

What Are They Looking for?

Scholarship	Judged on:	Descriptor	What Essays do I write?
Beinecke	Demonstrate superior standards of intellectual ability, scholastic achievement, and personal promise. Plan to enter a research-focused master's or doctoral program in the arts, humanities or social sciences. (Ineligible degrees: Neuroscience, and professionally-oriented degrees such as business, law, public health, public policy, and social work.)	Financial support for young people of exceptional promise and high motivation to be courageous in the selection of a graduate course of study in the arts, humanities and social sciences. There are no geographic restrictions on the use of the scholarship.	Personal Statement: describe your research or creative interests for graduate study and career aspirations beyond these studies. Discuss the most relevant academic, professional, extracurricular, and personal experiences that have influenced your interests and plans.
Churchill	Outstanding academic achievement as indicated by course grades (at least 3.7, usually 3.9+); Proven talent in research; Outstanding Personal Qualities	The Scholarship was set up at the request of Sir Winston Churchill in order to fulfil his vision of US-UK scientific exchange with the goal of advancing science and technology on both sides of the Atlantic, helping to ensure our future prosperity and security. The Churchill Scholarship has been called the most academically challenging of the UK scholarships. The Churchill Scholarship has been called the most academically challenging of the UK scholarships.	Personal Statement (2 pages) Proposed program of study essay (1 page)
Fulbright	Academic Record; Project Feasibility; Language preparation; Personal qualities; Ability to advance understanding between US and another country	The program facilitates cultural exchange through direct interaction on an individual basis in the classroom, field, home, and in routine tasks, allowing the grantee to gain an appreciation of others' viewpoints and beliefs, the way they do things, and the way they think. Through engagement in the community, the individual will interact with their hosts on a one-to-one basis in an atmosphere of openness, academic integrity, and intellectual freedom, thereby promoting mutual understanding.	Study/Research: Personal Statement 1 page; Statement of Grant Purpose 2 pages... ETA: Personal Statement 1 page; Statement of Grant Purpose 2 pages
Gates-Cambridge	Outstanding intellectual ability; leadership potential; a commitment to improving the lives of others; a good fit between the applicant's qualifications and aspirations and the postgraduate programme at Cambridge for which they are applying	For intellectually outstanding postgraduate students with a capacity for leadership and a commitment to improving the lives of others.	Personal Statement 500 words

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Knight-Hennessy	Students in all disciplines with demonstrated leadership and civic commitment. "Scholars who can out-think, out-work, and out-care others."	Independence of thought; Purposeful Leadership; Civic Mindset. Your academics will be judged separately by the department to which you are applying	Two personal essays -- in the online application and a video submission
Luce	Outstanding capacity for leadership; a record of high achievement; clearly defined career interests with evidence of potential for professional accomplishments	Individualized professional placement in Asia with stipends, language training for outstanding young Americans who would not otherwise have the opportunity to come to know Asia intimately.	Personal Statement conveying: a sense of who you are, and (a) your personal journey; (b) your long-range professional interests, and how they have developed; (c) how you have embodied your own kind of leadership; and (d) how a year in Asia with Luce might be transformative.
M David-Weill	Candidates are selected on the basis of their academic accomplishments and capacity for critical analysis as well as demonstrated history of leadership and a proven commitment to community.	American student who exemplifies the core values embodied by Michel David-Weill: academic excellence, leadership, multiculturalism, tolerance and high achievement.	Personal Statement 1000 words and a Recently Graded research paper (8-10 pages with professor comments)
Marshall	Academic Merit; Leadership Potential; Ambassadorial Potential	Reflection: Marshalls are deep thinkers; Leadership: Marshalls prepare for leadership in multiple sectors; Action: Marshalls get things done.	Personal Statement 1000 words; shorter essays on: Post Scholarship Plan; Proposed Academic Program; Leadership; Ambassadorial Potential
Mitchell	Scholarship; Leadership; a sustained commitment to community and public service	the Mitchell Scholarship is designed to introduce and connect future American leaders to the island of Ireland, while recognizing and fostering academic excellence, leadership, and a commitment to public service.	Personal Statement 1000 words
Rhodes	1. literary and scholastic attainments; 2. energy to use one's talents to the full; 3. truth, courage, devotion to duty, sympathy for and protection of the weak, kindliness, unselfishness and fellowship; 4. moral force of character and instincts to lead, and to take an interest in one's fellow beings.	Will emerge as "leaders for the world's future" based on intellect, character, leadership and commitment to service	Personal Statement 1000 words

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Schwarzman	Academic Aptitude; Leadership Potential; Entrepreneurial Spirit; Ambassadorial nature	Schwarzman Scholars will be selected on the basis of not only their academic aptitude and intellectual ability, but also their leadership potential, entrepreneurial spirit, ability to anticipate paradigm changes, exemplary character, and desire to understand other cultures, perspectives and positions.	2 essays required. The most important is an essay detailing an example of your leadership. The other is more a personal statement about your professional interests and goals and how they relate to current affairs or global business issue of importance.

Questions to keep in mind as you write

[Substitute Fulbright with any other scholarships to which you will apply]

1. What attracts you to [the Fulbright]? What do you expect to get out of it?
2. How has your academic experience prepared you for [Fulbright]?
3. What are two or three of the academic accomplishments which have most prepared you?
4. What non-academic experiences have prepared you for your [Fulbright]?
5. Do you have specific career plans? How does the [Fulbright] pertain to them?
6. What experiences illustrate your interest in your career path? What keeps you interested in it?
7. What's the most important thing the selection committee should know about you?
8. What makes you different from most other applicants?
9. How would you explain the benefits of the [Fulbright] you expect to gain to someone who's never heard of it?

Outline your personal goals

- Create a timeline of your life
 - *List important events, both intellectual, academic and personal*
- Put a life goal (no one will hold you to this) at the end of the timeline—
 - Global health doctor in Africa
 - Civil Rights Lawyer
 - Elected official
 - Professor
- What steps are needed to get to that goal?

Study the Criteria

- List the criteria of the scholarship you are interested in in one side of a table.
- On the other side, list how you fit that criteria
- What personal stories show your fit with the opportunity?

Fulbright ETA France	Me	What is the story I can tell?
Intermediate French	Study abroad in France, taken 300 level classes	
Tutoring Skills	Work with refugees tutoring, TA'ed	
Flexibility/Adaptability	Lesson plan in the moment on DukeEngage	

Get Ready to Write

- Read carefully the application questions
- Reflect on the opportunity
 - *How does your experience fit with the organization?*
 - *How do your professional goals align with their mission?*
 - *How will you pay it forward?*
- Sift through your stories
 - *You want to SHOW not tell that you are the best choice*
 - *Are you comfortable talking about that story?*
 - *Does it show all participants in their best light?*

Put Pen to Paper

- Don't worry about word count or getting it just right– just WRITE
- Get feedback
 - *UNLESS you are writing a Rhodes or Mitchell statement*
- Revise and edit