



# 2021 PRUDENTIAL SPIRIT OF COMMUNITY AWARDS

APPLICATION DEADLINE: NOVEMBER 10, 2020

Since 1995, recognizing young people for outstanding volunteer service

## WHAT ARE THE PRUDENTIAL SPIRIT OF COMMUNITY AWARDS?

The Prudential Spirit of Community Awards were created in 1995 to recognize students in middle level and high school grades who have made meaningful contributions to their communities through volunteer service. These prestigious awards, sponsored by Prudential Financial in partnership with the National Association of Secondary School Principals (NASSP), are presented annually on the local, state and national level.

## WHO IS ELIGIBLE?

Any student who:

- is in grades 5-12 as of November 10, 2020, and is a legal resident of one of the 50 states or the District of Columbia.
- has engaged in a volunteer activity that occurred at least in part after September 1, 2019.
- completes an application and submits it to a school principal or the head of an officially designated local organization by November 10, 2020.

## APPLICANTS MUST SUBMIT COMPLETED APPLICATIONS TO ONE OF THE FOLLOWING:

- A middle level or high school principal
- A Girl Scout council
- A county 4-H organization
- An American Red Cross chapter
- A YMCA
- Points of Light Global Network Member

## HOW DOES THE PROGRAM WORK?

- 1** Young volunteers in grades 5-12 complete applications online at [spirit.prudential.com](http://spirit.prudential.com) or [nassp.org/spirit](http://nassp.org/spirit) by November 10, 2020, and then submit them to their school principals or to the head of one of these officially designated local organizations: a Girl Scout council, county 4-H organization, American Red Cross chapter or YMCA; or a Points of Light Global Network member. Applicants and their parents or guardians also must complete the application form's signature page.
- 2** Each participating school or organization reviews the applications of its students and selects one middle level Local Honoree for every 1,000 students in grades 5-8, and/or one high school Local Honoree for every 1,000 students in grades 9-12.
- 3** Principals or organization heads certify applications of their selected Local Honoree(s) online by November 20, 2020.
- 4** The top middle level and high school youth volunteer in each state and the District of Columbia are named State Honorees in February, and two to 10 runners-up in each state are named Distinguished Finalists.
- 5** Ten of the State Honorees are named America's top 10 youth volunteers of the year by a distinguished national selection committee at a special ceremony in May.

## WHAT DO HONOREES RECEIVE?

- Local Honorees receive Certificates of Achievement from their schools or organizations. Those who qualify will also receive the President's Volunteer Service Award if they have contributed the minimum number of volunteer hours.
- State Honorees receive a \$1,000 scholarship, engraved silver medallions, and an all-expense-paid trip with a parent or guardian to Washington, D.C.\* for several days of recognition events, including award ceremonies, sightseeing tours and Congressional visits on Capitol Hill.
- Distinguished Finalists (runners-up at the state level) receive engraved bronze medallions.
- Other top applicants at the state level receive Certificates of Excellence.
- National Honorees receive additional \$5,000 scholarships, engraved gold medallions, and trophies for their schools or organizations. They also receive \$5,000 grants from The Prudential Foundation for nonprofit charitable organizations of their choice.

## THE PRUDENTIAL SPIRIT OF COMMUNITY AWARDS PROGRAM IS WIDELY SUPPORTED!

The program is supported by:

National 4-H Council  
Girl Scouts of the USA  
American Red Cross  
Points of Light  
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

## WATCH FOR THESE DATES:

### September 2020

Online application form is available at [spirit.prudential.com](http://spirit.prudential.com) and [nassp.org/spirit](http://nassp.org/spirit). Program information is mailed to all middle level and high schools and to officially designated local organizations.

### November 10, 2020

Deadline for students to complete applications online, submit applications to a school principal or the head of an officially designated local organization, and send in signed signature page.

### November 11-20, 2020

Participating schools and organizations review applications and select Local Honorees, then nominate them for state-level judging by certifying their applications online.

### February 9, 2021

Judges name the top middle level and high school youth volunteer in each state and the District of Columbia as State Honorees and Distinguished Finalists.

### May 1-4, 2021

102 State Honorees attend national recognition events in Washington, D.C., where America's top 10 youth volunteers of the year are announced.

