



THE PRUDENTIAL SPIRIT OF COMMUNITY AWARDS PROGRAM

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

CALL FOR ENTRIES
APPLY BY NOVEMBER 3, 2015

***Celebrate the Spirit of Service:
Encourage Your Youth Volunteers to Apply for a
2016 Prudential Spirit of Community Award***

August 2015

Dear Colleague:

Because your school or organization selected a youth volunteer for a Prudential Spirit of Community Award last year, we wanted to make sure you received this new information packet for the 2016 awards program.

As you know, The Prudential Spirit of Community Awards provides you with an opportunity to celebrate the spirit of youth volunteer service, and to recognize students who have distinguished themselves by making a meaningful difference in their communities by volunteering. It also can generate positive publicity for your school or organization, and gives one (or more) of your students the chance to win state and national awards.

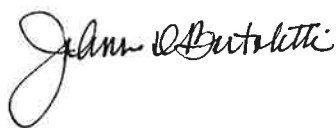
I urge you to ask all of the students in your school or organization who have volunteered over the past year to fill out an online application at **spirit.prudential.com** or **nassp.org/spirit**. Completed applications must be submitted to you by November 3, 2015. Then, you can select your top applicants and recognize them as role models for all of the students in your school or organization.

Finally, you can nominate your top youth volunteer for state-level honors by certifying his or her application by November 10, 2015. This student will receive the President's Volunteer Service Award (if he or she has contributed the minimum number of volunteer hours to qualify), and will become eligible to win an unrestricted award of \$1,000 or more, a beautifully engraved medallion, and an all-expense-paid trip with a parent or guardian to Washington, D.C., next spring for four days of special recognition events.

Enclosed is everything you need to participate: complete details, an application instruction sheet, a promotional poster, and certificates for your top applicants. If you have any questions or need a paper version of the application, please call 877-525-8491 or write to spirit@nassp.org.

The Prudential Spirit of Community Awards were created by the National Association of Secondary School Principals and Prudential Financial in 1995 to honor both middle level and high school students for outstanding acts of community service. Since then, more than 115,000 young people have been honored at the local, state and national level. We hope we can honor one of your students this year!

Sincerely,



JoAnn Bartoletti
Executive Director
NASSP

(over)

How to Participate in The 2016 Prudential Spirit of Community Awards Program

Early September

ANNOUNCE to all young people that, if they have participated in a volunteer service activity in the past year, they can apply for a 2016 Prudential Spirit of Community Award.

September & October

DISTRIBUTE copies of the enclosed application instruction sheet to interested students and encourage them to apply online by **Tuesday, November 3** at **spirit.prudential.com** or **nassp.org/spirit**.

REMIND applicants that they and their parent or guardian must complete the student/parent agreement page on the last tab of the application.

Mid-October

REMIND young people that the application deadline is approaching.

November

REVIEW all applications online, and then select one Local Honoree and up to two runners-up for every 1,000 students (or portion thereof).

CERTIFY your designated Local Honoree(s) and nominate him/her/them for state-level judging by 11:59 p.m. Central Standard Time on **Tuesday, November 10**.

RECOGNIZE your Local Honoree(s) and runners-up, and present them with the enclosed certificates. (For additional certificates, call 877-525-8491).

February

WATCH for the announcement of state-level judging results on **Tuesday, February 9, 2016**.

HOW TO APPLY FOR A PRUDENTIAL SPIRIT OF COMMUNITY AWARD

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

Apply for a 2016 Prudential Spirit of Community Award and you could win \$1,000 and a trip to Washington, D.C., next May!

- Go to <http://spirit.prudential.com> or www.nassp.org/spirit to access the online application.
- Complete the application and the student/parent agreement. Deadline: November 3, 2015.
- Go to the "Certification" page to email or print out instructions for your certifier. You must deliver these instructions to your certifier by November 3, 2015. 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 10, 2015 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 award of \$1,000, an engraved silver medallion, and an all-expense-paid trip with a parent or guardian to Washington, D.C., April 30 - May 3, 2016. 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 115,000 youth volunteers at the local, state and national level.

