



## THE PRUDENTIAL SPIRIT OF COMMUNITY AWARDS

*Honoring Outstanding Community Service by Young Americans*

September 5, 2017

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### **NATIONAL AWARDS PROGRAM SEEKING AMERICA'S TOP YOUTH VOLUNTEERS OF 2018**

***The Prudential Spirit of Community Awards will grant two students in each state \$1,000, a medallion and an all-expense-paid trip to Washington, D.C.***

WASHINGTON, D.C. – Today through November 7, 2017, The Prudential Spirit of Community Awards is looking for the top youth volunteers of the year in each U.S. state and the District of Columbia.

Students in grades 5-12 are invited to apply for 2018 Prudential Spirit of Community Awards if they have made meaningful contributions to their communities through volunteer service within the past 12 months. The application is available at <http://spirit.prudential.com> and [www.nassp.org/spirit](http://www.nassp.org/spirit).

The Prudential Spirit of Community Awards, sponsored by Prudential Financial in partnership with the National Association of Secondary School Principals (NASSP), was created in 1995 to recognize the exemplary volunteer work of middle level and high school students. Over the past 22 years, Prudential Spirit of Community Awards have been given to more than 120,000 middle and high school students across the country at the local, state and national level.

“We’ve learned over the past two decades that young people are doing innovative, important work to improve communities at home and abroad,” said Prudential Chairman and CEO John Strangfeld. “We honor their contributions in the hope that their example will inspire others to consider what they can do to make a difference.”

“NASSP is proud to honor middle level and high school students who go above and beyond to better the lives of others,” said JoAnn Bartoletti, executive director of NASSP. “We are inspired every year by their stories of service, and look forward once again to celebrating young volunteers across America.”

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### **How to Apply**

To apply for a 2018 Prudential Spirit of Community Award, students and certifiers must complete the following steps:

- Students complete the [online application](#) by **November 7, 2017**.
- Then, students submit the application for certification to their principal or head of a local participating organization.
- Certifiers review all applications for their school or organization, then select a Local Honoree to nominate for state-level judging by **November 17, 2017**.

Applications can be certified by a middle or high school principal or head of a Girl Scout council, county 4-H organization, American Red Cross chapter, YMCA or an affiliate of Points of Light's HandsOn Network. (Students can request a paper application by calling 855-670-4787.)

### **The 2018 Awards Program**

On February 6, 2018, the top middle level and high school volunteer from each state and the District of Columbia will be named State Honorees. They will receive \$1,000, engraved silver medallions and an all-expense-paid trip to Washington, D.C., with a parent or guardian for four days of recognition events from April 28-May 1, 2018.

In Washington, a distinguished national selection committee will name 10 of the 102 State Honorees as America's top youth volunteers of the year. These National Honorees will receive additional awards of \$5,000, gold medallions, crystal trophies for their nominating schools or organizations, and \$5,000 grants from The Prudential Foundation for nonprofit charitable organizations of their choice.

Several Distinguished Finalists in each state will receive bronze medallions, and runners-up will receive Certificates of Excellence. Local Honorees selected by schools and participating organizations for state-level judging will be presented with Certificates of Achievement; they will also receive President's Volunteer Service Awards if they have served the minimum number of volunteer hours to qualify (26 hours for age 10 and younger, 50 hours for ages 11-15 and 100 hours for older students).

### **About The Prudential Spirit of Community Awards**

The Prudential Spirit of Community Awards program is the United States' largest youth recognition program based solely on volunteer community service. The awards program also is conducted in Japan, South

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## **SEARCH UNDER WAY FOR AMERICA'S TOP YOUTH VOLUNTEERS – p. 3**

Korea, Taiwan, Ireland, India, China, Brazil and Poland, where Prudential has significant business operations.

The National Association of Secondary School Principals (NASSP) is the leading organization of and voice for middle level and high school principals, assistant principals, and school leaders from across the United States. The association connects and engages school leaders through advocacy, research, education, and student programs. NASSP advocates on behalf of all school leaders to ensure the success of each student and strengthens school leadership practices through the design and delivery of high quality professional learning experiences. Reflecting its long-standing commitment to student leadership development, NASSP administers the National Honor Society, National Junior Honor Society, National Elementary Honor Society, and National Student Council. For more information about NASSP, located in Reston, VA, visit [www.nassp.org](http://www.nassp.org).

Prudential Financial, Inc. (NYSE: PRU), a financial services leader, has operations in the United States, Asia, Europe, and Latin America. Prudential's diverse and talented employees are committed to helping individual and institutional customers grow and protect their wealth through a variety of products and services, including life insurance, annuities, retirement-related services, mutual funds and investment management. In the U.S., Prudential's iconic Rock symbol has stood for strength, stability, expertise and innovation for more than a century. For more information, please visit [www.news.prudential.com](http://www.news.prudential.com).

