Instructions and Guidelines for Reynolds Program Undergraduate Scholarship
Recommendation Statement of Support

You have been asked to provide a recommendation for an NYU undergraduate student applying for the Reynolds Undergraduate Scholarship. The recommendation form is to be completed online following the student’s completion of their online application intent form. After the student has notified us of their intent to apply, you will receive an email from reynoldsundergraduate@nyu.edu with a link and instructions on how to submit your recommendation. The following details the information which will be provided in the email and on your online recommendation form and is meant to help you prepare your statement of support before you submit it online. Please note, that all application materials, including your recommendation form, should be submitted via the online system by January 21, 2011. The student is aware of this date and should complete their application intent form as soon as possible, in order to provide you with time to complete your portion of their application.

THE PROGRAM
The NYU Reynolds Program in Social Entrepreneurship seeks to attract, encourage and train a new generation of leaders in public service who will use their vision, dedication, and entrepreneurial talent to solve society's most intractable problems. Broadly speaking, the program attracts three types of changemakers; 1) those that have or are in the process of developing an innovative idea to address a specific social problem in a pattern-breaking, sustainable, and scalable way 2) those that will work in and/or build the infrastructure needed for social entrepreneurial work to take root, including individuals who will practice their profession in a social entrepreneurial organization (accountants, lawyers, etc.) and individuals who want to improve the operations and management systems of public, private and not-for-profit organizations and, 3) those who will spur others to action on a national and/or global scale to particular social problems through, journalism, the arts, photography, film making, television production and other media avenues.

These roles are not necessarily mutually exclusive, and one individual can play multiple roles. Further, each role can be thought of having its own trajectory beginning with the desire to change the world, and ending with the implementation of a pattern breaking, sustainable and scalable idea or approach. Eligible applicants can be at different points on these trajectories with some working to fully develop an idea, while others may be ready to launch an idea, while still others may be ready to bring an already launched idea more fully to scale. (See www.nyu.edu/reynolds for more information.)

STATEMENT OF SUPPORT
In the context of a program designed to foster social entrepreneurship, please address the following in a letter of support and use specific examples whenever possible. You will upload your letter electronically (in pdf format) following the instructions below.

a) How long and in what connection or capacity have you known the applicant?
b) What do you consider to be the applicant’s most outstanding talents?
c) What relevant insights can you offer regarding this candidate that are not likely to be available from other sources?
d) What changemaking role(s), as described above, do you see the applicant playing and why?