



THE PRUDENTIAL SPIRIT OF COMMUNITY AWARDS PROGRAM

*Since 1995, recognizing young people
for outstanding volunteer service*

CALL FOR ENTRIES
APPLY BY NOVEMBER 4, 2014



20 YEARS OF HONORING
YOUTH VOLUNTEERS



Prudential

LET'S CELEBRATE YOUTH VOLUNTEERISM

The Prudential Spirit of Community Awards can help you recognize outstanding young people from your school or organization, encourage volunteerism – and draw attention to your good work, too. The program recognizes honorees at these levels:

Local Honorees. Each school and local organization can select one or more Local Honoree(s), who each receive a Certificate of Achievement and advance to state-level judging. Local Honorees who qualify can also receive the President's Volunteer Service Award. Runners-up can be recognized with Certificates of Merit.

You may select one middle level Local Honoree for every 1,000 young people in grades 5-8 in your school or organization, and/or one high school Local Honoree for every 1,000 young people in grades 9-12.

State-Level Honorees. One middle level student and one high school student in each of the 50 states and the District of Columbia will be named State Honorees next February. Each receives \$1,000, a silver medallion and an all-expense-paid trip with a parent to Washington, D.C., in May for gala awards ceremonies and other exciting events. Runner-up honorees at the state level receive bronze medallions or Certificates of Excellence.

National Honorees. In Washington, five high school students and five middle level students will be named America's top youth volunteers of the year by our national selection committee. Each honoree receives an additional \$5,000, a gold medallion and a trophy for their school or organization. Honorees also receive \$5,000 grants from The Prudential Foundation for nonprofit charitable organizations of their choice.

Honorees and their projects are frequently honored with commendations from mayors, governors and members of Congress.



QUALIFYING STUDENTS MUST:

Be in grades 5-12 as of November 4, 2014, and a legal resident of one of the 50 United States or the District of Columbia.

Have participated in a volunteer activity at least in part after September 1, 2013.

Complete and submit an online application by November 4, 2014, to a school principal or the head of one of the program's designated organizations.



Academy Award-winning actor Forest Whitaker congratulates Indiana's 2014 State Honorees, Shanze Tahir and Mariah Reynolds

“Philanthropy is deep in our souls and hearts, and so you follow in a proud tradition of people who’ve cared to do something for those a little less fortunate.”

– Former U.S. Secretary of State
Condoleezza Rice

“I thank you for the example you’re setting for all of us, and I thank you for having this absolute commitment to service.”

– U.S. Secretary of Education
Arne Duncan



DATES TO REMEMBER

TODAY

Start your search for honorees.

NOVEMBER 4, 2014

Application deadline.

NOVEMBER 5-11, 2014

Select your Local Honoree(s) and Certificate of Merit recipients.

NOVEMBER 11, 2014

Certify Local Honoree application(s) online no later than 11:59 p.m. Central Time.

FEBRUARY 10, 2015

Judging results are announced by mail. State Honorees and Distinguished Finalists are posted at spirit.prudential.com and www.nassp.org/spirit

MAY 2-5, 2015

National recognition events in Washington, D.C.

For more tips and tools you can use to promote participation and those honored by the Spirit of Community Awards, visit spirit.prudential.com/promotion

BRINGING THE SPIRIT OF COMMUNITY TO YOUR COMMUNITY



1 **PROMOTE** the Spirit of Community Awards to young people as soon as possible. To do so, you can make announcements at group gatherings; display the enclosed poster in a high-traffic location; post information to your newsletter, website, and social media; ask teachers and leaders to encourage participation by eligible young people; and make frequent reminders about the November 4, 2014 application deadline.



2 **DISTRIBUTE** copies of the enclosed application instructions. Applicants will then send instructions and a code to their certifying principal or designated organization leader.



3 **REVIEW** completed applications online from November 5 to 11, 2014.



4 **SELECT** one middle level Local Honoree and, if desired, up to two runners-up for every 1,000 students in grades 5-8 in your school or local designated organization, and/or one high school Local Honoree and up to two runners-up for every 1,000 students in grades 9-12. Guidelines for selecting honorees can be found elsewhere in this brochure.



5 **COMPLETE** certifications for Local Honorees by 11:59 p.m. Central Time on November 11, 2014. You'll receive instructions on how to do this.



7 **LEARN** the final judging results by mail in February. State Honorees and Distinguished Finalists will also be posted at spirit.prudential.com and nassp.org/spirit.



6 **ANNOUNCE** and recognize your Local Honorees and Certificate of Merit recipients.

SELECTING LOCAL HONOREES

You may select one middle level Local Honoree for every 1,000 young people in grades 5-8 in your school or organization, and/or one high school Local Honoree for every 1,000 students or organization members.

