A Guide to Communicating Impact

Krieger School of Arts and Sciences
Peabody Institute
Whiting School of Engineering

Academic Year 2021-2022
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Welcome!

Congratulations! As a recipient of a donor-funded scholarship, you are part of a larger Hopkins community of students, alumni, and university partners focused on networking, mentorship, and the celebration of scholarship.

Donor-funded scholarships help support the financial aid package students receive upon enrollment, sometimes called a Hopkins Grant or Peabody Scholarship, and do not provide additional funding. However, these scholarships are awarded post-enrollment by the divisional financial aid office in recognition of academic achievement, extracurricular involvement, and the pursuit of personal interests.

To continue building the network of Hopkins and Peabody scholars like you with our alumni and friends, we encourage you to use the name of your scholarship in publications, in your email signature, or on your LinkedIn profile.

Additionally, to help share your Hopkins and Peabody stories and communicate impact with the donors who make these awards possible, we ask that you complete a brief questionnaire and submit a letter and/or video to send to university donors. The information you choose to share is entirely up to you.

Throughout the year, your respective divisional Offices for Development and Alumni Relations may reach out to you for additional opportunities to connect with this scholarship community, including:

- Participating in recognition events, such as the Homewood Schools Virtual Scholarship Impact Week, the Homewood Schools Scholarship Luncheon, or the Peabody Institute’s Founder’s Week
- Visiting with donors and/or alumni during in-person or virtual meetings

If you are able and willing to attend these events, your presence will certainly help illustrate what amazing students we have at Johns Hopkins!
Contact Information

If you have questions regarding undergraduate financial aid or specific financial information, please contact:

**Student Financial Services**
Krieger and Whiting Schools
(410) 516-8028
fin_aid@jhu.edu
Contact Us!

**Financial Aid**
Peabody Institute
667-208-6590
Contact Us!

If you have any questions regarding the thank-you process for your scholarship(s) or would like to know more about your scholarship donor, please contact:

**Krieger School of Arts and Sciences**
Allison Walsh
Assistant Director of Donor Relations
(410) 516-3360
awalsh@jhu.edu

**Peabody Institute**
Michael Carlton
Director of Annual Giving and Alumni Engagement
(667) 208-6558
mcarlto3@jhu.edu

**Whiting School of Engineering**
Brielle Rozmus
Development Coordinator
(410) 516-8846
Brozmus1@jhu.edu
Undergraduate Financial Aid: Student FAQs

Why am I just getting this now (e.g. mid-fall semester)?

- Johns Hopkins has more than 710 individual donor-funded scholarships which help fund Hopkins grants and Peabody Scholarships. The amount of your Hopkins Grant or Peabody Scholarship is determined by an analysis of your financial need. Once your Hopkins Grant or Peabody Scholarship award amount is determined, you may be asked to complete a HopOpps application online. Based on the information you provide in the profile, you are then matched with specific funding based on a variety of factors relating to the stipulations of each individual fund (for example, geographical location or intended major). The matching process takes time to complete, which is why you are receiving this information at this point in the semester.

Why am I not getting additional funding?

- This funding is the fulfillment of a portion of the Hopkins Grant or Peabody Scholarship award you were notified of when you received your financial aid award, which was calculated based on an analysis of your financial need. It is not additional funding, but instead reflects the specific scholarship assigned to you.

Why did I receive notification from the deans of the Peabody Institute, the Krieger School of Arts and Sciences, and the Whiting School of Engineering about my donor-funded scholarship?

- The deans, as representatives of the three undergraduate schools, are pleased to notify and congratulate you of your selection as a recipient of a donor-funded scholarship, which reflects your academic and extracurricular achievements.

Why and how was I selected to receive a donor-funded scholarship?

- Students who meet the minimum GPA requirement and qualify for donor-funded scholarships are asked to submit a HopOpps application. The application invites students to share biographical information that is used to match them to donated funds earmarked for students with specific attributes (intended major, athletics participation, etc.). For example, a student who indicates an intention to major in Mechanical Engineering may be given a scholarship earmarked for a Whiting student. You may still be selected for a donor-funded scholarship even if you did not complete the HopOpps application, based on information you have already provided.

