

Lideres DE Froy

NATIONAL ESSAY CONTEST



Allstate
You're in good hands.

NCLR
NATIONAL COUNCIL OF LA RAZA

Letters of Recommendation

What Works

- Help the judges understand in what capacity and context you know the candidate: as community service supervisor, through volunteer activities, educational experience, etc., and for what length of time. Whenever possible, indicate that you know the candidate personally.
- Provide concrete evidence of the candidate's leadership and service activities. The more specific the examples, the better. Effective letters use narrative technique to highlight the candidate in action, as an innovator, activist, volunteer etc. These letters should convey the candidate's enthusiasm and dedication.
- Convey to readers the scope of responsibility the candidate assumed; readers look for evidence of results. What impact did the candidate's actions have?
- Address the scholarship criteria specifically. Scholarships will be awarded based on the individual's potential to shape the future within the Hispanic community and for their demonstrated dedication to this community-oriented work. Readers look for sustained participation within the Hispanic community, assumption of leadership roles, and evidence of initiative that complements their activities and education goals.

What Doesn't

- A letter that is so generic that almost anyone's name could be inserted.
- Telling readers that the candidate did the community work and showed up on time. This should be expected.
- Letters that focus exclusively on the candidate's potential for success in an undergraduate school program. Activism and leadership are more important qualities for the scholarship.