While you can select honorees on your own, we recommend assembling a diverse selection committee to add perspective to the process. For instance, you could include a school board member, a teacher, an elected official, a troop or youth club leader, or a local Prudential representative.

Before starting, verify that applicants are in grades 5-12, that their projects occurred at least in part after September 1, 2013, and that their applications are complete.

JUDGING CRITERIA

There are several factors to consider when judging applications:

Initiative: Did the applicant initiate the activity or show exceptional leadership in an existing one?

Effort: How much time did the activity require? Did the applicant overcome any significant obstacles?

Impact: Were many people affected by the activity, or were individuals impacted in a major way?

Personal growth: Did the applicant gain insights or skills from the activity? Did he/she demonstrate a sound understanding of the value of service?



RECOGNIZING YOUNG PEOPLE WHO GO ABOVE AND BEYOND

The Prudential Spirit of Community Awards Program

The Prudential Spirit of Community Awards, established in 1995 by Prudential Financial in partnership with the National Association of Secondary School Principals, is America's largest youth recognition program based solely on volunteer service.

Each year, it recognizes students in grades 5-12 who make meaningful contributions to their communities through volunteer service. The program is conducted through middle level and high schools, as well as five designated local organizations.

Over the course of its history, The Prudential Spirit of Community Awards has honored more than 100,000 youth volunteers at the local, state and national level. Read on to learn how young people at your school or organization can get involved with The Prudential Spirit of Community Awards.

OFFICIALLY DESIGNATED LOCAL ORGANIZATIONS



Girl Scouts Councils



YMCA



County 4-H Organizations



American Red Cross Chapters



HandsOn NETWORK
A POINTS OF LIGHT ENTERPRISE
HandsOn Network Affiliates

**The Prudential Spirit of Community Awards
is supported by:**

- National 4-H Council
- Girl Scouts of the USA
- American Red Cross
- HandsOn Network
(generated by the Points of Light Institute)
- YMCA of the USA
- America's Promise Alliance
- United National Indian Tribal Youth
- American Association of School Administrators
- Council of the Great City Schools
- Association for Middle Level Education
- National Association for Music Education
- National School Boards Association
- National School Public Relations Association
- National Parent Teacher Association

FOR MORE INFORMATION

<http://spirit.prudential.com>

www.nassp.org/spirit

877-525-8491

spirit@nassp.org



Scan this QR code to go to
<http://spirit.prudential.com>



HOW TO APPLY FOR A PRUDENTIAL SPIRIT OF COMMUNITY AWARD

20
1995-2015
20 YEARS
OF HONORING
YOUTH
VOLUNTEERS

ARE YOU A MIDDLE LEVEL OR HIGH SCHOOL STUDENT WHO'S MAKING A DIFFERENCE THROUGH VOLUNTEERING?



Apply for a 2015 Prudential Spirit of Community Award and you could win \$1,000 and a trip to Washington, D.C., next May!

[Click Here to Apply](#)

- Complete the application and the student/parent agreement. Deadline: November 4, 2014.
- Go to the "Certification" page to email or print out instructions for your certifier. You must deliver these instructions to your certifier by November 4, 2014. Your certifier can be your school principal or the head of a county 4-H organization, Girl Scout council, American Red Cross chapter, YMCA or HandsOn Network affiliate.
- Your certifier has until November 11, 2014 to review applications online and select Local Honoree(s) from the applicants in your school or organization, and nominate them for state-level judging.

In each state and Washington, D.C., the top middle level and high school applicant will be named State Honorees and will receive an unrestricted award of \$1,000, an engraved silver medallion, and an all-expense-paid trip with a parent to Washington, D.C., May 2-5, 2015. Runners-up will also be selected in each state and named Distinguished Finalists, receiving a bronze medallion. Other state-level winners will receive Certificates of Excellence. All state-level honorees will be announced in February.

During the trip, 10 of the State Honorees will be named America's top youth volunteers of the year. These National Honorees will receive \$5,000 awards, engraved gold medallions, crystal trophies for their schools or organizations, and \$5,000 grants from The Prudential Foundation for nonprofit charitable organizations of their choice.

All Local Honorees who have committed a minimum number of hours to their volunteer activities will receive the President's Volunteer Service Award.

For application and certification questions, or to request a paper application form, call 877-525-8491.

The Prudential Spirit of Community Awards is sponsored by Prudential Financial in partnership with the National Association of Secondary School Principals (NASSP). Since 1995, the program has honored more than 100,000 youth volunteers at the local, state and national level.

Learn more at <http://spirit.prudential.com> and www.nassp.org/spirit.



2015 PRUDENTIAL SPIRIT OF COMMUNITY AWARDS

APPLICATION DEADLINE: NOVEMBER 4, 2014

20
1995-2015
20 YEARS
OF HONORING
YOUTH
VOLUNTEERS



MADE A DIFFERENCE LATELY?

