



# Your Guide to Going Gold

## How to Become a Gold Award Girl Scout

The Girl Scout Gold Award is the mark of the truly remarkable. Through pursuing the Gold Award, Girl Scouts change the world by tackling issues they are passionate about to drive lasting change in their communities and beyond while they learn essential skills that will prepare them for all aspects of life. As a bonus, the Gold Award opens doors to a variety of scholarships, preferred admission tracks for college, strong networking and amazing career opportunities, and much more.

This guide offers a comprehensive overview of everything from planning to proposals and teamwork to time logs. So, whether you've been dreaming of your Gold Award since you were a Daisy or you're a new member in high school looking to make a difference, this guide is for you. Let's get going and let's Go Gold!





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# Part 1: The Gold Award Defined

Curious about the Gold Award? Read on to learn more about what it means and how you'll lead lasting change in your community.

## The benefits of becoming a Gold Award Girl Scout

When you become a Gold Award Girl Scout, you delve deep into your passions, flex your problem-solving muscle, stand up for what you believe in, inspire others, and make a difference. It's an opportunity to do something more and to set your sights on true leadership. Here are a few other reasons to Go Gold:

- Grow professional skills. Gold Award Girl Scouts become pros in team building, problem solving, project planning, and time management. These are invaluable skills that all professionals need—and all people value. You can highlight these experiences as you apply to schools, jobs, internships, and other opportunities.
- Earn scholarships. Many universities and colleges award [scholarships](#) to Gold Award Girl Scouts.
- Build your network. Gold Award Girl Scouts recruit and lead teams to do amazing things! This experience will give you a network of supporters that lasts a lifetime.
- Enlist at a higher pay grade when you join the military.

### SOMETHING TO REMEMBER:



Do this for you—not for anyone else! This isn't your parent's troop leader's project. The Gold Award is an opportunity to harness your passion and put your ideas into motion. It's a challenging. It's immensely rewarding. And it's entirely up to you.

### SOMETHING TO REMEMBER:



Once you've earned the Gold Award, you can proudly claim your Gold Award digital credential from Credly, our verification partner! You can display it on your social media profiles, including LinkedIn. This allows prospective employers, universities/colleges, military academies, and others to verify your achievement simply by viewing your profile.

# Key elements of the Gold Award

The Girl Scout Gold Award is a Take Action project that must include five elements. Your project must (1) address a root cause of an issue that you feel passionate about that has a (2) national and/or global link. Through your actions, you must demonstrate (3) leadership while also creating (4) sustainable and (5) measurable impact.

## What does “take action” really mean?

Taking action means working to understand the root cause of a problem so that you can develop a solution that continues to address that issue—even after your Gold Award project has been completed. Simply put, taking action goes beyond community service.

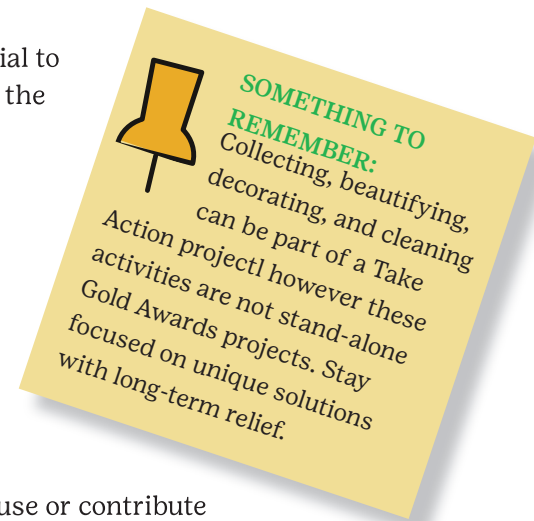
## What’s the difference between Community Service and a Take Action Project?

Take Action and community service projects are different, and both are essential to Girl Scouting. When you earn the Gold Award, you are transformed from living the Girl Scout Law to bringing it to life!

Community service projects are acts of kindness and important ways to help something or someone right now. They are commonly “one and done” activities. Performing community service almost always multiplies efforts that are already in place. Examples include collecting food for an existing food pantry, providing clothing or toiletries to people who have suffered a disaster, cleaning up a run-down playground, or picking up trash at a park, forest, or beach.

Girl Scout Take Action projects address an issue by tackling the factors that cause or contribute to it. As you may expect, these projects have a far-reaching impact. They are designed to change something for the better—forever.

