The essay must be **at least** 750 typed words in order to be accepted for grading.

### MLA Heading (worth 5 points)
- Header in the upper right-hand corner has last name, a space, then a page number ____/2
- The student name, instructor, course name, and date are on left-side of first page ____/2
- The title is centered and contains the name of the non-profit; no italics, no bold, no resize ____/1

### General Overview (worth 11 points)
- Name of non-profit organization ____/2
- Location of headquarters ____/2
- Name(s) of chief officer(s)/administrators (no more than five names) ____/3
- The purpose it serves (its focus or mission) ____/4

### History of Organization (worth 10 points)
- Who founded it ____/2
- When and where it was founded ____/2
- Why it was founded ____/6

### Impact (worth 15 points)
- Alarming statistic about how bad things were before they helped (ex: # of whales killed) ____/5
- Example of how the organization helps/makes an impact (ex: got whaling law changed) ____/5
- Data showing how things got better due to the organization’s help (ex: # of whales saved) ____/5

### Money (worth 16 points)
- How much money the organization raises ____/5
- How the money is raised (ex: membership dues, fundraisers, sponsors, merchandise) ____/5
- How the budget is allocated (dollar amounts or percentages; how much per category) ____/6

### Membership (worth 7 points)
- How many members/supporters it has ____/3
- How it recruits members/promotes the organization ____/4

### Outlook (worth 2 points)
- Upcoming campaigns, events, activities, other note-worthy occasions ____/2

### Works Cited Page (worth 13 points)
- Has a Works Cited page that follows the MLA format ____/10
- Has a variety of works cited (Yahoo!, Google, and Wikipedia are not works) ____/3

### Grammar, Usage, and Mechanics (worth 11 points)
- Contains few errors in grammar, spelling, sentence structure, word choice, etc. ____/5
- In-text quotations are properly cited, using MLA format ____/6

**Total** 81 – 90 = A 72 – 80 = B 63 – 71 = C 62 or below = Must re-do **90**