

# Mission Vision Values: Tweaking Your Scholarship Application

January 27, 2016 by [Glenda Healy](#)



Every scholarship application is unique. An application may require essays, responses to essay questions, a list of your community and school activities, a list to detail your employment history, and the “list” goes on. Many scholarship applications do require an essay, and you may have heard that one essay can be used for multiple scholarships, and while that is true for the most part, there is more to it than that. **You must “tweak” your scholarship application, including your essay or responses to essay questions, according to the scholarship provider’s mission, vision, and values, as well as to the scholarship’s eligibility requirements.**

Let’s take a look at [Kin Canada](#) as an example. Kin Canada is the nation’s largest all-Canadian service club organization. It offers bursaries to select students. In the 2015-2016 school year, it awarded 72 \$1000 bursaries! Impressive!



Now, let's look at the 3 steps to help us tweak our application:

## 1. Explore the Website: Mission, Vision, Values (and the Kin Motto)

Take a look at Kin Canada's **mission, vision, and values**. You will find this under the *About Us* section. (You may have to do some exploring on each individual website to find the information you are looking for.). It is here that you will be able to ascertain what Kin Canada wants to achieve and what values are important to them.

Under *Fast Facts*, it states:

**Kin Motto:** Serving the Community's Greatest Need

**Mission Statement:** Volunteers enriching Canadian Communities through Community Service, Leadership and Partnership

**Vision:** Strong, Healthy and Engaged Canadian Communities

**Values:** Excellence, Integrity, Accountability, Compassion, Pride, Fellowship and Inclusiveness

I have underlined the words that will give you an idea of what is important to Kin Canada: *-serving the community and volunteering as well as the values of excellence, integrity, accountability, compassion, etc.* Take note of the one word that stands out in this list: COMMUNITY.

## 2. Note the Eligibility Requirements on the Website and/or Bursary Application

Next, we take a look at the **Eligibility** section on the website. Under the *Bursaries* tab, in the *Apply* section, the Eligibility requirements (the criteria) are listed which include the statement: "*Will be evaluated on their community and school involvement.*"

As well, if you click on the **link to the Kin Canada Bursary Application**, in the Eligibility section of the application, #4 states that to be eligible you must: *Demonstrate high ideals and qualities of citizenship.*

Do you see a pattern here? What is Kin Canada looking for in a scholarship candidate? They are looking for a candidate who:

- Volunteers and serves in the community
- Participates in school activities
- Possesses high ideals & qualities of citizenship (qualities that are listed in Kin Canada's Values section)

### **3. Tweaking Your Scholarship Application**

This is where the tweaking of your scholarship application begins. Once you have determined what Kin Canada values and what they are looking for in a candidate (which we have done by exploring their website and taking special note of the eligibility requirements), then you can **highlight those elements in your scholarship application**. Kin Canada does not require an essay, but they do ask you to list any school or community activities. As well, there is a section for any Additional Information you may wish to highlight about yourself. Again, try to align what you say with their mission and values. If this was a bursary application that required an essay, or responses to essay questions, you would want to **demonstrate, and give concrete examples, of how you possess those characteristics that make you deserving to be one of the bursary recipients!** (Sprinkle the words *volunteer, serving, COMMUNITY*, etc. in your responses).

**And always remember to make your referees aware of the scholarship provider's mission, vision and values, as well as the scholarship eligibility requirements; ask them, if possible, to tailor their letter of reference to both.**

There are no guarantees of winning ANY scholarship. The "exercise" we just went through is to help make your application a better "fit" with the scholarship you are hoping to win!