



# Making the Turn Against Parkinson's 2017 Scholarship Award

## OVERVIEW

A \$2,500 non-renewable scholarship will be awarded to the selected candidate deemed by the Scholarship Committee to have shown the greatest effort and creativity in achieving the objectives of raising awareness and developing a greater understanding of what it means to live with Parkinson's disease. Additional honorable mention scholarships *may* be awarded at the discretion of the Scholarship Committee.

## DATES AND DEADLINES

- **October 3, 2016** - 2017 Scholarship application and award requirements posted.
- **March 1, 2017** - All required documents are due no later than this date.
- **May 15, 2017** - All candidates will be notified of the Scholarship Committee's decision no later than this date.

## ELIGIBILITY

- Michigan residents only.
- Relative of a patient (living or deceased) diagnosed with Parkinson's disease.
- Currently enrolled, or accepted to an institution of higher learning.
- Past recipients of the \$2,500 award are not be eligible.
- Relatives of Making the Turn Against Parkinson's officers, board of directors, and committee members are not eligible for the scholarship award.

## PARTICIPATION REQUIREMENT

- All candidates must participate in an event or activity requiring direct interaction with Parkinson's patients that will increase their knowledge and understanding of what it means to live with Parkinson's disease.

### Examples:

- Attend a support group meeting.
- Job shadow a health professional attending to Parkinson's patients.
- Attend -or- participate in a Parkinson's related educational or exercise program.
- Volunteer at a Parkinson's related fundraising program or event (simply attending the fundraising event does not fulfill the participation requirement).
- Any other activity requiring direct interaction with Parkinson's patients that increases the candidate's understanding of Parkinson's disease.
- Search the Michigan Parkinson Foundation [map](#) for events, dates, and times, by region.

### Please Note:

If you are unsure whether the activity you are considering will be deemed as fulfilling the participation requirement by the Scholarship Committee, please submit your proposal in advance to:

[scholarship@MakingTheTurnGolf.com](mailto:scholarship@MakingTheTurnGolf.com)

## SOCIAL MEDIA REQUIREMENT

- All candidates must post a picture or video, with a description, from their Parkinson's related activity on one or more of the following social media platforms:
  - Facebook, Instagram, Twitter.
  - Multiple posts on each social media platform are allowed, however, the Scholarship Committee will only evaluate your top performing post from each platform.
  - The objective of your posts is to generate as much total engagement as possible (i.e. views, likes, shares, comments, retweets, etc.).
  - You must obtain consent from the persons included in your picture or video before posting.

## WRITTEN RESPONSE REQUIREMENT

- All candidates must submit a written response to the following:
  - Describe your experience participating in the Parkinson's related event or activity.
    - Date, time, location, organizer -or- group leader.
    - What did you do, observe, etc.
    - Did your perception of those afflicted with Parkinson's disease change after your participation? Why or why not?
    - Any other comments or observations you wish to share.
  - Summarize how effective you believe your social media posts were in raising awareness of Parkinson's disease among:
    - Your peers (friends, followers, circle, etc.).
    - Beyond your network of peers.
  - Provide one specific idea for making others more aware of Parkinson's disease.
    - Describe the idea in detail.
    - What steps are necessary to implement the idea?
    - What resources are required to implement the idea?
    - Describe any other pertinent information.

## REQUIRED DOCUMENTS FOR SUBMISSION

- Completed Making the Turn Against Parkinson's scholarship application.
- Confirmation of relative's Parkinson's disease diagnosis (submit 1 of the following):
  - Written statement from relative's primary care doctor or neurologist on letterhead or prescription pad.
  - Copy of an obituary containing a statement that the deceased was afflicted with Parkinson's.
  - Other proof submitted and approved by the Scholarship Committee prior to March 1, 2017.
- Current college transcript - OR - most recent high school transcript - AND - college acceptance letter.
- Copy of candidate's Michigan Driver's license.
- A Screenshot of your top performing post from each social media platform that includes the summary of total engagement (i.e. views, likes, shares, comments, retweets, etc.).
  - Your posts will be evaluated in part on the total engagement generated. In order to receive full credit, this information *must* be included in the screenshots.
  - If your post contained a video, select one of the following:
    - Provide a direct URL that will allow the Scholarship Committee to view the video used in your social media post.
    - Share the video file with [makingtheturngolf@gmail.com](mailto:makingtheturngolf@gmail.com) through a cloud storage platform such as Google Drive.
- Written response to the questions posed by the Scholarship Committee.
- Any other documentation requested by the Scholarship Committee.
- Incomplete submissions will not be considered by the Scholarship Committee.

## EVALUATION AND AWARD CRITERIA

- Personal identifying information will be redacted as much as practically possible from each submission before it is reviewed by the Scholarship Committee.
- Each submission will be graded against a rubric established by the Scholarship Committee.
- Scholarship award recipient must agree to the following:
  - Pose for pictures during the check presentation.
  - Sign a release allowing Making the Turn to use candidate's submission, social media posts, pictures, and video on its website, social media, and other promotional materials.
  - Accept a check made out directly to an institution of higher learning.