girl scouts
of central texas

Gold Award Workshop





- Benefits of Earning the Gold Award
- Review the Gold Award prerequisites
- Review of the Go Gold app and how it is used to write a strong proposal
- A review of the Gold Award Project Proposal Rubric used by the Gold Award Committee and common problems
- A peek at the document, Your Guide to Going Gold
- Brainstorming issues and ideas
- Q&A session or FAQ page

2020-2021 Gold Award Recipients



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Benefits of Earning the Girl Scout Gold Award

- Gold Award Girl Scouts are entitled to a higher starting rank and pay grade when enlisting in the military
- Join the ranks of the fewer than 6% of Girl Scouts who achieve the Girl Scout Gold Award
- Use hours to apply for President's Volunteer Service Award
- Use hours to apply for Congressional Service Award (may apply before project is started)

- Eligible for additional college scholarships
- You will channel your energy and passion about an issue and making a difference
- Develop the marketable skills of leadership, project development and completion
- Highlight college applications and resumes
- Add the Gold Award Banner to your LinkedIn profile

Go Gold Online

- <u>Go Gold Online</u> 2.0 went into effect Fall 2019. This is the only way to submit the proposal and final paperwork for the project.
- Project proposals are reviewed using the <u>proposal rubric</u>.
- Your Guide to Going Gold is a great resource!
- With <u>prior approval from GSCTX</u>, Projects are now allowed to benefit Girl Scouts as a whole.
- If you are doing money earning, plan to receive a donation of \$250 or more in money or in-kind goods, you need to complete the Money Earning and Sponsorship form.

Video: Create a zip file <u>in Windows</u> or <u>on a MAC</u>

Use Your Resources Wisely

 Read through the Your Guide to Going Gold

- Read and understand the Gold Award Project Proposal Rubric
- Use the Go Gold Web App to understand the process and keep track of your progress



The Gold Award project is a Take Action project that has four phases:

Prerequisites

Research and Development

Implementation

Celebration

Use this table to help determine whether an idea is community service or a Take Action project.

Community Service	Take Action
A short-term effort that helps something or someone fulfill an immediate need	A long-term project with sustainable and ongoing impact that addresses a root cause of an issue
Done for the community	Done with the community
Joining an existing effort to solve a problem	Creating a unique initiative to address an issue
Done as part of an existing team (usually as a volunteer)	Creating and leading your own team of volunteers
Working toward a goal that's set by others	Setting the goals and leading a team to achieve them

Your Guide to Going Gold, p. 4



How You Will Spend Your Time

- Notice that 30-50% of your project should be preparation—that is research and development
- Go Gold Online can guide your research
- Be sure to keep track of sources and log the time spent researching
- You cannot write a strong proposal without research.
- Some things to research about your topic/project:
 - root cause of the issue
 - what is being done already and where are gaps
 - who will be your project advisor
 - who will sustain your project
 - how will you measure success
 - how much will the project cost
 - what is an effective marketing strategy for your project
- Once you have done the research, you are ready to move on to writing the proposal

Budget Your Hours



- Preparation 30-50%
- Implementation 30-50%
- Final Report 5-10%
- Earning Money 5-10%

Your Guide to Going Gold, p. 9

Phase 1: Prerequisites

Be a Girl Scout Senior or Ambassador

Complete two <u>Girl Scout Journeys</u> or Silver Award and one Journey

Attend the Gold Award Workshop

Complete the Gold Award Workshop Quiz/Evaluation (add link)

Video: <u>Creating your account</u>

Create an account in Go Gold.

Use an email address that you check often.

Do not use a parent's email address.

The app has tools to help you refine your project before you write the proposal.

Tip: The app tools are optional, but helpful.



- Choose an issue
- Investigate
- Get help
- Create a plan
- Write the proposal, get feedback, and revise if needed

See Rubric Steps 1-5 and Your Guide to Going Gold pp. 12-15

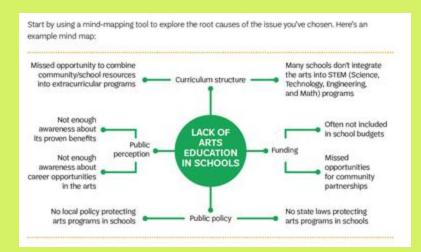


Video: <u>Navigating the Dashboard-Choosing and Issue and Investigating</u>

Phase 2: Research and Development

Choose an issue and investigate

- You can navigate the app from the dashboard.
- The first tool in the Go Gold app helps you identify the issues you care about, who you want to help you, and where your project will take place.
- The tool summarizes your answers which will help you refine the goals of your project.
- Taking time with this tool will be helpful to you are ready to write the proposal for your project.



