

# Got Scholarships?

Writing a Winning Scholarship Essay Using  
the Most Effective Techniques

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# How can I help students write a winning essay??

- Where can student's find scholarships for which they qualify?
- What are some strategies to effectively complete scholarship applications?
- What techniques can I use with each student?

# Where can student's find scholarships for which they qualify?

- Community-sponsored Scholarships
  - Civic clubs
  - Community organizations
  - Parishes and congregations
- The web can be your friend!
  - Local scholarships
    - California Association of Collectors, Inc.
      - <http://cacesf.org/index.html>
    - Local Companies (Businesses)
  - National scholarships

★ Know where to find resources

# Scholarships on the Web

The screenshot shows a web browser window displaying the PG&E website. The address bar shows the URL <http://www.pge.com/about/community/scholarships/>. The page features a navigation menu with categories like 'COMPANY INFORMATION', 'MEDIA NEWSROOM', 'ENVIRONMENT', 'COMMUNITY', 'RATES & TARIFFS', 'EDUCATION & SAFETY', and 'CAREERS'. A sidebar on the left lists various programs, including 'PG&E Scholarships' and several Employee Resource Groups. The main content area is titled 'Employee Resource Groups Sponsor Scholarship Programs' and includes a paragraph about the role of these groups. A list of ERGs is provided, with a red arrow pointing to the 'InspirAsian Employee Resource Group'.

For My Home | For My Business | Login | **About PG&E** | Media Newsroom | Careers | Contact Us | Español | 中文 |  **GO**

**PG&E**

COMPANY INFORMATION | MEDIA NEWSROOM | ENVIRONMENT | **COMMUNITY** | RATES & TARIFFS | EDUCATION & SAFETY | CAREERS

Employee Volunteers  
Charitable Contributions  
High School Career Academy  
▼ **PG&E Scholarships**  
BEA Employee Resource Group  
InspirAsian Employee Resource Group  
Latino Employee Resource Group  
Pacific Service Employees Association  
PrideNetwork Employee Resource Group  
Samahan Employee Resource Group  
Women's Network Employee Resource Group

## Employee Resource Groups Sponsor Scholarship Programs

The Employee Resource Groups at PG&E are an essential bridge of communication between our employees and customers. One of their key roles is rewarding college-bound students for their academic achievements and community service with scholarships.



- » BEA Employee Resource Group
- » **InspirAsian Employee Resource Group**
- » Latino Employee Resource Group
- » Pacific Service Employees Association
- » PrideNetwork Employee Resource Group
- » Samahan Employee Resource Group
- » Women's Network Employee Resource Group

<http://www.pge.com/about/community/scholarships/>



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Arthritis

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Cold & Flu

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Children

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### News & Offers

#### 2011 TYLENOL® Future Care Scholarship

PRINT

EMAIL



#### Announcing the 2011 TYLENOL® Future Care Scholars

The Makers of TYLENOL® congratulate the 2011 TYLENOL® Future Care Scholars. This year, we are presenting a total of \$250,000 in scholarships to support these students as they pursue careers focused on caring for others.

These forty students have been selected for excellence in leadership, academic performance and community involvement. The TYLENOL® Future Care Scholars make the future of healthcare brighter and we're pleased to introduce them to you.

▶ Meet the winners and stay connected on Facebook.

Like 22K

**TYLENOL®**  
Future Care  
Scholarship

Application period: February 1, 2011 – May 27, 2011  
Award recipients announced: August 15, 2011  
10 applicants will receive \$10,000 in scholarships  
30 applicants will receive \$5,000 in scholarships

The  
future  
needs  
you.

#### News

- ▶ Partners in The Heart Truth
- ▶ Important News
- ▶ Investigation to Recover Stolen Product

#### Offers

 **\$1 Off**  
TYLENOL®  
Arthritis Pain

 **\$1 Off**  
TYLENOL® PM

▶ **SAVE \$1** ON ANY TYLENOL® PRODUCT



## Coca-Cola Scholars Foundation

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Home

Coca-Cola Scholars Program

Login

Scholarship Instructions

Coca-Cola Community College Academic Team

### COCA-COLA SCHOLARS PROGRAM

#### WHEN TO APPLY:

The application is currently open.

#### Login

Initial Applications are accepted through Oct 31 of the senior year in high school.

#### PROGRAM OVERVIEW

1. Seniors in high schools throughout the United States who meet the eligibility requirements may apply each year for one of 250 four-year, achievement-based scholarships.
2. Approximately 2,200 applicants will be selected as Semifinalists and notified by mail and email around December 1. Semifinalists must then complete a secondary application, including essays, official transcripts, and two letters of recommendation. Semifinalist applications are due by mid-January. Our Program Review Committee will select 250 Finalists to advance to the final interview phase. Notifications are sent mid-February.
3. In April, the 250 Finalists are invited to Atlanta for personal interviews. The Finalists are interviewed by a National Selection Committee representing outstanding leaders in business, government, education and the arts. 50 students are then designated as National Scholars and receive awards of \$20,000 for college; 200 students are designated as Regional Scholars and receive awards of \$10,000 for college.