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*[Editors: The Prudential Spirit of Community Awards program logo and other multimedia resources are available at <http://spirit.prudential.com>.]*

# 2018

## PRUDENTIAL SPIRIT OF COMMUNITY AWARDS

APPLICATION DEADLINE:  
NOVEMBER 7, 2017



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 7, 2017, 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, 2016.
- completes an application and submits it to a school principal or the head of an officially designated local organization by November 7, 2017.

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

- A middle level or high school
- A Girl Scout council
- A county 4-H organization
- An American Red Cross chapter
- A YMCA
- An Affiliate of Points of Light's HandsOn Network

### 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 7, 2017, 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, YMCA, or Affiliate of Points of Light's HandsOn Network. 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 17, 2017.
- 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 Washington, D.C.

## 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 \$1,000, 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 awards, engraved gold medallions, and crystal 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 2017

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 7, 2017

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 8-17, 2017

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

### February 6, 2018

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.

### April 28-May 1, 2018

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

## FOR MORE INFORMATION

[spirit.prudential.com](http://spirit.prudential.com), [nassp.org/spirit](http://nassp.org/spirit)  
[spirit@nassp.org](mailto:spirit@nassp.org), 855-670-4787

# 2018

## PRUDENTIAL SPIRIT OF COMMUNITY AWARDS

CALL FOR ENTRIES  
APPLY BY NOVEMBER 7, 2017

Since 1995,  
recognizing young  
people for outstanding  
volunteer service



# 2018

PRUDENTIAL  
SPIRIT OF COMMUNITY  
AWARDS



## LET'S CELEBRATE YOUTH VOLUNTEERISM

The Prudential Spirit of Community Awards can help you recognize outstanding young people from your school or organization, encourage volunteerism – and draw attention to your good work, too. The program recognizes honorees at these levels:

**Local Honorees.** Each school and 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 \$1,000, a silver medallion and an all-expense-paid trip with a parent or guardian to Washington, D.C., in late April for gala awards ceremonies and other exciting events. Runner-up honorees at the state level receive bronze medallions or Certificates of Excellence.

**National Honorees.** In Washington, 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, 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 7, 2017, 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, 2016.
- Complete and submit an online application by November 7, 2017, to a school principal or the head of one of the program's designated organizations.



Michael Phelps, the most decorated Olympian in history and keynote speaker of the 2017 awards ceremony, speaks with Ohio State Honorees Adam Sella and Mackenzie Lewis.



## 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](http://spirit.prudential.com)

### SEPTEMBER-NOVEMBER 7, 2017

- Promote the 2018 Prudential Spirit of Community Awards throughout the school/organization and encourage students to apply online
- Distribute How to Apply flyer (enclosed)  
Display the enclosed poster
- Remind students of **November 7th application deadline**

### NOVEMBER 8-17, 2017

- Review completed applications online
- Select Local Honoree(s) and Certificate of Merit recipients
- Certify the Local Honoree application(s) online by **11:59 p.m. CST on Friday, November 17** to advance to state-level judging

### AFTER NOVEMBER 17, 2017

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

### FEBRUARY 6, 2018

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

### LEARN MORE:

[spirit.prudential.com](http://spirit.prudential.com) • [nassp.org/spirit](http://nassp.org/spirit) • 855.670.4787





# BRINGING THE SPIRIT OF COMMUNITY TO YOUR COMMUNITY

**1. PROMOTE** the Spirit of Community Awards to young people starting early in the application period. To do so, you can make announcements at group gatherings; display the enclosed poster in a high-traffic location; post information to your newsletter, website, and social media; ask teachers and leaders to encourage participation by eligible young people; and make frequent reminders about the November 7, 2017 application deadline.



**2. DISTRIBUTE** copies of the enclosed application instructions. Applicants will then send instructions and a code to their certifying principal or officially designated organization leader.



**3. REVIEW** completed applications online from November 8 to 17, 2017.



**4. SELECT** one middle level Local Honoree and, if desired, up to two runners-up for every 1,000 students in grades 5-8 in your school or officially designated local organization, and/or one high school Local Honoree and up to two runners-up for every 1,000 students in grades 9-12. Guidelines for selecting honorees can be found below.



**5. COMPLETE** certifications for Local Honorees by 11:59 p.m. CST on November 17, 2017. You'll receive instructions on how to do this.



**6. ANNOUNCE** and recognize your Local Honorees and Certificate of Merit recipients.



**7. LEARN** the final judging results by mail in February. State Honorees and Distinguished Finalists will also be posted at [spirit.prudential.com](http://spirit.prudential.com) and [nassp.org/spirit](http://nassp.org/spirit).



## SELECTING LOCAL HONOREES

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 students or organization members.

While you can select honorees on your own, we recommend assembling a diverse selection committee to add perspective to the process. For instance, you could include a school board member, a teacher, an elected official, a troop or youth club leader, or a local Prudential representative.

Before starting, verify that applicants are in grades 5-12, that their projects occurred at least in part after September 1, 2016, and that their applications are complete.

