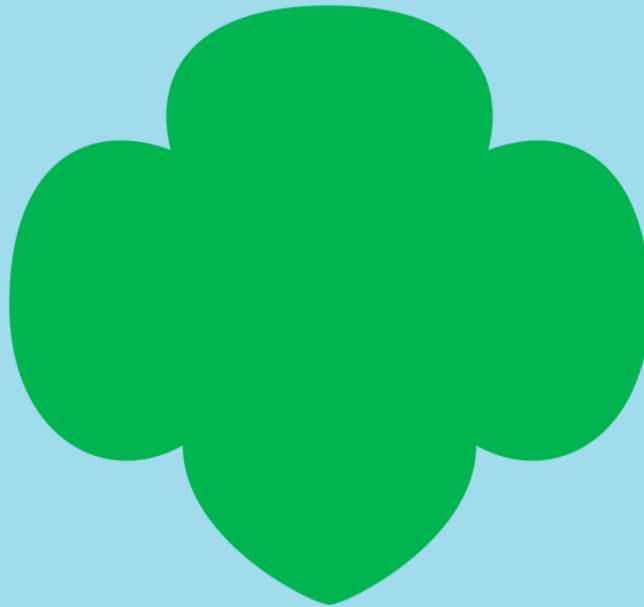




Nomination & Endorsement Writing Guide



Writing Strong Endorsements

Before you start writing a nomination or endorsement letter, think about why you believe the nominee should be recognized. Jot down your ideas as you think about them so that you can organize them to include all of the accomplishments. Review the criteria for the award you intend to nominate them for, and ensure these achievements match.

Brainstorm a few examples of how the candidate meets the criteria of the award.

Ask yourself:

- How have they gone above and beyond the expectations of their role?
- How have their accomplishments supported the mission of Girl Scouts?
- What is unique about their contribution?
- What are the results of their efforts?
- How have they shown ongoing dedication?
- In what ways can you measure their impact?

Use this to write a rough draft!

Using AI Responsibly in Letter Writing

Some people use AI to help write nomination or endorsement letters. While AI can be a useful tool, remember that it does not know any information about the candidate, and cannot tell the committee about their accomplishments. The strongest letters include specific examples and personal insights that only you can provide. Use the questions above to help create a letter with specifics about the candidate. If you plan to use AI to help with writing letters, here are some ways to improve the quality of the content it generates:

Input your rough draft and a prompt, such as:

- “Review this award nomination letter for clarity, grammar, and spelling.”
- “Does this award nomination letter show this candidate meets the criteria for the Girl Scout Honor Pin?”
- “Make this award letter sound more polished/formal/warmer/etc.”
- Always review the output!
- Look for and remove odd formatting and phrases that don’t sound like you.



Important:

Do not put personal information into AI. Put in placeholders for any personal info like full names and email addresses, if needed.

Writing Strong Endorsements

To help present strong, measurable, and impactful information in the award nomination, use the chart below to help turn a general statement into one that is a strong endorsement statement that provides information that will help the Volunteer Awards and Recognition Committee show appreciation to deserving volunteers. These examples show how the committee looks for details including impact and results. This takes a little more work, however the details will give the committee what they need to make a good decision.

General Statement	Think about this	Stronger Endorsement Statement
“Grace has been a leader for a long time and is committed to Girl Scouts.”	• How many years? • How have they shown commitment to Girl Scouts?	<i>“For eight years, Grace led a mixed troop of both Girl Scout Brownies and Juniors. In those eight years she has welcomed girls from three different schools. Her philosophy is “the girls need Girl Scouts, all the girls from second to fifth grade are welcomed in Troop 5555.”</i>
“Grace is a dedicated volunteer.”	• What kind of leadership qualities have they exhibited? • What makes them stand out?	<i>“Grace believes in girl-led and continuously brings leadership opportunities throughout the year. Each troop member takes a month being responsible for leading the troop meeting, including organizing all aspects. Each Girl Scout learns how to plan, speak in front of others, create an agenda, and lead a meeting.</i>
“She always goes above and beyond.”	• How? Be specific. • Tell a story that shows how they went above and beyond.	<i>“Her troop was working on their Silver Award. She recognized that she did not have all of the skills and knowledge to guide the troop successfully through all of the details. She recruited parents, Service Unit volunteers, leaders and several local business persons from our community, all helped the Girl Scouts work through the details of their Silver Award Take Action Project. The troop’s project resulted in the local park having a nature trail with ten new birdhouses, four miles of safe trails, and new maps for visitors to follow. The mayor attended the grand opening of the new park along with five hundred community members.”</i>

Sample Honor Pin Endorsement Letter

The opening paragraph should introduce the nominee and the reason for the nomination.