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



THE PRUDENTIAL SPIRIT OF COMMUNITY AWARDS

Certificate of Achievement

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

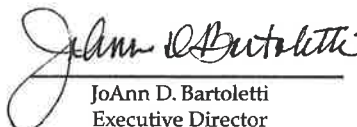
for state recognition.



John Strangfeld
Chairman and Chief Executive Officer



Prudential

Principal


JoAnn D. Bartoletti
Executive Director

 **NASSP**
National Association
of Secondary School Principals

Date




Prudential Financial
in partnership with
NASSP

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



Prudential

Principal

Date


JoAnn D. Bartoletti
Executive Director



Prudential Financial
in partnership with
NASSP

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. Two 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 or guardian 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.

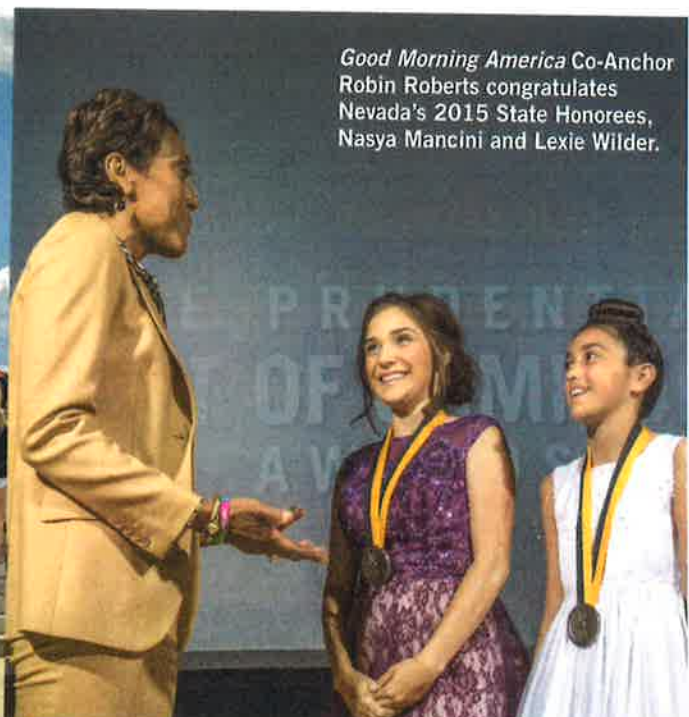


QUALIFYING STUDENTS MUST:

Be in grades 5-12 as of November 3, 2015, 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, 2014.

Complete and submit an online application by November 3, 2015, to a school principal or the head of one of the program's designated organizations.



“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



CHECKLIST AND KEY DATES FOR CERTIFIERS

For tips on recognizing your Local Honoree(s) and runners-up, visit spirit.prudential.com/promotion

SEPTEMBER - OCTOBER 2015

- Promote the 2016 Prudential Spirit of Community Awards throughout the school/organization and encourage students to apply online
- Distribute How to Apply flyer (enclosed)
- Display the enclosed poster
- Remind students of November 3rd application deadline

NOVEMBER 4-10, 2015

- Review completed applications online
- Select Local Honoree(s) and Certificate of Merit recipients
- Certify the Local Honoree application(s) online by **11:59 p.m. CST on Tuesday, November 10** to advance to state-level judging

AFTER NOVEMBER 10, 2015

- Announce and recognize Local Honoree(s) and runners-up
- Award Certificate of Achievement to Local Honoree(s) (enclosed)
- Provide Certificate of Merit to runners-up (enclosed)

FEBRUARY 9, 2016

- State Honorees and Distinguished Finalists announced at spirit.prudential.com and nassp.org/spirit. Certifiers also will be notified via mail.

LEARN MORE:

spirit.prudential.com • nassp.org/spirit • 877-525-8491

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 3, 2015 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 4 to 10, 2015.



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 10, 2015. 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, 2014, 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 115,000 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 Scout Councils



YMCAs



County 4-H
Organizations



American Red Cross
Chapters



HandsOn
NETWORK

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
- American School Counselor Association
- 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