*\* In the event that circumstances surrounding COVID-19 necessitate canceling the in-person event, a virtual event will be held and no trip to Washington, D.C. would be awarded.*

## FOR MORE INFORMATION

[spirit.prudential.com](http://spirit.prudential.com), [nassp.org/spirit](http://nassp.org/spirit)  
[spirit@nassp.org](mailto:spirit@nassp.org), 888-651-2951



# 2021 PRUDENTIAL SPIRIT OF COMMUNITY AWARDS

## LET'S CELEBRATE YOUTH VOLUNTEERS

Are there students at your school leading by example through their volunteering? Has anyone gone above and beyond to address the community needs arising from COVID-19 and the ensuing economic challenges? Recognize their contributions—and promote community involvement—by encouraging your school's young changemakers to apply for the 2021 Prudential Spirit of Community Awards.

Established in 1995 in partnership with the National Association of Secondary School Principals, the program has thus far recognized more than 140,000 youth volunteers. Honors are granted at these levels:

**Local Honorees.** Each school or 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 a \$1,000 scholarship, silver medallion and an all-expense-paid trip with a parent or guardian to Washington, D.C., in May for a gala awards ceremony and other exciting events.\*

Runner-up honorees at the state level receive bronze medallions or Certificates of Excellence.

**National Honorees.** In May, five middle-level students and five high school students will be named America's top youth volunteers of the year by our national selection committee. Each honoree receives an additional \$5,000 scholarship, 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 10, 2020, and a legal resident of one of the 50 states or the District of Columbia.
- Have participated in a volunteer activity at least in part after September 1, 2019.
- Complete and submit an online application by November 10, 2020, to a school principal or the head of one of the program's designated organizations.

*\*In the event that circumstances surrounding COVID-19 necessitate canceling the in-person event, a virtual event will be held and no trip to Washington, D.C. would be awarded.*





## CHECKLIST AND KEY DATES FOR CERTIFIERS

For tips on recognizing your Local Honoree(s) and runners-up, visit the awards section at [spirit.prudential.com](https://spirit.prudential.com)

### SEPTEMBER–NOVEMBER 10, 2020

- Promote the program throughout the school/organization and encourage students to apply.
- Distribute How to Apply flyer (enclosed). Display the enclosed poster.
- Remind students of **November 10th application deadline**.

### NOVEMBER 11–20, 2020

- Review the judging criteria in the awards section's Selecting Honorees page at [spirit.prudential.com](https://spirit.prudential.com)
- Select Local Honoree(s) and two runners-up, or Certificate of Merit recipients.
- Certify the Local Honoree application(s) online by **11:59 p.m. CST on Friday, November 20** to advance to state-level judging.

### AFTER NOVEMBER 20, 2020

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

### FEBRUARY 9, 2021

- State Honorees and Distinguished Finalists announced at [spirit.prudential.com](https://spirit.prudential.com) and [nassp.org/spirit](https://nassp.org/spirit). Certifiers also will be notified.

### LEARN MORE:

[spirit.prudential.com](https://spirit.prudential.com) • [nassp.org/spirit](https://nassp.org/spirit) • 888-651-2951

OFFICIALLY DESIGNATED  
LOCAL ORGANIZATIONS



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

- American Association of School Administrators
- American School Counselor Association
- Association for Middle Level Education
- National School Boards Association
- Council of the Great City Schools
- National Parent Teacher Association
- National School Public Relations Association
- National Association for Music Education
- America's Promise Alliance
- United National Indian Tribal Youth

**FOR MORE INFORMATION**

spirit.prudential.com  
nassp.org/spirit  
888-651-2951  
spirit@nassp.org



# 2021

## PRUDENTIAL SPIRIT OF COMMUNITY AWARDS

## HOW TO APPLY



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

In each state and Washington, D.C., the top middle level and high school youth volunteer will be named State Honorees and will receive a \$1,000 scholarship, silver medallion, and an all-expense-paid trip with a parent or guardian to Washington, D.C., in May.\* 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 May's national recognition events, 10 of the State Honorees will be named America's top youth volunteers of the year. These National Honorees will receive \$5,000 scholarships, engraved gold medallions, trophies for their schools or organizations, and \$5,000 grants from The Prudential Foundation for nonprofit charitable organizations of their choice.

Local Honorees who qualify also receive the President's Volunteer Service Award.

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 140,000 youth volunteers at the local, state and national level.

### STEPS TO APPLY

Access the application at [spirit.prudential.com](http://spirit.prudential.com) or [nassp.org/spirit](http://nassp.org/spirit).

Complete the application and the student/parent agreement; then, on the "certification" page, email or print and deliver instructions to your certifier (**deadline: November 10, 2020**).

Certifiers review applications online and select Local Honoree(s) for state-level judging (**deadline: November 20, 2020**).