Use this table to help determine whether an idea is a community service or 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 towards a goal that’s set by others	Setting the goals and leading a team to achieve them

## What is a root cause?

Root causes are an issue's trigger—they identify why an issue is happening. Often, you'll have to look for the why in a lot of places in order to get to the root causes. Once you've identified your issue, you can create a "mind map" in [GoGold](#) the Gold Award web app (learn more about [GoGold](#)). This will help you find its root causes. A mind map can help you understand what triggers your issue and will help you look further to find the root causes of those triggers.

**ROOT CAUSE EXAMPLE:** Rachel is passionate about ocean conservation. She asks why ocean pollution happens and lists several causes, including acid rain, soil runoff, and oil spills. She remembers witnessing the harmful impact of a major oil spill in her local ecosystem and decides to learn more about why oil spills happen. Rachel reaches out to experts and, after additional research, learns that a lack of safety protocols for oil storage is one of the root causes. She chooses to create a project that addresses how oil storage can be made safer to prevent spills.

**Step 2: Investigate** will walk you through how to use a mind map and then research your issue's root causes. When you're ready, visit Step 2 of [GoGold](#) to do it yourself!

## How do I include a national and/or global link in my project?

Identifying a national and/or global link doesn't mean you need to travel or expand your project across the globe. It's likely that the issue you've been working towards addressing is relevant worldwide—it can be found in your own local, regional, or national community and across the globe, whether it's poverty, hunger, illiteracy, homelessness, or pollution.

Research how other areas, communities, or countries address your issue. Seeing how other people and places implement solutions might inspire your actions and will absolutely show you a national or global connection. Consider reaching out, explaining your ideas, and asking for their advice, ideas, and even collaboration. You can use what you learn to inform your project. Plus, these kinds of partnerships can be excellent ways to ensure your project's sustainability.

**NATIONAL AND/GLOBAL LINK EXAMPLE:** For the past four years, Maria has volunteered at a local animal rescue group. It regularly operates at its maximum capacity and is unable to take in additional animals. Maria decides to tackle one of the root causes of this issue for her Gold Award. As she begins her research, she learns that animal rescue groups across the country share similar challenges and discovers various perspectives on animal welfare across the globe. Then, she reaches out to relevant animal welfare organizations to better understand the issue and to access the research that they have available. She decides to focus on a solution that she can implement at animal rescue groups in her community and share widely.

Visit Step 4 of [GoGold](#) to identify your issue's national and/or global link. Be sure to include research that backs it up!

## How do I show leadership in my project?

It isn't a leader's job to do everything; rather, it's the leader's job to make sure everything gets done. You will demonstrate leadership by recruiting and engaging a diverse team of volunteers from your network and around the community. Share your vision to help align your team—you can also map out activities, set schedules, create a communication plan, and solve challenges if they arise.

Take Action projects require partnering with the community you're serving, so be sure to enlist appropriate individuals, groups, or organizations before, during, and after your project to ensure they are engaged with and benefit from your project. Ideally, your project will provide the community you serve with a much needed solution, so they will help sustain your project.

**LEADERSHIP EXAMPLE:** Caitlin elevated her passion for theater to raise awareness about substance abuse issues among high school students. She reached out to her high school's drama club for volunteer actors and backstage crew members. She found volunteers within her Girl Scout troop to design and distribute promotional materials for performances.

At a local drug abuse education nonprofit, Caitlin learned about the extent of substance abuse in her town and found her project advisor. Her advisor connected her with volunteer educators who informed the educational components of Caitlin's project and hosted talk-backs after performances. Finally, Caitlin engaged other high school drama clubs to ensure that the program continued to reach her target audience.

**Step 3: Get Help** features important members of your team and the roles they might play. When you're ready, visit Step 3 of **GoGold** to list your team members and share how you plan to lead them as you implement your project.

## What does a sustainable project look like?

Sustainability means that your project, as well as the work towards addressing your issue, carries on or continues even after you've done your part and earned the Gold Award. In a nutshell: you'll put a plan in place that ensures your Gold Award creates lasting change.

