

**NORTHCARE NETWORK – GAMBLING DISORDER AWARENESS CAMPAIGN
REVIEWER’S CHECKLIST
FY 2024 RFP**

Applicant: _____ Reviewer: _____ Total Score: _____ of 400

REQUIRED COMPONENTS	Total points	
MINUS 50 POINT FOR EACH MISSING COMPONENT	Deductions	
	Allowable	400
Cover Sheet		
Samples of Prior Work		
Identifies Target Population		
Identifies media platforms		
All 15 counties impacted		
Identifies how NorthCare Network will be able to obtain campaign data (example of reporting dashboard if applicable)		
Includes MDHHS Gambling Hotline information		
Budget is within expressed amount		
Comments:		