



# Marshall Scholarships

## Endorsement Letters – May 2021

# We ask universities to endorse candidates because...

- You can best identify and advise candidates who fit our criteria: academic merit, leadership potential, ambassadorial potential
- You are our eyes and ears on the ground – you can tell us what makes the candidate unique or distinctively worthy of this scholarship in the context of your university's setting
- You can substantiate the achievements of candidates – what sort of impact have they actually made?

# Things we appreciate in letters...

A top line: Why was your committee excited to endorse THIS candidate for THIS scholarship?

1. Some context, for example: Your endorsement process, background on your relationship with the candidate, possibly comments relative to your past experience
  
2. Any independent observations about how is this candidate viewed by the university and on campus, e.g., details about academic ranking, significant extracurricular achievements, anecdotes that expand on the application or highlight skills/qualities that are not included in the application?

# Things we appreciate in letters...

3. Clarification of any “outliers” in the application – e.g. unusual grades, quirks about academic programs
4. Brief comments that you can independently corroborate on any personal backstory that give color to what the candidate has or hasn’t achieved
5. Insight into the candidate’s ambassadorial potential, especially interpersonal skills/engaging with others with integrity and purpose
6. Missing pieces: As the one person who has read the entire application – what is missing or doesn’t come through that demonstrates why you endorsed the candidate?

# Things to avoid in letters...

- Repeating materials from other parts of the application, especially verbatim quotes from recommendation letters
- Providing too much personal background about the candidate that does not link to our criteria
- Providing enthusiastic but generic descriptions across all of the candidates from your university
- Overselling the candidate, especially if they are not “interview ready”