Sustainability is not one-size-fits-all. Here are three different ways you can ensure your project is sustainable:

**1** Create a permanent solution...and ensure it's used.

Short project description	How you know it's sustained...
Brand-new girls wrestling team at your school	Get a letter of commitment from your school administration to sustain the team
Cultural competency club at a local community center	Provide a how-to manual with guidelines and your organization charter to the community center so they can maintain your project after you wrap up
Formal-wear lending boutique for military families	Establish a system for rotating and refreshing available items that outlasts your support

**2** Educate others by inspiring them to change their attitudes, beliefs, or behaviors ... and prove the changes by using a measurement tool and either 1) putting a plan in place to continue the education beyond your involvement or 2) enacting a call to action.

Short project description	How you know it's sustained...
Stress-relief awareness campaign	Collect pre- and post-surveys to measure change in your audience's knowledge and perceptions and enact a call to action, like a pledge, to track who commits to adopting new self-care habits.
Reading workshops to promote early literacy	Collect pre- and post-surveys to measure how audience reading skills improve and share the curriculum with a community partner to continue literacy education
School recycling presentations	Collect pre- and post-surveys to measure increase in recycling know-how and enact a call to action, like an online tracking system to count the number of students recycling at the school and total pounds of recycled material annually.



**SOMETHING TO REMEMBER:**

When your goal is to change someone's mind, education can be a powerful tool. You can create and deploy a wide range of materials that will educate others about the issue you care about. We call this a "force multiplier" when someone makes a significant change to an attitude and/or behavior.

**3** Advocate to change a rule, regulation, or law...and engage others in your advocacy.

Short project description	How you know it's sustained...
Protecting sea turtle habitats	Get others to take up the cause by signing a petition as part of a campaign to enact a law that protects the animals' habitats. Your advocacy is what matters—bonus points if you get a law passed, but even if you don't, you can still change minds and behavior along the way.

Visit Step 4 of [GoGold](#) to plan your project's sustainability.

## How do I measure my impact?

Your impact is measurable when you collect information or data throughout your project and use it to show that your actions have had a positive effect on the community and/or contributed to addressing your issue.

Think about what you can count in order to measure the effectiveness of your project. This means that you will need to set a goal or two! That way, when you measure your results, you'll know how effective your project was overall. Goals can feel intimidating, but remember, you're setting them for yourself—and they are adaptable.

You can begin demonstrating your impact by asking "how much?" or "how many?"

- You can count how many people your project helped, involved, or educated, or how many people changed their behavior or attitudes. You can also count the number of members in a group (social media or in person) or how many clicks, shares, views, or comments your website or posts received.
- If you are introducing a new concept to a group, you can use a pre- and post-questionnaire to measure how much they've learned or assess what behaviors they've changed.

Successful Gold Award projects have goals and measure true impact. Be confident in setting and measuring multiple goals, so you can understand the impact of each part of your project. And don't be shy about expanding your efforts as you go!



**MEASUREMENT EXAMPLE:** Nancy is creating a technology class for women in the prison system to help prepare them for future employment. She sets two goals: to reach 50 women in the prison system with her technology class by the end of the school year and to be sure at least 75% of the women feel like they have increased their tech skills. To measure her impact, she plans to use two metrics: she will track participation to ensure she serves at least 50 women, and she will circulate questionnaires before and after the classes to assess if participants are increasing their tech skills. By consistently tracking progress, she can adjust her plan to better meet her goals.

Visit Step 4 of [GoGold](#) to create your project's goals and outline how you'll measure your impact.



**SOMETHING TO REMEMBER:**

While goals are important guidelines, they may change as you go along. It's OK—it's all part of the learning process. Collecting and analyzing data throughout your project will help you gauge the impact your project is having, make improvements and adjust your goals as necessary, and ultimately tell a compelling story about your Gold Award. If you think you need to change your goals after your proposal has been approved, reach out to your council contact for advice and support.

# Part 2: Achieving Your Gold Award

Now that you've learned about the Gold Award, you're ready to earn it—the greatest achievement in Girl Scouting! It may sound daunting, but we'll break it down into smaller, more manageable steps. Read on for more on how to get started. And remember: your council and the Girl Scout Movement will be there to support you every step of the way!

## How do I know I'm ready?

You can begin working on your Gold Award proposal in **GoGold** after you've crossed certain items off your to-do list. You're ready when:

- You're in grades 9–12.
- You're a registered Girl Scout Senior or Ambassador.
- You've completed two Senior or Ambassador Journeys OR have earned a Silver Award and completed one Senior or Ambassador Journey.
- You feel compelled to do something meaningful that will make the world a better place!