Why do some scholarships have certain requirements?

- When a donor establishes a scholarship fund, he or she can indicate a preference for how the funds are spent. Many scholarship donors choose to honor a relative or friend or designate their scholarship for students with the same major that they themselves pursued or for students who come from the same geographic area that they did. These
designations reflect the donor’s connection to Johns Hopkins, and the matching process ensures that Hopkins is adhering to donor intent.

Can you tell me more about the scholarship and/or donor(s)?

- You can find a description of your scholarship in your HopOpps student portal, along with a donor-provided biography. All public information relating to your scholarship has been entered in the portal. If your scholarship does not have a full description or donor biography, it likely means that it was established prior to comprehensive records being kept, or the donor has requested anonymity.

Why am I being asked to provide a letter and photo?

- Donations make it possible for Johns Hopkins and the Peabody Institute to offer these scholarships, and the student profiles and letters play a key role in sharing the impact of scholarship giving. Donors appreciate hearing from the students supported by the scholarships they established; hearing from you helps them stay connected to the university. This stewardship is also an excellent opportunity for you, the scholarship recipient, to jumpstart your network of alumni and university friends.
Thank-You Letter

Our donors want to hear your story! They take a deep interest in our students, and are eager to hear more about your studies, research, and life at Johns Hopkins. Thank you for taking the time to share the impact of your scholarship.

We also ask that you please include a photo (jpeg format, please) with your letter as a personal touch. This can be a headshot, a photo of you on campus, traveling, etc.

Tips for writing a great thank-you letter

• Please address your letter to the donors named in your notification letter. If no name is provided, please simply address your letter “Dear Scholarship Benefactor.”
  o Through the review process, their name – if appropriate – will be updated by the Office of the Dean. Some donor-funded scholarships are given anonymously.

• Say “thank you” in first paragraph and mention the name of the scholarship.

• Talk about you: where you’re from, your research area, career plans and goals, activities and hobbies you have, etc. You can be as technical as you’d like.

• If the scholarship is one you’ve had in previous years, include an update about what you’ve been doing since your last letter, what you did over the summer, and what you’re looking forward to this academic year.
  o The letter should be different from the letter you wrote last year. Letters that have been duplicated from previous years will be returned for updates. Scholarship donors do read these letters and they enjoy hearing new information.

• Describe the impact that this financial support has made on you, and if appropriate, your family.

• Make your letter original and in your own voice. Including unique and specific stories about your research, extracurricular activities, or your everyday life is a great touch.

• Close by saying “thank you” again.

• Triple-check your spelling, punctuation, and grammar before uploading the final copy of your letter. Don’t worry about formatting, as HopOpps will format your letter automatically within the system.
Thank-You Videos

Peabody students: please record a brief 30-second thank you video via this [link](#). For some inspiration, check out this [great student video](#).

Krieger or Whiting School students: a video is not required and is an optional element to send to your scholarship donor. Please note that a written letter is required, regardless of whether you submit a video.

Student-produced videos are always surprising for our donors and they make their day. They love your messages because they express your passion in a candid way. Speak sincerely and from the heart.

Your thank-you video can touch on the same aspects as your letter. Be sure to:

- Introduce yourself and say thank you in the beginning
- Describe your student experience at Hopkins
- How your scholarship has impacted you and your education
- What you are currently working on

You can also talk about and/or film:

- Faculty you work with
- Your favorite course or project
- Your biggest surprise coming to the Whiting School of Engineering, Krieger School of Arts and Sciences, and/or the Peabody Institute
- Your family, friends, and colleagues
- A current project and/or your lab space/performance venues

Helpful tips:

- You can record yourself using your phone, digital camera, webcam, etc. – this video does not need to be highly produced.
- Try recording yourself a few times to find the best camera angle, distance from your face, lighting, and volume.
- Speak clearly, slowly, and loudly. (We can adjust the volume on our end.)
- When you have your thoughts together, practice recording yourself a few times.
- Don’t worry about being perfect.

Note: Your divisional stewardship office will review your video and reserves the right to edit and/or ask you to re-record as necessary.