

SCHOLARSHIP APPLICATION GUIDELINES

YOUR AUDIENCE:

The selection committee includes business and community members who have volunteered their time to read and rank hundreds of scholarship applications. Be brief and to the point, but give readers specific examples that they will not forget. Make them want to read your answers again.

YOUR PURPOSE:

- To help the selection committee SEE and REMEMBER your unique talents and circumstances.
- To convince them that you will use their money well.

YOUR APPROACH: This is a **persuasive** piece of writing. **Make sure you provide:**

- **Support:** Make them believe in you.
 - **Proof:** Provide evidence that shows your accomplishments and need.
 - **Examples:** Explain how you got where you are.
 - **Evidence:** Show how a scholarship will impact your success.
 - **Details and description:** Your audience wants to know it all. Do not say, “I work hard,” provide specific examples that show how you work hard and achieve goals.
 - **Make your readers feel that giving you money is a good investment.**
 - **Help your readers believe in and trust you.** Use examples that will help persuade them to consider you for a scholarship.
 - **Remember that people are inspired by stories.** Use this opportunity to tell your story.
1. **Describe your education and career goals. Explain why you chose your intended career.** Include what you are doing to reach your goals. Describe the efforts and sacrifices you are making to achieve your dreams. **BE SPECIFIC and USE RELEVANT EXAMPLES.** Try to make the very first sentence of this section unique, specifically related to who you are and what you hope to do. Do not write a sentence that everyone else in this room could write.
 2. **Describe your past or present involvement in high school, college, or community organizations and activities.** If you have not been in clubs, think of other ways that you have helped in your neighborhood or community. Maybe you watched children while parents worked. Maybe you coached a team or picked up trash. Think of all the ways you have helped others or demonstrated leadership. Help your readers SEE who you are. Use examples to show how you have contributed to helping others.
 3. **Explain WHY you are applying for this scholarship. How will a scholarship assist you in financing your education? Include special circumstances.** Do not write: “I’m broke,” “gas is expensive,” “I need money for daycare.” Be specific – provide examples that are unique to you. If you are in a program of study that requires expensive textbooks or equipment, say so. If you are working part-time, instead of full-time, so that you have time for school and studying, say so. If you have expenses related to caring for children or elderly parents, say so. Help your readers understand that giving you money is a good investment and that you will respect their generosity by being the best student you can be.