Video: <u>How to Mind Map</u>

Phase 2: Research and Development

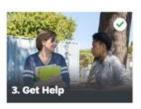
Investigate

- After choosing your issue, the app helps you investigate. Mind mapping is one way to find a root cause of an issue.
- During the investigation of your issue, be sure to keep track of the sources you used. You will need to cite your sources in your proposal.

Your Guide to Going Gold, p.13

Connect

Develop your plan for creating sustainable, measurable impact. These steps are required and will result in your proposal







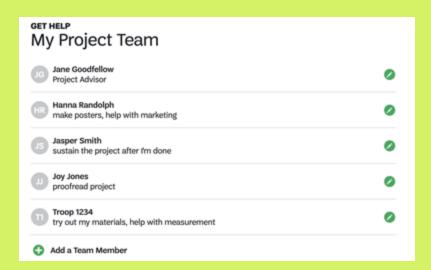
Video: How to Mind Map

Phase 2: Research and Development

Get help, create a plan, and present your plan

- After choosing your issue, the app helps you investigate. Mind mapping is one way to find a root cause of an issue.
- During the investigation of your issue, be sure to keep track of the sources you used. You will need to cite your sources in your proposal.

Your Guide to Going Gold, p.13



Video: **Building Your Team**

Phase 2: Research and Development

Get help

- Include your project advisor on your team.
- Include all the people and groups who will help you with the project.
- You need to demonstrate that you lead a team to do the project. You cannot go it alone!

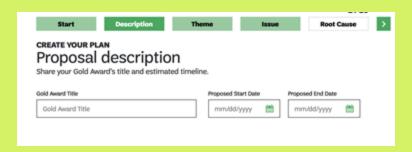


Video: <u>Describing Your Plan</u>

Phase 2: Research and Development

Writing the proposal: Create a plan

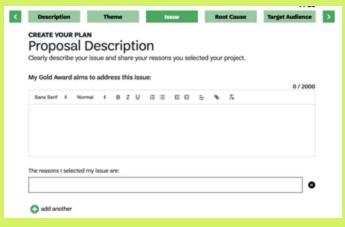
- In this part of Go Gold, you will answer all the questions about your project that make up your proposal.
- Notice that this part is 20 pages long. This will take you some time to thoughtfully complete. Plan accordingly.

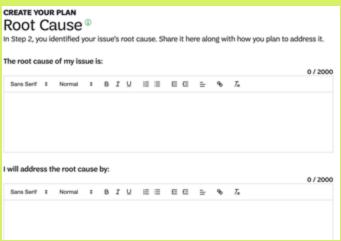




Writing the proposal: Title, start and end dates, and themes

- In this part of Go Gold you will name your project and enter the proposed start dates and end dates.
- Try for an interesting title for your project.
- If your project needs revisions, you may need to adjust the start and end dates in the timeline.
- Next, you'll continue in Go Gold and answer all of the questions.





Writing the proposal: Description and root cause

- In this section you will begin answering questions about your project.
- Use lots of details.
- Remember this is the opportunity to describe your project so that the GAC has a clear understanding of what your goals are and how the project fulfills the requirements for a Gold Award Project.
- Proofread your answers for correct spelling and grammar.



Writing the proposal: Target audience

- For a Gold Award project, you need to work with your target audience instead of for your target audience.
- How you will determine your audience has gained the skills and knowledge you desire, can be incorporated into the goals and measurement questions also.

Writing the proposal: Global link, measurability, and sustainability



Global/National

- Description
- Example
- Question to answer



Measure

- Description
- Example
- Question to answer



Sustain

- Description
- Example
- Question to answer

Global/National Link

Discussion:

What is a global or national link?

Does this mean I need to do a project in another country?

Go Gold Online



Measurability

Discussion:

What does it mean to measure success? What are some ways to do this?

Go Gold Online



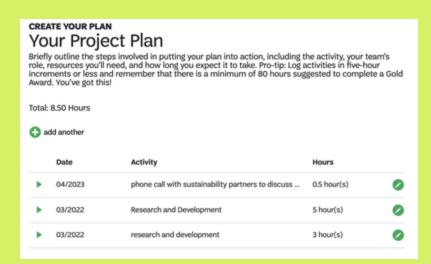
Sustainability

Discussion:

What are some ways to sustain a project?
Who can sustain a project?
Does building something that lasts, like a park bench or a website meet the sustainability requirement?