APPLY FOR THE 2015 PRUDENTIAL SPIRIT OF COMMUNITY AWARDS

Maybe you planted new trees in an old park. Maybe you held a garage sale and donated the proceeds to a homeless shelter. Perhaps you collected forgotten toys and gave them to children who would appreciate them.

No matter your volunteer project, we want to hear about it—in your application for the 2015 Prudential Spirit of Community Awards.

Every middle level and high school in the nation – and designated local youth service organizations – can select a Local Honoree. If you are named a Local Honoree, you'll be eligible for statewide recognition, a \$1,000 award, a silver medallion, and an all-expense-paid trip with a guardian to Washington, D.C., where the top ten youth volunteers of America will be named. The ten National Honorees receive additional \$5,000 awards, gold medallions, crystal trophies, and \$5,000 grants from The Prudential Foundation for charities of their choice.



2014 National Honoree **Elijah Evans** of Youngsville, Louisiana, works in his community to raise awareness of child abuse and improve the lives of foster children by promoting and hosting an annual Christmas party for children in foster care.

2014 National Honoree **Kaylee Graham** of Florence, Oregon, initiated an annual citywide day of service in her town that has motivated more than 3,000 residents to work on community improvement projects, raise money for charity, donate food, and take part in other volunteer activities over the past three years.



If you want to apply, or know someone who is eligible, visit <http://spirit.prudential.com> or www.nassp.org/spirit.com. Scan the QR code for further information. Or call toll-free 1-877-525-8491.



RECOGNIZING YOUR LOCAL HONOREE(S)

- **Present the enclosed certificates** during an assembly, awards presentation, council meeting, student rally, leadership meeting, or parent or board meeting prior to February 1st. If you need additional certificates, call 1-877-525-8491.
- **Invite a local Prudential representative** to help present the certificates to your Local Honoree(s) and Certificate of Merit recipients (to find the nearest Prudential office, visit www.prudential.com).
- **Fax, phone or email local news media** with a news advisory (a short memo) with the time, date and place of your award presentation the day before it occurs.
- **Arrange for a photo** with you, your Local Honoree and the Prudential representative presenting the awards, and send it to local weekly newspapers with a news release (see sample at right; for an electronic template of the release, write to spirit@nassp.org).
- **Announce your Local Honoree(s)** and Certificate of Merit recipients in parent organization, church, school district and other community publications and social media. Also, encourage a feature story in your school or organization paper or newsletter, and post a congratulatory message on your building's marquee.
- **Recognize your Local Honoree(s)** at a board meeting.
- **Post information and photos** of your Local Honoree(s) on your school or organization website and social media.
- **Ask your honoree(s) to speak** about volunteering at a school assembly or organization meeting.

SAMPLE NEWS RELEASE

FOR IMMEDIATE RELEASE

(Date)

Contact: **Your name, phone number**

LOCAL STUDENTS HONORED FOR COMMUNITY SERVICE

(Name, grade) was named the (school or organization name) volunteer of the year in the 2015 Prudential Spirit of Community Awards program today. In addition, (names, grades) received Certificates of Merit for their volunteer community service.

Sponsored by Prudential Financial and the National Association of Secondary School Principals (NASSP), the awards recognize outstanding community service by young Americans. (Last name of top Honoree) is now in the running to be named one of (state's) top youth volunteers of 2015. Two State Honorees, one middle level and one high school student, will be named in February. Each will receive a \$1,000 award, a silver medallion, and an all-expense-paid trip to Washington, D.C., for recognition ceremonies with a parent or guardian next May. Other honorees will receive bronze medallions or Certificates of Excellence.

At the Washington event, ten National Honorees will be named by a distinguished national selection committee, and each will receive an additional \$5,000, a gold medallion, a crystal trophy for his or her school or organization, and a \$5,000 grant from The Prudential Foundation for a nonprofit charitable organization of his or her choice.

"Young people who contribute their time and talents to their communities are role models for all of us," said John Strangfeld, Chairman and CEO of Prudential Financial. "We salute their dedication, their achievements and their spirit of community."

(Include a sentence about each Local Honoree and what he or she was recognized for achieving.)

"Demonstrating civic responsibility through community volunteerism is an important part of life," said NASSP Executive Director JoAnn Bartoletti. "These Honorees practice a lesson we hope all young people, as well as adults, will emulate."

(Principal's name, title or organization director's name, title) praised the students for their volunteer service. (Add a short quote.)

The Prudential Spirit of Community Awards are supported by Girl Scouts of the USA, National 4-H Council, American Red Cross, YMCA, HandsOn Network (generated by the Points of Light Institute) and many other national youth, service and education organizations. Learn more about The Prudential Spirit of Community Awards at <http://spirit.prudential.com>.



