

GSEP Awards

Nomination and Endorsement Best Practices

Recognizing volunteers well means telling a clear, compelling story of their impact. Use these five best practices to strengthen your nominations and endorsements:

1. Be specific, not generic. Use concrete examples of the volunteer’s impact—numbers, stories, and outcomes carry far more weight than broad praise.

Non-Example	Example
“Maria is an amazing leader who always goes above and beyond.”	“Over the past year, Maria organized 12 troop meetings, led 3 community service projects, and helped 8 girls complete their Bronze Award.”

2. Match the story to the award. Tailor your nomination to reflect the exact criteria of the award so reviewers can easily see the alignment.

Non-Example	Example
“Jasmine is kind, dependable, and everyone enjoys working with her.”	“This award recognizes innovative leadership, and Jasmine demonstrated this by creating a virtual badge program that reached 50 girls across three troops.”

3. Show impact on girls. Emphasize how the volunteer’s actions directly benefitted and empowered Girl Scouts, not just how helpful they were to adults.

Non-Example	Example
“Lynn is always willing to help other leaders and keeps things organized.”	“Because of Lynn’s mentorship, first-year Daisies gained confidence speaking in front of groups and independently planned their first Take Action project.”

4. Provide several examples. Show consistent impact by including multiple distinct examples rather than relying on just one strong story.

Non-Example	Example
“Sam did a great job planning our end-of-year celebration.”	“Sam organized a troop camping trip, launched a cookie sales mentoring program for new girls, and led a service project benefiting a local food bank.”

5. Keep it clear and compelling. Write in a straightforward, engaging way—avoid jargon and make it easy for reviewers to quickly grasp why this person stands out.

Non-Example	Example
“Alex served as SUCM and led our JGLCD, including coordinating volunteers, running the wishes table, and supporting all the girls on the GLC.”	“In just one year, Alex transformed a struggling troop into an engaged, confident group of girls who now lead their own meetings.”

Pro Tip: Strong nominations make the reviewer’s job easy—clear alignment, vivid examples, and a focus on girl impact will always stand out.