

About Personal Statements

For any type of application, a supporting personal statement serves as your main ‘pitch.’ Its objective is to convince the reviewer that you are an ideal candidate to fill the opportunity or receive the award.

You should always address the specific points that your reviewer expects to see. You should also address those points in the manner that is suggested. Use creative interpretations or presentation of the required information very carefully. You do not want that to undermine your chances.

In many cases, there will be an evaluation or scoring model that applies to your submission. The easier you make it to review and assess your submission the better your chances will be. Anytime you cause people to have to ‘figure out’ what you have written, that is not helpful to your chances.

Evaluation Model

Your personal statement for the BBPA scholarship application must cover three sets of factors:

- 1) Your academic motivations and ambitions [worth 5 points]
- 2) Your financial need [worth 20 points]
- 3) Your community contributions [worth 20 points]

Academic Component

This is separate from the Academic Reference Letter(s) that your referrer(s) will submit. In your statement, you will be presenting your own narrative. You will be evaluated on your expressed passion for your academic pursuits. You are also required to offer a vision of the future: what the academic achievement will mean to your development and pursuits as a person.

Financial Component

Each element of the financial component will be presented as a separate question in the body of the application. Those answers will be scored automatically in the system. In your statement, you will elaborate on your personal financial situation. That will help the reviewer to better understand your financial need. Your arguments may be applied toward making the final cut of awardees.

Also, some sponsors place special conditions on the scholarships they provide. Sometimes, those conditions do not align perfectly with the standard BBPA requirements. Your personal narrative will be very important for the selection of candidates to meet special donor criteria.

Community Component: (Must be unpaid work!)

This is separate from your Community Reference Letter(s) which your referrer(s) will submit. In your personal statement, you will provide a well-developed description about the type of effort that you participated in, its scope—local, regional, national, or international—your duration of involvement, the role you played, why you chose the activity, and the exact contribution(s) that you made.

Final Note

As a closing point, writing a clear and concise statement will always help. Make your submission attractive and interesting. **Be truthful.** We place a high premium on authenticity. It is also an essential professional quality. Finally, ensure that you use grammatical and proofing tools. Verify the quality of your submission. Present a compelling story that is correct, honest, interesting, and easy to read.