success of these expected outcomes?

- 1 point: The answer mentions at least 1 subjective measure of success.
- 2 points: The answer mentions at least 1 objective measure of success.
- 3 points: The answer provides objective measures of success for the 2-3 expected outcomes provided but does not provide specific details.
- 4 points: The answer provides objective measures of success for the 3 expected outcomes provided and provides a high level of detail or concrete examples of how data will be collected.

Question #5

How will this funding strengthen your PTA's long-term impact on mission, membership, leadership development or organizational effectiveness?

- 1 point: The answer mentions long-term impact but does not provide any details.

- 2 points: The answer loosely explains long-term impact but does not provide any specific details.
- 3 points: The answer clearly explains at least one specific long-term impact but does not provide a high level of detail or concrete examples.
- 4 points: The answer clearly explains more than one specific long-term impact and provides a high level of detail or concrete examples.

Section 3: Previously Funded State PTA Capacity Building Applicant (B)

Question #1

How will a second year of funding build upon your state PTA's capacity building progress made in FY24-25?

- 1 point: The answer mentions funded work from the previous year but does not provide any details.
- 2 points: The answer loosely explains funded work from the previous year but does not mention how new funding work will build upon last year's progress.
- 3 points: The answer provides some explanation of funded work from the previous year and limited details on how new funding work will build upon last year's progress.
- 4 points: The answer clearly explains funded work from the previous year and how new funding work will build upon last year's progress and provides specific details.

Question #2

Describe new or continuing activities or projects you plan to implement with this funding.

- 1 point: The answer only mentions general activities or projects the funding will support and does not provide any specific details.
- 2 points: The answer loosely explains new or continuing activities or projects the funding will support but does not provide any specific details.
- 3 points: The answer clearly explains specific new or continuing activities or projects the funding will support but does not provide a high level of detail or concrete examples.
- 4 points: The answer clearly explains specific new or continuing activities or projects the funding will support and provides a high level of detail or concrete examples.

Question #3

How will these grant-funded activities or projects help address the needs or gaps identified in the previous section?

- 1 point: The answer mentions how general activities or projects will address needs or gaps.
- 2 points: The answer loosely explains how general activities or projects will address needs or gaps but does not provide any details.
- 3 points: The answer clearly explains how specific activities or projects will address needs or gaps but does not provide a high level of detail or concrete examples.
- 4 points: The answer clearly explains how specific activities or projects will address needs or gaps and provides a high level of detail or concrete examples.

Question #4

List the top 3 specific outcomes of the activities or projects to be implemented.

- 1 point: The answer mentions at least 1 expected outcome and does not provide any specific details.
- 2 points: The answer loosely explains 2-3 expected outcomes but does not provide any details.
- 3 points: The answer clearly explains 3 specific expected outcomes but does not provide a high level of detail or concrete examples.
- 4 points: The answer clearly explains 3 specific expected outcomes and provides a high level of detail or concrete examples.

Question #5

What objective measures will you use to show the success of these expected outcomes?

- 1 point: The answer mentions at least 1 subjective measure of success and does not provide specific details.
- 2 points: The answer mentions at least 1 objective measure of success but does not provide specific details.
- 3 points: The answer provides objective measures of success for the 2-3 expected outcomes provided but does not provide specific details.
- 4 points: The answer provides objective measures of success for the 3 expected outcomes provided and provides a high level of detail or concrete examples of how data will be collected.

Question #6

How will this funding strengthen your PTA's long-term impact on mission, membership, leadership development and/or organizational effectiveness?

- 1 point: The answer only mentions long-term impact and does not provide any details.
- 2 points: The answer loosely explains long-term impact but does not provide any details.
- 3 points: The answer clearly explains at least 1 specific long-term impact but does not provide a high level of detail or concrete examples.
- 4 points: The answer clearly explains more than one specific long-term impact and provides a high level of detail or concrete examples.