#### ELIGIBILITY REQUIREMENTS

##### APPLICANTS MUST BE:

- CURRENT high school (or home-schooled) seniors attending school in the United States (or select DoD schools);

<https://coca-colascholars.org/page.aspx?pid=388>

- carrying a minimum 3.00 GPA at the end of their junior year of high school.

- SCHOLARSHIP PROGRAMS
- REQUEST INFORMATION
- Events
- Career Center
- Publications
- University Alliance
- Our Programs
- Resources
- Donate
- Videos
- Media Room
- AHOF 2010



### SCHOLARSHIPS FOR GRADUATING HIGH SCHOOL SENIORS

To view the specific requirements and deadlines for each scholarship program, please **click** below on the scholarship of interest to you.

*With the exception of the Gates Millennium Scholars program, all applications must be submitted using the HSF online application system. Please note that you can only apply to scholarship programs that are open.*

**Not sure if you meet the eligibility requirements?** Once you begin filling out your online application, the system will automatically tell you for which scholarship programs you qualify!

Have a question? Consult our **Frequently Asked Questions (FAQ's)** page. [Click here.](#)

College Scholarships for Graduating High School Seniors	Information	Availability
• HSF/General College Scholarships	<a href="#">View Requirements</a>	<span style="background-color: #c8e6c9; padding: 2px;">NOW OPEN</span>
• Gates Millennium Scholars	<a href="#">View Requirements</a>	<span style="background-color: #c8e6c9; padding: 2px;">NOW OPEN</span>
• HSF/AT&T Foundation Scholarship	<a href="#">View Requirements</a>	Closed for 11-12
• HSF/Bakersfield Scholarship	<a href="#">View Requirements</a>	Closed for 11-12
• HSF/College Access Foundation Inland Empire Scholarship and Student Support Service Program	<a href="#">View Requirements</a>	Closed for 11-12
• HSF/Frank Terrazas Scholarship	<a href="#">View Requirements</a>	<span style="background-color: #c8e6c9; padding: 2px;">NOW OPEN</span>
• HSF/Georgia Opportunities Scholarship	<a href="#">View Requirements</a>	<span style="background-color: #c8e6c9; padding: 2px;">NOW OPEN</span>
	<a href="#">View Requirements</a>	Closed for 11-12

## General Scholarships

**SHPE Foundation SCHOLARSHIP APPLICATION DEADLINE: Postmarked by April 1.**

*Scholarship recipients will be notified in mid-August. In order to best serve our students, please do not contact the office until late August if you have not received notice of your application status.*

### APPLICATION INSTRUCTIONS

1. [Complete the online scholarship application.](#)
2. Print a copy of the Scholarship Application Page, after you submit your application.
3. Download the [Scholarship Certification Form](#) from the SHPE Foundation Web site.
4. Mail the Scholarship Certification Form, Official Transcript, Resume and Letter of Recommendation to SHPE Foundation **postmarked by April 1.**
5. Mail the application to:

SHPE Foundation  
c/o: 2011-2012 Scholarship Program  
University of Texas at Arlington, Box 19019  
416 Yates Street, Room 609  
Arlington, TX 76019-0019



- Scholarship Program FAQs
- General Scholarships**
- Dissertation Scholarships
- Professional Scholarship
- Northrop Grumman Scholarships
- Verizon Scholarship

### DESCRIPTION

<http://www.shpefoundation.org/scholarships/ahetems-general-scholarships/>

Merit-based and need-based general scholarships are awarded, in the amount of **\$1,000 - \$3,000**, to qualified **high school graduating seniors, undergraduate students, and graduate students** who demonstrate both significant motivation and aptitude for a career in science, technology, engineering or mathematics.





Search

Home » Student Lending » U.S. Bank Scholarships

## U.S. Bank Scholarships



### You Could Win One of 40 \$1,000 Scholarships

Applying for scholarships should be the first step you take in financing your college education. After all, it's free money! So be sure to apply for the U.S. Bank Scholarship. We'll award 40 \$1,000 scholarships for the 2012-2013 academic year, and you could be a winner. See below for details.

### Congratulations, Scholarship Winners!

U.S. Bank is delighted to announce the winners of the Scholarship Program for the 2011-2012 academic school year. Recipients were selected from high school seniors/college undergraduates throughout the country who plan to attend college in the fall.

#### Ready to Apply?

Online [Apply Now](#)

Check [My Loan Status](#)

See [My Saved Application](#)

#### Estimate Your Payments

Get an idea of what your loan payment will be once you're done with school.