## How do I know what to do—and when?

Before beginning your Gold Award proposal, you will have to complete the following two trainings:

**Girl Scout Gold Award Orientation** – this online course covers the basics of going Gold and should be completed before you attend the workshop. You can find the training here:

<https://gsncp.ispringcloud.com/acc/coMEQOUxOTQx/s/1941-SoJLT-yt5UT-mhHA1>

**Girl Scout Gold Award Workshop** – this training is offered virtually and in person, and helps you take a closer look at the key elements of a Gold Award Take Action Project: root cause, global link, sustainability, measurability, and leadership.

Visit the council's Activity Calendar to register for an upcoming session:

<https://www.nccoastalpines.org/en/activities/activity-list.html>

## How much time does it take?

Plan to spend 80 hours bringing your project to life—that’s the minimum. These hours will give you the time you need to properly plan and execute your project—though keep in mind that your schedule and other time commitments will influence how long it takes to complete your project. This is OK, whatever timeline you follow is just fine!

Use this chart—and the definitions below—as a guide to help you plan how to best invest your time for maximum efficiency and impact.

Preparation (30–50%) includes time planning pre- and post-approval.

- Pre-approval (up to 25%) is the process of preparing your project plan before council review and approval. This includes some research, contacting possible community partners, investigating potential venues, finding prospective volunteers, and ultimately completing your project proposal.
- Post-approval (up to 25%) is the work of finalizing your research and locking in your logistics after your proposal is approved by your council. For example, you might contact your venue and set dates and times for workshops.

Implementation (30–50%) is the process of leading and executing the plan you defined in your project proposal and making changes, when necessary, to achieve the project’s goal. This includes training your volunteers, leading your team to do your project, and more!

Earning money (5–10%) is optional, and only includes time you spend earning money for your Gold Award.

Final report & thanks (5–10%) includes reflecting on your impact and appreciating your team, which are essential parts of the Gold Award, so make these a priority as you wrap up.

It’s easy to forget an activity, email, or conversation, so use the “Track My Work” tab in [GoGold](#) to make sure you don’t miss a thing.

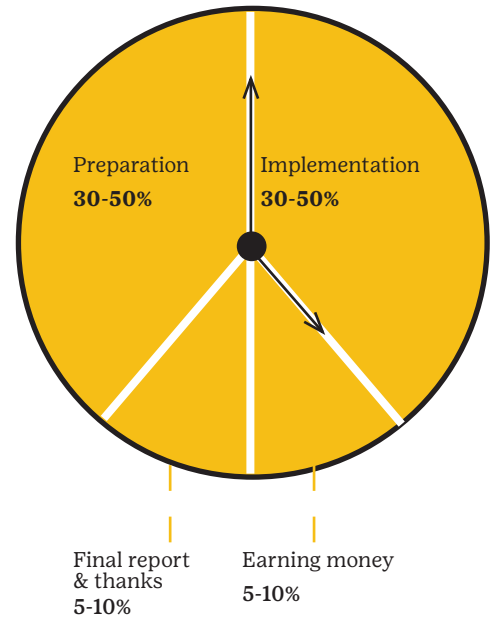
## What is the GoGold web app?

[GoGold](#) is a mobile-friendly web app you will use to track your progress towards completing the seven steps of the Gold Award—from idea to proposal, to taking action and final report—online!

You can use [GoGold](#) to brainstorm and submit your official Gold Award proposal as well as your final report. This system is designed with you in mind. It offers a lot more than just a place to upload documents.

[GoGold](#) takes you through each of the Gold Award steps while offering new ways to examine the issue you want to work on and its root causes, plan your project, set goals, map a timeline, and add your team members.

## BUDGET YOUR HOURS



The functionality built into GoGold is going to save you time, too. The system includes options for your troop leader to virtually sign off on your prerequisites, like your completed Journeys or Silver Award, and for your project advisor to verify your proposal is ready for your council’s review process. (We will tell you more about the role of a project advisor in Step 3.)

Think of GoGold as an interactive, informative, and enormous filing cabinet up in the cloud—where every single Gold Award proposal and final report is proudly safeguarded and catalogued for all the Girl Scouts who are on this amazing journey.

