

IMPLEMENTING THIS PROGRAM IS EASY

1. Alert young people to this opportunity. Don't delay! Do this as soon as possible.

- Make an announcement (i.e., "The search is on to find our top youth volunteer. If you are selected, you could receive \$1,000, an impressive silver medallion, and a trip to Washington, D.C., next May. If you feel you've made a positive difference through a volunteer activity during the past year, visit <http://spirit.prudential.com> to apply").
- Place the enclosed poster in a prominent location.
- Include information in your school or organization calendar or newsletter, and on your Web site.
- Ask teachers, activity advisers, guidance counselors, and local youth leaders to encourage eligible students to apply.
- Promote the program at assemblies, pep rallies, parent and staff meetings, and organization events.
- Make periodic announcements to remind students of the application deadline: November 5, 2013.

2. Distribute a copy of the enclosed application instruction sheet to each interested student. It directs applicants to an online application form at <http://spirit.prudential.com> or www.nassp.org/spirit. During the application process, the student will send instructions and a code to their certifier (a school principal or head of an officially designated local organization).

3. Review completed applications online from November 6 to 12, 2013.

4. Select one middle level Local Honoree, and if desired, as many as two "runners-up" for every 1,000 young people in grades 5-8 in your school or local organization, and/or one high school Local Honoree and up to two "runners-up" for every 1,000 young people in grades 9-12 (see "Selecting Your Local Honoree(s)").

5. You will receive the instructions with a code, which will include a link needed to complete the certification process of your Local Honoree(s) online by 11:59 p.m. Central Standard Time on November 12, 2013.

6. Announce and recognize your Local Honoree(s) and Certificate of Merit recipients (see "Recognizing Your Local Honoree(s)").

7. You will be notified of the judging results by mail in February. State Honorees and Distinguished Finalists will be posted at <http://spirit.prudential.com> and www.nassp.org/spirit.



"It's always exciting for me to be in the midst of people who think big. And the work you've all done is a true inspiration and is truly thinking big. You're admirable people who live your lives with profound generosity, and your communities and this world are better because of your efforts."

—Denver Broncos Quarterback and Super Bowl MVP Peyton Manning

**APPLICATIONS OF LOCAL HONOREES
MUST BE CERTIFIED BY
NOVEMBER 12, 2013 TO BE ELIGIBLE
FOR STATE-LEVEL JUDGING!**



State Honorees Virginia Newsome (left) and Kellie Abbott (right) meet with Olympic gold medalist Allyson Felix.

WATCH FOR THESE DEADLINES:

Now

Start the search for your honorees today.

November 5, 2013

Student application deadline.

November 6 - 12, 2013

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

November 12, 2013

Certify the application(s) of your Local Honoree(s) online.

Applications must be certified no later than 11:59 p.m. Central Standard Time on November 12, 2013.

February 11, 2014

Honorees and those certifying their applications are notified of the judging results by mail. State Honorees and Distinguished Finalists are posted at <http://spirit.prudential.com> and www.principals.org/spirit.

May 3-6, 2014

National recognition events in Washington, D.C.



The 2013 National Honorees – Seated: Joshua Williams of Miami Beach, FL; Cassie Wang of Lenexa, KS; Teagan Stedman of Thousand Oaks, CA; Erica LeMere of Shreveport, LA; Emma Astrike-Davis of Durham, NC.

Standing: Michael-Logan Jordan of Kailua, HI; Allyson Ahlstrom of Santa Rosa, CA; Zachary Certner of Morristown, NJ; Virginia Newsome of Lexington, KY; and Louie McGee of St. Paul, MN. With them are Prudential Chairman and CEO John Strangfeld (center), President of NASSP Denise Greene-Wilkinson (far left) and Executive Director of NASSP JoAnn Bartoletti (far right).

For more information:

<http://spirit.prudential.com>
www.nassp.org/spirit
1-877-525-8491
spirit@nassp.org



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

The Prudential Spirit of Community Awards Program is widely supported!

The Prudential Spirit of Community Awards are sponsored by Prudential Financial in partnership with the National Association of Secondary School Principals. The program is supported by the 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, the America's Promise Alliance, United National Indian Tribal Youth, the American Association of School Administrators, the Council of the Great City Schools, the Association for Middle Level Education, the National Association for Music Education, the National School Boards Association, the National School Public Relations Association, and other national organizations.



Produced with the environment in mind.



CALL FOR ENTRIES APPLICATION DEADLINE: NOVEMBER 5, 2013



THE 2014 PRUDENTIAL SPIRIT OF COMMUNITY AWARDS

for Middle Level and High School Youth Volunteers

A unique opportunity to recognize young people for volunteer service in their communities.



WHAT ARE THE PRUDENTIAL SPIRIT OF COMMUNITY AWARDS?

The Prudential Spirit of Community Awards program recognizes middle level and high school youth solely on the basis of volunteer work in their communities. This unique program is conducted on the local level through middle level and high schools and through these officially designated local organizations: Girl Scout councils, county 4-H organizations, American Red Cross chapters, YMCAs, and affiliates of HandsOn Network. Participating in this nationwide program enables you to applaud deserving young volunteers, inspire other young people to get involved in community service activities, and attract widespread recognition for your school or local organization.

What Awards Can Young People Receive?

