



Writing A Strong Award Endorsement and Why it Matters



Volunteers are truly the heart of a Girl Scouts and are the reason girls are changing the world. Volunteers in Girl Scouts of LA Pines to the Gulf work hard every day to provide a quality program to the girls. The GSUSA and Girl Scouts of LA Pines to the Gulf award programs are designed to focus on what matters in Girl Scouting: The girls! It is an honor for a volunteer to be recognized among his/her peers and to receive one of the seven GSUSA and Girl Scouts of LA Pines to the Gulf awards through the endorsement process.

All award packets (with the exception of the Volunteer of Excellence award) are reviewed by a volunteer selections committee. This committee is comprised of volunteers from across the council. They review each award packet and compare the information presented about the volunteer with the criteria established for each award. The information presented on the endorsement form is vital to the decision making process of the volunteer selection committee. They only know what is presented in the award packet.

To help present strong, measurable and impactful information in the award endorsement packet, use the chart below to turn frequently used general statements into strong endorsement statements. The more detailed statements will inform the volunteer selection committee about the great work of the deserving volunteer and increase the likelihood of the award being approved.

General statement:	Think about this:	Stronger endorsement statement:
"She has been a leader for a long time and is committed to girls."	How many years? What grade levels has she worked with? What has she done that shows her commitment to the girls?	"For 8 years, she led a mixed troop of both Girl Scout Brownies and Juniors. In those 8 years she has welcomed girls from three different schools. Her philosophy is "the girls need Girl Scouts, all the girls from grades 2 to 5 are welcomed in Troop 5555."
"He is a great leader."	What kind of leadership qualities has he exhibited with the girls? What makes him stand out?	"He believes in girl-led and continually brings leadership opportunities to girls. Each of the girls in his troop have an opportunity to be a leader throughout the year. They each take a month where they are responsible for leading the troop meeting, including organizing all aspects. The girls learn how to plan, speak in front of others, create an agenda, and lead a meeting."
"She always goes above and beyond."	How? Be specific. Tell a story that shows how she has gone above and beyond.	"Her troop was working on their Silver Award. She recognized that she did not have all of the skills and knowledge to guide the girls successfully through all of the details. She recruited parents, service unit volunteers, leaders, and several local business persons from our community that all helped the girls work through the details of their Silver Award Take Action Project. The girls project resulted in the local park having a nature trail with 10 new bird houses, 4 miles of safe trails, and new maps for visitors to follow. The mayor attended the grand opening of the new park along with 500 community members "

The examples above show how the volunteer selection committee looks for details including, impact and results. This takes a little more work, however the details will give the volunteer selection committee what they need to make a good decision. The results will be that more volunteers will be appreciated...and that is a great!