[Repayment Examples](#)

http://www.usbank.com/student-lending/scholarship.html



 **NEVER PAY TO LOOK  
AT SCHOLARSHIP  
LISTINGS**

# Scholarship Search Engines

- [www.scholarships.com](http://www.scholarships.com)
  - A resource for students and parents.
- [www.supercollege.com](http://www.supercollege.com)
  - Resources to help students get into and pay for college.
- [www.fastweb.com](http://www.fastweb.com)
  - A free searchable scholarship database.
- [www.collegeboard.com](http://www.collegeboard.com)
  - A scholarship search engine based on The College Board Scholarship Handbook.
- [www.college-scholarships.com](http://www.college-scholarships.com)
  - A site with links to 10 different scholarship search engines.
- [www.lunch-money.com](http://www.lunch-money.com)
  - A one-stop resource for college information and scholarships.
- [www.absolutelyscholarships.com/scholarship](http://www.absolutelyscholarships.com/scholarship)
  - An online, searchable scholarship database.



★ Helping Students Write *The*  
Winning Essay

# I. Brainstorm

- Listing important events.
- Events should impact the student. These may be positive or negative
- Have student create a list of life or work experiences and that have molded their interests.

# I. Brainstorm

- Questions to ask students
  - What makes you unique?
  - How much education are you interested in?
  - Have you had to overcome any unusual or hardships (for example economic, family, or physical) in your life?

## 2. Narrow Down The Topic

- Have student choose one event from the list that stands out as being very important. Have them write a few sentences about the event.
- Have student choose one or two work experiences that had the most impact on them and write a few sentences about event.
- Write a few sentences about their best achievement/talent/or how they overcame a difficult situation.

### 3. Organizing *The Essay*

- A. An introductory paragraph with a thesis or theme
  - The opening sentence and paragraph must match the interest of the reader by painting a real life scene. The beginning of the essay must be unique and must stand out above the others.
- B. Two to three ideas with sub points that support the theme/thesis
- C. A conclusion



# Activity

- Write an essay (500 Word Maximum) describing your background and goals. Explain why you feel you should be granted a scholarship.

# Activity #1

As sweat poured down my forehead and I fought off the swarms of mosquitoes and my hands hurt from blisters, I picked tomatoes from the half mile row of fields. Life as a migrant farm worker is hard. It is hard to work twelve-hour shifts everyday alongside my family each year during the crop season.

My parents have no education or preparation and I watch my family struggle just to make ends meet. My parents cannot read or write so it is my responsibility to pay all the bills each month. All these hardships have made me mature quickly. It has taught me hard lessons about working hard and taking my education seriously, even more because I always start school about a month after other students. These struggles have taught me responsibility, determination, and have strengthened my character.

I helped to make a difference in the lives of migrant student struggling academically by tutoring math in the migrant afterschool program every Tuesday and Thursday since 9<sup>th</sup> grade. I have impacted our community by helping to implement an American Reads project in which high school migrant students read to younger migrant children in their nursing homes twice a week for six weeks leaving a book with them each time. Working in a nursing home once a month as a volunteer gives me an appreciation for the needs of the elderly.

Having excelled in science and math I wish to study in the medical field and become a pharmacist. I love the thought of helping people and just as a doctor helps their patients, a pharmacist does the same by filling prescriptions.

I know I have the potential, knowledge, and strength to become successful even though my circumstances have been incredibly difficult. I have learned the lessons that have taught me about life. Unfortunately, without a scholarship I will be unable to attend college because my family is not financially able to help me. It will mean giving up my dreams, which I refuse to do.

# Activity #2

Hello my name is Ali Cruz and I was born in California. I am interested in the scholarship because, I need money for college. I have been involved in high school activities. My favorite is that I am involved in basketball. One of the reasons why I enjoy basketball so much is because it keeps me motivated to continue going to school so I can continue to play basketball. When I play basketball, I feel that I can accomplish many things.

I have also helped in the community by completing 40 hours of community service. My high school required us to and I helped at the local homeless shelter. At the shelter I made sure that the people were treated with respect and I enjoyed listening to their stories. Doing this, it made me realize that you need to treat people with respect regardless of where they come from and the experiences that they have had.

From this experience I learned that many things can happen in life and only with an education can you be more prepared to face the different circumstances that life brings. Helping at the shelter allowed me to gain an understanding of the impact of making life choices. The people at the shelter taught me a lot.

I know with this scholarship, I can continue with my studies. Any contribution will greatly help in reaching my goals of playing basketball and getting an education.



★ Techniques to use with every student

# Techniques that work

1. It is a joint effort
  - Meet with students often
2. Ask the student questions
  - Address struggles and accomplishments
3. Essay has three parts
  1. Self- specific accounts, details; show confidence
  2. Academic plans
  3. Professional plans
4. Dissect the essay
5. Proofread
6. Give advise and input and revise, revise, revise



★ *Questions?*

# References

- Hacker, D. & Sommers, N. (2010). *The Bedford handbook* (8<sup>th</sup> ed.). Boston, MA: Bedford/St. Martin's.
- Van Raalte, S.D. (2001). *College applications and Essays* (4<sup>th</sup> ed.). Peterson's Guides. Lawrenceville, New Jersey.