Your application can be certified by your school principal or head of a county 4-H organization, Girl Scout council, American Red Cross chapter, YMCA, or a Points of Light Global Network member.

*\* In the event that circumstances surrounding COVID-19 necessitate canceling the in-person event, a virtual event will be held and no trip to Washington, D.C. would be awarded.*

Learn more at [spirit.prudential.com](http://spirit.prudential.com)  
and [nassp.org/spirit](http://nassp.org/spirit).







# RECOGNIZING YOUR TOP APPLICANTS

Schools and participating organizations are provided with **Certificates of Achievement** to award to their Local Honoree(s), and **Certificates of Merit** that can be awarded to two runners-up. We encourage you to present these certificates and publicly recognize your top applicants. This recognition shines a well-deserved spotlight on young volunteers and holds them up as role models for their peers. A few suggestions for recognizing your top applicants:

## Hold a certificate presentation

- **Present certificates to the Local Honoree(s)** and runners-up at an assembly, parent meeting, board meeting or other event before the Feb. 9 State Honoree announcement. (For replacement certificates, call 888-651-2951.)
- **Invite a local Prudential representative** to help present the certificates. (You can find a financial professional under the contact section at [prudential.com](http://prudential.com).)
- **Contact local news media** with the time, date and place of your award presentation.
- **Arrange for a photo** with school/organization officials, the Local Honoree(s) and runners-up and the Prudential representative presenting the certificates. Send it to local news outlets with a news release (at right).

## Spread the word

- **Announce the Local Honoree(s)** and runners-up in parent organization, school district and other community publications.
- **Encourage internal publications** to do a feature story on the students and their volunteer activities.
- **Post a congratulatory message** on the building's marquee.
- **Acknowledge the Local Honoree(s)** and runners-up at a board meeting.
- **Highlight the Local Honoree(s)** and runners-up on your website and social media.
- **Recognize the Local Honoree(s)** and runners-up during morning announcements.
- **Ask the Local Honoree(s)** to speak about their volunteer activity at a school assembly or organization meeting.

## Sample news release

(Electronic template available in the awards section at [spirit.prudential.com](http://spirit.prudential.com))

FOR IMMEDIATE RELEASE

(DATE)

Contact: (NAME), (TITLE), (SCHOOL/ORGANIZATION)  
(PHONE NUMBER), (EMAIL)

(LOCAL HONOREE HOMETOWN), (GRADE) Named  
(SCHOOL/ORGANIZATION)'s Top Youth Volunteer of the Year

(SCHOOL/ORGANIZATION) today named (LH NAME), (LH AGE), of  
(LH HOMETOWN) its top youth volunteer of the year.

The honor was granted as part of the Prudential Spirit of Community Awards, a nationwide youth volunteer recognition program sponsored by Prudential Financial in partnership with the National Association of Secondary School Principals.

By selecting (LH NAME) as its top youth volunteer, (SCHOOL/ORGANIZATION) has advanced (HIS/HER) application for state-level judging in the 2020 Prudential Spirit of Community Awards program. Prudential will announce (STATE)'s top youth volunteers of the year on February 9, 2021.

(SENTENCE ABOUT LH'S SERVICE ACTIVITY).

(SCHOOL/ORGANIZATION) also recognized (RUNNER-UP NAMES, GRADES) for their exemplary volunteer service with Prudential Spirit of Community Certificates of Merit.

(SENTENCE ABOUT EACH RUNNER-UP'S SERVICE ACTIVITY).

(QUOTE FROM PRINCIPAL/ORGANIZATION DIRECTOR)

As a Local Honoree, (LOCAL HONOREE NAME) is now in the running to be named one of two Prudential Spirit of Community State Honorees for (STATE). State Honorees receive a \$1,000 scholarship and an invitation to the national recognition events. Other state-level honorees will receive bronze medallions or Certificates of Excellence.

During the national recognition events, America's top 10 youth volunteers of the year will be named by a distinguished selection committee. Each of these National Honorees will receive an additional \$5,000, a trophy for his or her school or organization, a \$5,000 scholarship, and a \$5,000 Prudential Foundation grant for a nonprofit charitable organization of their choice.

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

"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."

The Prudential Spirit of Community Awards represents America's largest youth recognition program based exclusively on volunteer service. Since 1995, the program has honored more than 140,000 youth volunteers at the local, state and national level. Learn more at [spirit.prudential.com](http://spirit.prudential.com) or [nassp.org/spirit](http://nassp.org/spirit).