I am writing this letter to support Jane Doe for the Honor Pin for her efforts in providing quality events for youth members in all the Service Units in the Quad Cities region, as well as her work in supporting council-wide volunteer training. Jane has diligently worked in our community as a Service Unit Director, Service Unit Event Coordinator and Troop Leader, as well as serving on the planning committee and as a presenter for Leader Low Down.

The body of the letter should describe the specific service, who benefited from the service and provide results of the service that went beyond the position description.

In her role as event coordinator, Jane has worked tirelessly in our Service Unit to provide exceptional leadership and engaging events for our youth and adult members. Jane makes a conscious effort to schedule a Service Unit event nearly every month of the school year, which our busy troop leaders appreciate. Over the last three years, attendance at Service Unit events has increased by 20% as a result of her efforts. She extends a warm welcome to all of our surrounding Service Units, who are invited to attend our events.

Including measurable information helps the committee understand the scale and impact of the volunteer's contribution. Assume the reader has no prior knowledge of specific events.

Jane's dedication transcends SU999 through her leadership on the Leader Low Down planning committee. This training and networking event serves to provide quality training to an average of 40 volunteer Troop Leaders council-wide, and has resulted in improved delivery of Girl Scouts, and higher volunteer satisfaction for attendees over the four years she has been a part of the event planning committee.

Jane is a huge asset to our Service Unit, and the rest of the region. With her leadership, our events offer a multitude of opportunities for all youth and adult members. Jane embodies what it means to be a Girl Scout.

Yours in Girl Scouting,
Vicki Volunteer
Leader Low Down Event Co-Chair
Service Unit Registrar

Sample Appreciation Pin Endorsement Letter

Susie Scout is serving in her third year as Service Unit Operations Director for Service Unit 999 and during this time Susie has made great strides in creating a community of volunteers that enjoys sisterhood, camaraderie, and support. Susie runs monthly meetings and has coordinated guest speakers and enrichment trainings, investiture/rededication ceremonies, leader award ceremonies, and much more. She adds little touches to the meetings, like prizes and treats, that create a casual and fun atmosphere for the leaders. The volunteers in the Service Unit are engaged and informed thanks to Susie's efforts. Before Susie took on the role, our Service Unit averaged 4 leaders in attendance at meetings, and as a result of her efforts, we now average 12 leaders per meeting, and our Service Unit events have grown each year. For her efforts, I would like to endorse Susie Scout's candidacy for the Appreciation Pin.

Susie has been a troop leader for nine years, and this Girl Scout experience makes her a natural leader and coach for her fellow volunteers. She can provide advice, guidance and resources for almost any situation. Susie interacts fabulously with other leaders and they feel comfortable and confident approaching her for assistance.

Susie is a cheerleader for Girl Scouts within her troop, her Service Unit, the Council, and the community as a whole. Her service to our Girl Scout council is much appreciated and we sincerely thank her for her ongoing support, dedication, and leadership!

Sincerely,
Tammy Troop Leader
Troop 0000

Consider which award you are writing for, and make sure you write to that award's requirements. For Appreciation Pin, be sure to focus on service to the Service Unit.

While GSUSA awards don't have an official length of service requirement, sharing information about how long they have been in their role or participate in specific activities can highlight their dedication to the Girl Scout movement.

Tips for requesting endorsement letters:

- Start asking early. People need time to think and write.
- Ask a specific person who is familiar with the person's accomplishments.
- Be specific about the reasons you are nominating them, so the endorsement letter can support your reasons.
- Ask the letter writer to send it to you by a specific date. Choose a date well before the February 1 deadline - you need to have the letter before you can submit the nomination.