Go Gold Online





Video: <u>Adding Dates and</u>
Details to the Plan

Phase 2: Research and Development

Writing the proposal: Timeline and plan

- Keep in mind that you cannot begin the implementation stage of the project until your proposal has been approved.
- All dates for research and development can be included and can be in the past.
- All dates for implementation should be in the future.
- You may need to adjust dates on the timeline/plan after receiving feedback.
- Your plan must have at least 80 hours.
- Include the parts of your project that deal with measuring goals, marketing the project, and transferring the project to the sustaining partner.

Video: How to Complete the Budget

Phase 2: Research and Development

Writing the proposal: Estimating expenses

- Include everything you will need to do your project that will cost money.
- Research how many of each item you will need and how much items will cost
- If you expect things to be donated, this is an in-kind donation and should be included.
- If you expect to have a donation in cash or in-kind items valued at \$250 or more, complete a Money

 <u>Earning/Fundraising/Sponsorship Application</u> and include the written approval response in your proposal extras.
- Keep in mind that you cannot raise money for or donate money to another organization as part of your Gold Award project.

Strengths and Talents

The strengths, talents, and skills I currently have and will put into action are













Strengths and Talents

The new skills I plan to learn and develop throughout my Gold Award are:

I will learn to recruit volunteers through direct email, social media, and face to face a:

I will learn to create digital flyers for marketing the project.

I will learn to use social media effectively to market the project.

I will learn how to set measurable goals and accurately measure impact.



Phase 2: Research and Development

Writing the proposal: Strengths and talents

- Choose all the strength you have that will contribute to you completing the project.
- Next, describe all the talents you will learn or acquire to be able to do your project. Click the plus sign to add additional talents.
- Tip: If someone is teaching you something, they should be on your team.

I will let others know about my Gold Award (the impact of my project, what the Gold Award is and what I learned by earning it) by promoting via:

Note: This is NOT about your Gold Award's sustainability.



















Phase 2: Research and Development

Writing the proposal: Shout it from the rooftops

- This part of your proposal describes how you will market your project.
- You can use any or all of these things to inspire others to care about the issue your project addresses.
- None of these are about sustainability. They are about inspiring others.
- You should include the time you spend on marketing in the timeline/plan.



Submitting

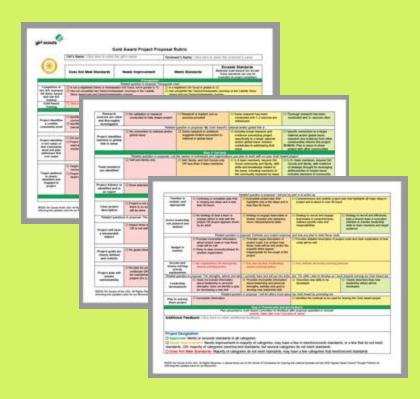
- Go back through the Go Gold slides and proofread everything for spelling and grammar.
- Once you have done that, click "I am Finished".
- The project will automatically go to your troop leader and your project advisor to be signed off.
- The Gold Award Committee meets on the second and fourth Thursday of most months.
- To be considered at a meeting, submit by 5 p.m. the Monday before a meeting.
- Making an <u>appointment to call</u> in is optional.

Note: If you have graduated high school, you must have an approved proposal by July 1 in order to complete a Gold Award Project.



Feedback and resubmission

- The committee will read your proposal and any supporting documents you include with your submission.
- You may call in during the meeting to ask or answer questions.
- You will receive an email with feedback based on the Gold Award Project Proposal Rubric.
- The email outlines the parts of your proposal that require revision.
- Once revisions are complete, you will resubmit, and the committee will review and send feedback or an approval.



Requirements, expectations, and the rubric

- The committee uses the three-page rubric to access all Gold Award Project Proposals.
- Before you move to the implementation phase of the project all parts of the proposal must meet the requirements in the yellow section of the proposal.
- If a part of your proposal meets the pink or orange standard, you will be given feedback that you need to strengthen this part of your proposal.
- We will go over the parts to the rubric in detail.

Link: Rubric

Requirements, Expectations, and the Rubric

- Notice the headers at the top part of the rubric. You want your answers to Meet Standards.
- Any thing else will require you to revise and resubmit.
- Your troop leader will sign off on the completion of the Silver Award and/or Journey prerequisite.
- GSCTX will check that you have completed the quiz/evaluations for the Gold Award Workshop.



