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| **Potential Criteria** | **Definition** |
| **Contribution to intended impact** | Relative to other programs, how well does this program contribute to what the overall organization aims to accomplish? |
| **Excellence in execution** | Is this program something that the organization delivers in an exceptional manner? |
| **Scale** | How many people are touched or influenced by this program? |
| **Depth** | How profound is the level of intervention with this program? |
| **Significant Unmet Need** | Is there significant competition or are there similar offerings of this program? Is there an adequate supply of services to meet the demand for them in our community? |
| **Community Building** | Does this program build community around the program or the organization as a whole? |
| **Leverage** | Does this program benefit from and nurture important relationships and partnerships inside and outside the organization? |