



## How to Write a Letter of Endorsement

The Adult Recognitions Committee uses letters of endorsement along with the nomination forms to determine if nominees have fulfilled the criteria necessary to receive the appropriate award. It is important that endorsement letters be specific, well thought out, and neatly written (typed, is preferred). Letters should be submitted with the nomination form, if possible, or by the deadline established by GSCM.

It is best to provide a copy of the award description to anyone that you ask to write a letter of endorsement. Here are some useful guidelines to follow for girls and adults who are being asked to write a letter of endorsement:

- ❖ Include the date on the letter.
- ❖ Make sure to have both the name of the nominee and the title of the award or recognition in the body of the letter.
- ❖ State how the letter writer knows the nominee and for how long.
- ❖ Remember that a well written letter does not have to be lengthy. You should be able to state your reasons for endorsing the nomination by clearly stating how the volunteer's performance has been outstanding or beyond expectations. Quality is more important than quantity.
- ❖ Be specific to list if the award is for service to the Service Unit (using only Service Unit jobs or examples) or service to girls (in a Troop leadership role or capacity).
- ❖ Tell how the nominee's contributions have benefitted Girl Scouting.
- ❖ Please verify accuracy and numbers. "This information may be used as part of the presentation of the award to the nominee.
- ❖ List any other comments or information that might be helpful to clarify how the nominee fulfilled the criteria necessary to receive the award.
- ❖ Be sure to sign the letter and give full contact information (phone, and e-mail) in case follow up questions or clarification is needed by the Adult Recognitions Committee.

It is also very important to give specific deadlines for when the letter should be completed. One individual in the Service Unit could be the point person in charge of collecting all nomination forms and letters. This way the letters can be submitted along with the nomination form, ensuring that they are completed and turned in to the Council by the specified deadlines.

Nominations for the GSCM Daisy Award can be made at any time throughout the year since the Service Delivery Team approves this award. Deadlines for the GSUSA Volunteer of Excellence are **November 1, February 28, May 1, and August 1**. The Adult Recognitions Committee meets in the fall and spring to review nominations and letters for the President's Award, Appreciation Pin, Honor Pin, Thanks Badge, Thanks Badge II and the GSCM Black-Eyed Susan Pin. Nominations and letters should adhere to the following deadlines for these awards: **November 1<sup>st</sup> and February 28<sup>th</sup>**.

EXAMPLE: If a letter is lacking enough of the right information, the letter writer can be asked to provide more detail and depth in order to clearly outline the service of the volunteer being nominated. It is best to provide that information the first time, but the letter writer can be guided to rewrite the letter without much effort to make it a good one.

Endorsement Letter for Susie Scout:

GSCM  
4806 Seton Drive  
Baltimore, MD 21215

February 24, 2013

To whom it may concern,

Susie Scout is an excellent candidate for the new Volunteer of Excellence Award. Susie has been an integral part of SU 668 for many years. Susie is a Daisy Leader (10 years of service in this capacity) and assistant Brownie Leader (two years of service in this capacity). Susie has taken on a new position in our Community, Daisy Liaison. In this role Susie serves as a mentor to new Daisy leaders, providing much needed guidance on everything "Girl Scouts" to ensure successful leaders and troops.

Susie also has volunteered in the following capacity:

- First Aider for Community events
- Nurse at Girl Scout resident camp

Susie provides Level 2 First Aid for at least 6-8 events every single year for the past decade, and maintains her EMT certification, at no small cost in time and effort to herself, solely to provide this service for GSCM. She has also filled in on four occasions at Conowingo when there was no nurse, allowing GSCM to run its resident camp.

These are a few reasons that Susie should receive the Volunteer of Excellence Award.

Thank you,  
Cindy Volunteer  
123 Smith Avenue  
Baltimore, MD 21215  
410-555-9138

*Rewritten Endorsement Letter for Susie Scout:*

GSCM  
4806 Seton Drive  
Baltimore, MD 21215

April 3, 2013

To whom it may concern,

Susie Scout is an excellent candidate for the new Volunteer of Excellence Award. Susie has been an integral part of SU 668 for many years. Susie has been a Daisy Leader for 15 years and a Brownie Leader for two years.

As a leader Susie has given about 300 girls a solid foundation of Girl Scouts. Daisy Girl Scouts are the start for our girls' Scouting experience, and having a dedicated Daisy Leader allows placement of Daisies for the SU without the delays required by recruiting and training a new leader for those girls each year. Her leadership is one reason why our SU has so many older girls. She started them on the journey of developing their leadership potential right from the beginning.

Susie is also the First Aid person for many of the events and supports the Travel Pathway events as well. Each event has between 200 and 300 girls attending. That is approximately 1200 girls each year. Susie maintains her EMT status for the sole purpose of continuing to act as a First Aid adult for GSCM. And as such, has allowed the resident camp to function, stepping in overnight several times when a nurse was needed.

Over the years if a person is needed to fill a role in the SU, Susie is usually the first one to volunteer. This year our SU has mentors for each level. Susie is the liaison for the Daisy Leaders. Her experience is invaluable.

These are a few of the reasons Susie should receive the Volunteer of Excellence Award.

Thank you,  
Cindy Volunteer  
123 Smith Avenue  
Baltimore, MD 21215  
410-555-9138

**EXAMPLE:** Mary Volunteer has been nominated for the Appreciation Pin. The first endorsement letter is poorly written and would cause her nomination to be rejected by the Adult Recognitions Committee. The second letter would definitely provide enough information to the Committee to secure the award for her.

*Endorsement Letter #1 for Mary Volunteer:*

Dear Adult Recognitions Committee,

Mary is a wonderful person. She is always there when I need her. Mary is very encouraging and always keeps the needs of her girls in mind. Whenever any of us have a question, we know we can call Mary. I don't know what we would do without her.

Mary has three children and is very active in her church. She sets a wonderful example for her girls and the community. I have known Mary for years and she is most deserving of this award.

Sincerely,

Katie Council

*Endorsement Letter #2 for Mary Volunteer:*

September 7, 2013

Dear Adult Recognitions Committee,

I am writing today in support of Mary Volunteer's nomination for the Appreciation Pin. I have known Mary for the last five years and serve with her on the Service Unit Team for SU 29. Mary has held the position of Service Unit Banking Specialist for the past five years.

Mary volunteers to organize events for the entire county, making the registration process a smooth one. This year she organized four new events: World Thinking Day, a Juliette Low Birthday party, county-wide service project and swim event. In addition Mary coordinated three Journey workshops for leaders.

Usually, 90 percent of our 80 troops participate in these well-organized events.

Mary also fills in when the Service Unit Manager cannot make a meeting, providing consistency in our meeting schedule so we don't have to reschedule. She has assisted at three Back-to-School nights allowing parents to participate in their child's classroom activities, while promoting Girl Scouts to new families.

Mary has written four articles for our local paper in order to highlight the Girl Scout activities and programs in our area. This is a very good tool in recruitment and community engagement.

For all of the reasons mentioned here, I believe that Mary is a great candidate for the Appreciation Award.

Sincerely,

Sally Scout  
SU 29 Placement Coordinator  
[girlscoutsrock@gmail.com](mailto:girlscoutsrock@gmail.com)  
410.555.0629