Requirements, Expectations, and the Rubric

Step 1: Choose an issue				
Related questions in proposal: My Gold Award aims to address this issue				
Project identifies a credible community need	☐ Identified issue is based on Girl Scout's interests only and not on credible community need or ☐ Identified issue is already being fulfilled by the community the Girl Scout		☐ Identified issue is based on credible community need	☐ Identified issue is based on credible community need BONUS: Identified need is important and rarely addressed
Related question in proposal: The root cause of my issue is				
Project identifies a root cause of that community need and plan addresses that root cause	☐ Did not identify root cause ☐ Project addresses an immediate need with a short-term/one-off solution	☐ Identified root cause☐ Project plan does not address it	☐ Identified root cause ☐ Project plan shows well- constructed approach to address it	☐ Identified root cause☐ Plan shows both careful attention to detail and creative thinking; as a result, project plan is especially innovative
Related question in proposal: The target audience(s) for my Gold Award project is/are				
Target audience is clearly identified and engaged in project	☐ Target audience is not part of the community affected by the issue ☐ Project plan is designed FOR the target audience versus WITH	☐ Target audience is part of the community affected by the issue ☐ Project plan marginally benefits the target audience	☐ Target audience is clearly identified members of the community affected by the issue ☐ Project plan engages appropriate community members in the solution and demonstrates benefit to the target audience	☐ Target audience is clearly identified members of the community affected by the issue ☐ Project plan engages appropriate community members in the solution and demonstrates benefit to the target audience, and the community is committed to sustaining the Girl Scout's work

Step 1: Choose a topic

Common Problems

- The chosen issue does not meet a credible community need.
- Root cause is not identified (see page 5 of Your Guide to Going Gold).
- The target audience is not part of the solution.
- Benefits to the target audience are not clear.
- Answers lack detail.
- Answers have spelling and grammar mistakes.

How to Fix

- Most of these problems will require you to do some more research and some more thinking. Your Guide to Going Gold and the Go Gold web app can both help you.
- If you would like to schedule a call with the Gold Award committee during a meeting to discuss how you can address these problems, use SignUp Genius to schedule a call.
- Having someone proofread your proposal before submitting is a great idea. Tip: Add this person to your team!

Step 2: Investigate

Common Problems

- Sources are not cited. We need to see at least 1-2 sources to meet the standard.
- Your research needs to demonstrate a link to a global/national issue.

How to Fix

- Cite sources
- Explain how your project is linked to a bigger issues that can be found around the nation or world

Step 3: Get help

Common Problems

- Project advisor isn't included on the team.
- Team is too small/only included family members.
- Project advisor isn't an appropriate choice. (Not an expert in the issue or a parent or family member.)

How to Fix

- Put your advisor on the team
- Ensure your advisor is a good choice
- Build a team of at least 3-5 people
- Tip: Try to look beyond family or even troop to build your team

Step 4: Create a plan

Common Problems

- The next several slides will highlight some common issues with Step 4: Create a Plan of the proposals.
- We also will look at the rubric and the matching question from the proposal, so you gain understanding of the requirement.
- We will also look at possible ways to fix issues in this area.

Create a plan: Goals and measurement

Common Problems

- Plan to measure the project's goals and impact is not well defined.
- Project goals are not well defined or not realistic.

How to Fix

- Think about things you can count. How many people were involved? How many were helped?
- Using the SMART acronym when you are creating the goals for your project isn't required, but it may be helpful.

See Your Guide to Going Gold, pp. 7-8

Make SMART Goals

Video: <u>How to set SMART goals</u>

Specific
Measurable
Achievable
Relevant
Time-bound

Create a plan: Sustainability

Common Problems

 There is no plan for sustainability or no commitment from anyone to sustain the project.

See Your Guide to Going Gold, pp. 6-7

- Describe how you will ensure your project is sustainable. This may take research.
- Although not required, including a written commitment, is one way to demonstrate that you have thoughtfully planned for this part of your project.
- Think about what kind of deliverables you will give to your sustainability partner to help them continue the project.
- Add the time you plan to spend ensuring the sustainability of the project in the project timeline. This is part of the project and the time counts.

Create a plan: Timeline

Common Problems

- Girl Scout's leadership role is not evident.
- The descriptions in the timeline are not detailed enough.
- The chunks of time are too large.
- The dates are impossible given the current date.
- There are fewer than 80 hours in the plan.

- Add more detail. Specifically, add details to show how you are leading the project.
- Keep the time chunks to 5 hours or less.
- Break up the different tasks that happen in a single day. Check your dates and make sure they are accurate and realistic.
- Make sure your timeline shows work for at least 80 hours.
- Be sure to include the time on research and development.
- Include time spent on measuring outcomes and marketing.
- Include time for training the sustainability partner and transferring ownership of the project.



Create a plan: Budget

Common Problems

- There are questions about the budget being realistic.
- Estimated cost of in-kind donations are not included.
- Money earning form is needed.