Local Honorees: Each participating school or local organization can select at least one Local Honoree. These individuals receive a Certificate of Achievement and advance to state-level judging. Local Honorees who qualify will also receive the President's Volunteer Service Award. Schools and local organizations also can recognize two or more runners-up with Certificates of Merit. Certificates are provided in this packet or can be obtained by calling 1-877-525-8491.

State-Level Honorees: One high school student and one middle level student in each of the 50 states and the District of Columbia will be named State Honorees next February and receive \$1,000, a beautiful silver medallion and an all-expense-paid trip to Washington, D.C., with a parent or guardian, May 3–6, 2014. The Washington trip will include gala award ceremonies, sightseeing tours, Congressional visits on Capitol Hill and many 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 a distinguished national selection committee. Each National Honoree receives an additional \$5,000, a gold medallion and a beautiful crystal trophy for his or her school or certifying organization. National Honorees also receive \$5,000 grants from The Prudential Foundation for nonprofit charitable organizations of their choice.

In addition to the awards, honorees and their projects receive extensive publicity in newspapers, magazines, on television and on the Internet. Some have appeared on such high-profile programs as *Dateline NBC*, *Good Morning America*, the *Oprah Winfrey Show*, and in *Time* and *People* magazines. Honorees also are frequently honored with letters of commendation from mayors, governors and members of Congress.

Who Is Eligible?

Any student who:

- is in grades 5–12 as of November 5, 2013, and is a legal resident of one of the 50 states of the United States or the District of Columbia
- has engaged in a volunteer activity that occurred at least in part after September 1, 2012
- completes an online application form following all directions carefully, and submits it by November 5, 2013, to a school principal or to the head of one of these officially designated local organizations: a Girl Scout council, county 4-H organization, YMCA, American Red Cross chapter, or affiliate of HandsOn Network.

EACH YEAR HUNDREDS OF AWARDS ARE PRESENTED AT THE STATE AND NATIONAL LEVEL.



Academy Award-winning actor Kevin Spacey congratulates Washington's 2013 State Honorees, Adam Griffis and Jessica Chin.

"I am here to congratulate a very special group of young people: the winners of these wonderful Prudential Spirit of Community Awards. It follows in a terrific American tradition. The United States of America is by far the most compassionate country on the face of the earth, not as a country, but because of its people. Philanthropy is deep in our souls and our 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

SELECTING YOUR LOCAL HONOREE(S)

You may select one middle level Local Honoree for every 1,000 young people (or portion thereof) in grades 5–8 in your school or organization, and/or one high school Local Honoree for every 1,000 students or members (or portion thereof) in grades 9–12. For example, a school or organization with 1,001 students or members in grades 5–8 can select two middle level Local Honorees, and a school or organization with 1,001 students or members in grades 9–12 can select two high school Local Honorees.



Although you may choose to select your Local Honoree(s) yourself, we recommend using a diverse selection committee. You may have an existing awards committee that could be used for this purpose. If not, consider inviting the following to serve on your committee:

- a school board member
- a local government representative
- someone from a community organization
- a member of your parent organization
- a troop leader or youth club representative
- a teacher
- a student leader
- a local Prudential representative (to locate the nearest Prudential office, visit www.prudential.com)

Prior to judging applications, verify that:

- applicants are currently enrolled in grades 5–12.
- volunteer activities occurred at least in part after September 1, 2012.
- all sections of the application are complete.

Judge Applications on the Following Criteria:

Initiative—How much personal initiative was involved in the activity? Did the applicant initiate the activity on his/her own, or demonstrate exceptional leadership or motivation in an already organized activity?

Effort—How much time and effort did the activity require? Did the applicant have to overcome significant obstacles?

Impact—How much of a difference did the service activity make? Were a significant number of people affected, or were the lives of certain individuals impacted in a major way?

Personal Growth—Did the applicant develop new insights or skills from the experience? Does the application reflect a sound understanding of the importance of serving others?

"I have to tell you: I am honored, I am humbled, I am inspired to be here. To spend time with you, a hundred of our greatest young leaders in the country, is absolutely remarkable... I thank you for your tremendous hard work, 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



Pennsylvania State Honoree Devon Rodriguez-Cayro shares a donated book with young students during a visit to an elementary school in Washington, D.C.

"It's such a wonderful group of young people who emerge out of this process. By recognizing them, we hope to encourage so many other youngsters who may not be doing anything yet, to stop and take a look around and say: Is there something in my community that I ought to be doing?"

—Former U.S. Secretary of State Colin Powell

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 or phone 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(s) and the Prudential representative presenting the awards, and send it to local weekly and daily newspapers with a news release (see sample at right).

■ **Announce your Local Honoree(s)** and Certificate of Merit recipients in parent organization, church, school district and other community publications. 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 Web site.

■ **Ask your honoree(s) to speak** about volunteering at a school assembly or organization meeting.

"The idea that a company like Prudential would honor service is a very big deal. Helping others is not a normal everyday function. It should be, but it isn't. To encourage it, support it, make it easier, is what this award is all about." —Actor Richard Dreyfuss

SAMPLE NEWS RELEASE

FOR IMMEDIATE RELEASE

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 2014 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 eligible for the (state) youth volunteer of the year awards. 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 a 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.