THE PRUDENTIAL SPIRIT OF COMMUNITY AWARDS

Certificate of
Merit

*has demonstrated outstanding commitment
to serving our community, and is hereby recognized
as one of the top student volunteers at*


John Strangfeld
Chairman and Chief Executive Officer

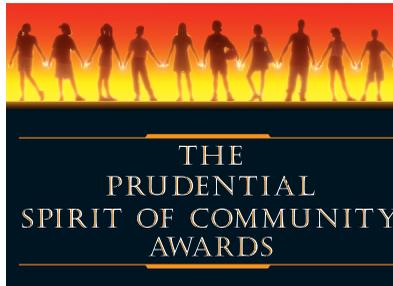


_____ *Date*


Jennifer Sirangelo
President and Chief Executive Officer




JoAnn D. Bartoletti
Executive Director



_____ County 4-H Agent



Prudential Financial
in partnership with
NASSP

THE PRUDENTIAL SPIRIT OF COMMUNITY AWARDS

Certificate of
Achievement

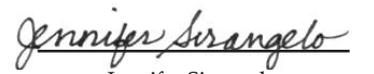
*has been honored for distinguished achievement
in community service, and has been nominated by*

for state recognition.


John Strangfeld
Chairman and Chief Executive Officer



_____ *Date*

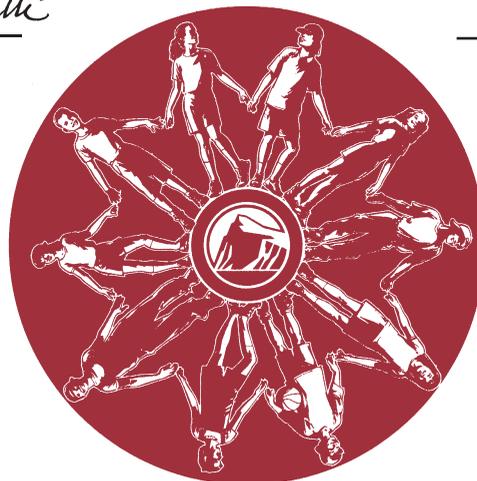

Jennifer Sirangelo
President and Chief Executive Officer




JoAnn D. Bartoletti
Executive Director



_____ County 4-H Agent



Prudential Financial
in partnership with
NASSP

**Congratulations to the 4-H members
who were named top honorees in
The 2014 Prudential Spirit of Community Awards**

National Honorees

Morgan Guess, nominated by Lone Oak Intermediate School, KY
Lillian Diuble, nominated by Manchester Middle School, MI

State Honorees

Leah Smith, nominated by Colony Middle School, AK
Tegan Homol, nominated by Homeschool, AZ
Eric Bear, nominated by YMCA of Metro Denver, CO
Mariah Reynolds, nominated by Dearborn County 4-H, IN
Madison Waldron, nominated by Haughton Middle School, LA
Jonah Holland, nominated by Tishomingo County 4-H, MS
Audrey Worthing, nominated by Elm Creek Schools, NE
Quinn Griffith, nominated by Strafford County 4-H, NH
Haley Maier, nominated by Orleans County 4-H, NY
Joanna Larson, nominated by New Rockford-Sheyenne School, ND
Nathan Duerre, nominated by Webster Area High School, SD
Olivia Smith, nominated by Wood County 4-H, WV
Ted Colwell, nominated by Friess Lake School, WI

Distinguished Finalists

Sam Harris, nominated by Greenbrier High School, AR
Sarah Bell, nominated by Sussex County 4-H, DE
Gary Calzada, nominated by Oahu County 4-H, HI
Bailey Meenach, nominated by Clark County 4-H, IN
Kendra Mehling, nominated by Castle High School, IN
Taylor Watkins, nominated by North Newton Jr/Sr High School, IN
Sadie Lewman, nominated by Webster County 4-H, IA
Kinsey Volk, nominated by Goodland High School, KS
Isaac McFarland, nominated by Caddo Parish 4-H, LA
Alyssa Modrich, nominated by St. Clair County 4-H, MI
Allison Kanyetzny, nominated by Anoka High School, MN
Anne-Marie Prochaska, nominated by American Red Cross Northwest MS Chapter, MS
Jaden Maharg, nominated by Helena High School, MT

Rachel Prior, nominated by Munroe Elementary, OH
Cierra Little Water Fields, nominated by Fort Gibson High School, OK
Jessica Miller, nominated by Wright City High School, OK
Kaylee Young, nominated by Cleveland County 4-H, OK
Sonia Howlett, nominated by Middlebury Union High School, VT
Wyatt Hank Rauterkus, nominated by Lincoln County 4-H, WY