- Do more thinking and researching about associated costs and include them in the budget OR explain, with more details, why there are additional costs.
- Money Earning/Donation application through GSCTX needed for any donation of in-kind items or cash valued at \$250 or more.
- Also needed for any fundraising or money earning for project.
- Your troop leader or troop treasurer can help you with this form.

Create a plan: Demonstrating leadership

Common Problems

• There is no explanation of how leadership will be developed.

- Add more detail. Specifically, add details to show how you are leading the project.
- Show how you are delegating pieces of the project.
- Show how you are training you sustainability partner.

Create a plan: Marketing the project

Common Problems

 You have clicked the boxes for how you will market, but you haven't shared the details of the marketing plan.

Video: Build a social media campaign

- After you click the ways you will share your project, design a marketing plan.
- Add details to the timeline and in answers to the questions that speak to marketing the project.
- For example:
 - If you are building a website, how will you get people to visit it?
 - If you are having a workday, how will you recruit volunteers?
 - If you are holding workshops or lectures, how will you reach potential participants?

Step 5: Present plan and get feedback

Common Problems

- Girl Scout forget to check email for feedback.
- Girl Scout responds to email instead of making revisions in Go Gold.

- Use an email you check often.
- Make revisions in Go Gold online.



Phase 3: Implementation

- During this phase you lead your team to do the project.
- Keep track of all the time spent by both you and your team. Include this in the final project report timeline.
- Keep track of the money you spend. (Income=Expenses)
- Keep all your project's work product (flyers, website addresses, social media links, email logs, etc.) to include in your final report.
- Take photos to include in the final report.
- Measure the progress on the goals through out the project.
- Complete the project as written.

Phase 3: Implementation

Write up final report

Common Problems

- Project was not completed as described in the proposal.
- Income does not equal expenses.
- Sustainability plan has not been carried out.
- No evidence of marketing the project.
- Chunks of time in the timeline are too large.
- Timeline lacks sufficient description.
- Leadership aspect of the project is not evident.
- Work product is not included.
- Verb tenses are incorrect; spelling and grammar mistakes.

- Use your proposal as a guide for writing the final report. You must do everything you said you would do in the proposal.
- If you need to make a change, use the <u>Gold</u>
 <u>Award Amendment Form</u> or email the Gold
 Award Committee if you have questions.



Important Dates and Deadlines

April 1 is the deadline for submission to be included in the current year's Gold Award Ceremony.

September 30 of the year of your high school graduation is the absolute final deadline to submit final reports.

Plan Accordingly

If you are a graduating senior, July 1, after your graduation, is the deadline to have an approved proposal if you want to complete a Gold Award project.

A proposal make take several revisions and be over a month or more before it is approved.



Celebrate

- Submit the Media Kit to GSCTX.
- Be a guest of honor at GSCTX annual Gold Award ceremony.
- Invite your family, friends and others who helped you earn your Gold Award.
- Add the Gold Award to your LinkedIn profile.
- Add the Gold Award to your college applications, and scholarship applications.
- Note you have earned the Gold Award if you enlist in the military.

Frequently Asked Questions

Can I call in to the Gold Award Committee meeting to pitch my idea?

Yes, you can use the <u>Signup Genius link</u> to request a 15-minute appointment during our meeting. During this time, you can pitch your idea and ask any questions you have.

Is there a deadline for me to submit a proposal and final paperwork?

The deadline to submit a proposal is July 1 after a scout has graduated high school. The deadline to submit final paperwork for the project is September 30, after a scout has graduated high school. However, we recommend starting WAY before the summer after graduation. To be included in the year's June ceremony, the final report must be submitted by April 1.

Will creating a website be enough for the sustainability part of a project?

No, creating anything is not enough for the sustainability piece of a gold award project. Scouts must find someone, a person or a group to maintain whatever is created for the project, including a website.

What do I do if I run into a major problem with my project? For example, what if my project advisor moves away and I need another one?

If you run into a major problem, email the Gold Award Committee for some advice. Email us at gsctxgoldaward@gmail.com. There is a Gold Award amendment form you can use to get changes approved before implementing them. Don't make significant changes to your project without getting prior approval.

Gold Award Workshop



What questions do you have?



Gold Award Committee



We are here to support you if you need our help.

The Gold Award Committee will hold you to the high standards and expectations of the Gold Award, but we want you to be successful.

Contact: gsctxgoldaward@gmail.com

Workshop Quiz/Evaluation



Now that you have a better understanding of the requirements and expectations of earning the Girl Scout Gold Award, complete the quiz.