## JUDGING CRITERIA

There are several factors to consider when judging applications:

**Initiative:** Did the applicant initiate the activity or show exceptional leadership in an existing one?

**Effort:** How much time did the activity require? Did the applicant overcome any significant obstacles?

**Impact:** Were many people affected by the activity, or were individuals impacted in a major way?

**Personal growth:** Did the applicant gain insights or skills from the activity? Did he/she demonstrate a sound understanding of the value of service?



# RECOGNIZING YOUNG PEOPLE WHO GO ABOVE AND BEYOND

## The Prudential Spirit of Community Awards

The Prudential Spirit of Community Awards, established in 1995 by Prudential Financial in partnership with the National Association of Secondary School Principals, is America's largest youth recognition program based solely on volunteer service.

Each year, it recognizes students in grades 5-12 who make meaningful contributions to their communities through volunteer service. The program is conducted through middle level and high schools, as well as five officially designated local organizations.

Over the course of its history, The Prudential Spirit of Community Awards has honored more than 120,000 youth volunteers at the local, state and national level. Read on to learn how young people at your school or organization can get involved with The Prudential Spirit of Community Awards.

### OFFICIALLY DESIGNATED LOCAL ORGANIZATIONS



American Red Cross Chapters



Affiliates of Points of Light's HandsOn Network

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## The Prudential Spirit of Community Awards 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



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## FOR MORE INFORMATION

[spirit.prudential.com](http://spirit.prudential.com) • [nassp.org/spirit](http://nassp.org/spirit)  
855.670.4787 • [spirit@nassp.org](mailto:spirit@nassp.org)



# 2018

## 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 an award of \$1,000, an engraved silver medallion, and an all-expense-paid trip with a parent or guardian to Washington, D.C., in late April. 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 the trip, 10 of the State Honorees will be named America's top youth volunteers of the year. These National Honorees will receive \$5,000 awards, engraved gold medallions, crystal 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 can also receive the President's Volunteer Service Award.

For application and certification questions, or to request a paper application form, call 855.670.4787.

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 120,000 youth volunteers at the local, state and national level.

Apply for a 2018 Prudential Spirit of Community Award and you could win \$1,000 and a trip to Washington, D.C., in late April!

[CLICK HERE TO APPLY](#)

Complete the application and the student/parent agreement; then, on the "certification" page, email or print and deliver instructions to your certifier (**deadline: November 7, 2017**).

Certifiers review applications online and select Local Honoree(s) for state-level judging (**deadline: November 17, 2017**).

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 Affiliate of Points of Light's HandsOn Network.

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 by the end of January. (For replacement certificates, call 855.670.4787.)
- **Invite a local Prudential representative** to help present the certificates. (You can find one 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 2018 Prudential Spirit of Community Awards program. Prudential will announce (STATE)'s top youth volunteers of the year on February 6, 2018.

(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 award and an all-expense-paid trip with a parent or guardian to Washington, D.C., for several days of special recognition events. Other state-level honorees will receive bronze medallions or Certificates of Excellence.

During the national recognition events in Washington, 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 crystal trophy for his or her school or organization, 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 John Strangfeld. "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 120,000 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).

APPLICATION DEADLINE: NOVEMBER 7, 2017

# MAKE A DIFFERENCE LATELY?

# 2018

PRUDENTIAL  
SPIRIT OF COMMUNITY  
AWARDS

## APPLY FOR THE 2018 PRUDENTIAL SPIRIT OF COMMUNITY AWARDS

Maybe you planted a garden to feed the hungry. Maybe you found a way to support U.S. troops and veterans. Perhaps you collected clothes or toys and gave them to children in need.

No matter your volunteer project, we want to hear about it – in your application for the 2018 Prudential Spirit of Community Awards.

Every middle level and high school in the nation – and designated local youth service organizations – can select a Local Honoree. If you are named a Local Honoree, you'll be eligible for statewide recognition, a \$1,000 award, a silver medallion, and an all-expense-paid trip with a parent or guardian to Washington, D.C., where America's top 10 youth volunteers of 2018 will be named. The 10 National Honorees receive additional \$5,000 awards, gold medallions, crystal trophies, and \$5,000 grants from The Prudential Foundation for nonprofit charities of their choice.



If you want to apply, or know someone who is eligible, visit [spirit.prudential.com](http://spirit.prudential.com) or [nassp.org/spirit](http://nassp.org/spirit). Or call 855.670.4787.

**2017 National Honoree Kenan Pala**, 13, of San Diego, Calif., a seventh-grader at Francis Parker Middle School, launched an initiative that's benefited homeless people by raising money for local shelters, serving meals to more than 2,000 people at local soup kitchens, and organizing a Guinness World Record-setting cereal donation event.

**2017 National Honoree Sarah (Katie) Eder**, 17, of Shorewood, Wis., a junior at Shorewood High School, developed "Kids Tales," a creative writing workshop for children in need that is now being taught by 120 teens in seven states and five other countries.