## What are the #1 tips to help me succeed?

DO THIS	NOT THIS
Pull a team of volunteers together and put your leadership skills to work.	Do it all yourself with just a few or no volunteers.
Choose a project advisor who is an expert on your issue and willing to be involved.	Choose a parent or troop leader as an advisor.
Plan ahead and anticipate obstacles.	Wing it without a plan.
Break up your work into small, manageable bundles and assign each bundle a timeline.	Procrastinate or try to do it all at once.
Update your project advisor and council contact and ask questions when needed.	Keep project progress, obstacles, and details to yourself until you submit your final report.
Document everything as it occurs so that the information you collect is accurate and honest.	Make up a timeline after you’ve finished the project or put together several small projects.
Measure your project’s outcome—you can always look to your council contact for guidance on collecting data, conducting surveys, and doing pre- and post-evaluations.	Complete your project with no real way to measure the impact you’ve made.
Make sure your project includes the five Gold Award elements.	Submit your project proposal without addressing root cause or including a national and/or global link, sustainability, measurability, or leadership.
Include detailed goals in your project proposal that show your anticipated impact.	Skip goal setting.
Do research to make sure any organizations you plan to work with want to sustain your project.	Assume that organizations need your help.
Create a dynamic project with measurable impact on a community.	Create a static website as the focus of your project or hold a one-day workshop.
Be original—this is your chance to shine!	Copy what others have done.

## What are the seven steps to the Gold Award?

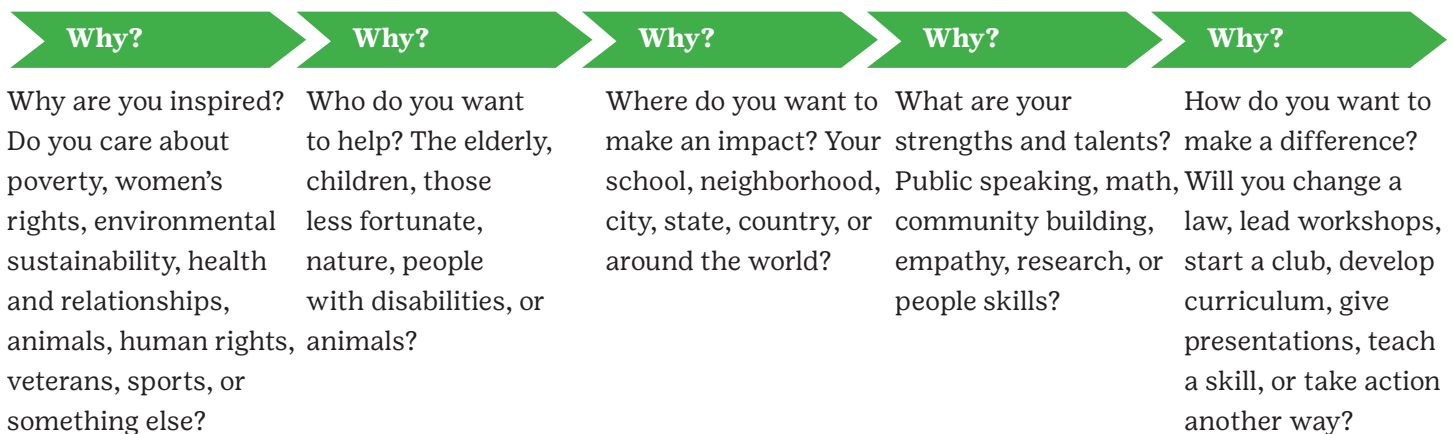
- ▶ Step 1: Choose an issue
- ▶ Step 2: Investigate
- ▶ Step 3: Get help
- ▶ Step 4: Create a plan
- ▶ Step 5: Present your plan
- ▶ Step 6: Take action
- ▶ Step 7: Educate and inspire

Let's break it down with a description of each step and tips for success. You'll complete these steps using [GoGold](#). When you're ready, [create a GoGold account and get started!](#)

### Step 1: Choose an issue

In this step, you'll answer questions that will help you reflect on your personal values, education, experience, and interests in order to find an issue you care about.

Use the interactive question tree in [GoGold](#) to answer a series of questions that will help you explore how to merge your passions and skills to take action. It's easy! Simply answer the questions and [GoGold](#) will do the rest, compiling your responses into project themes that may interest you.

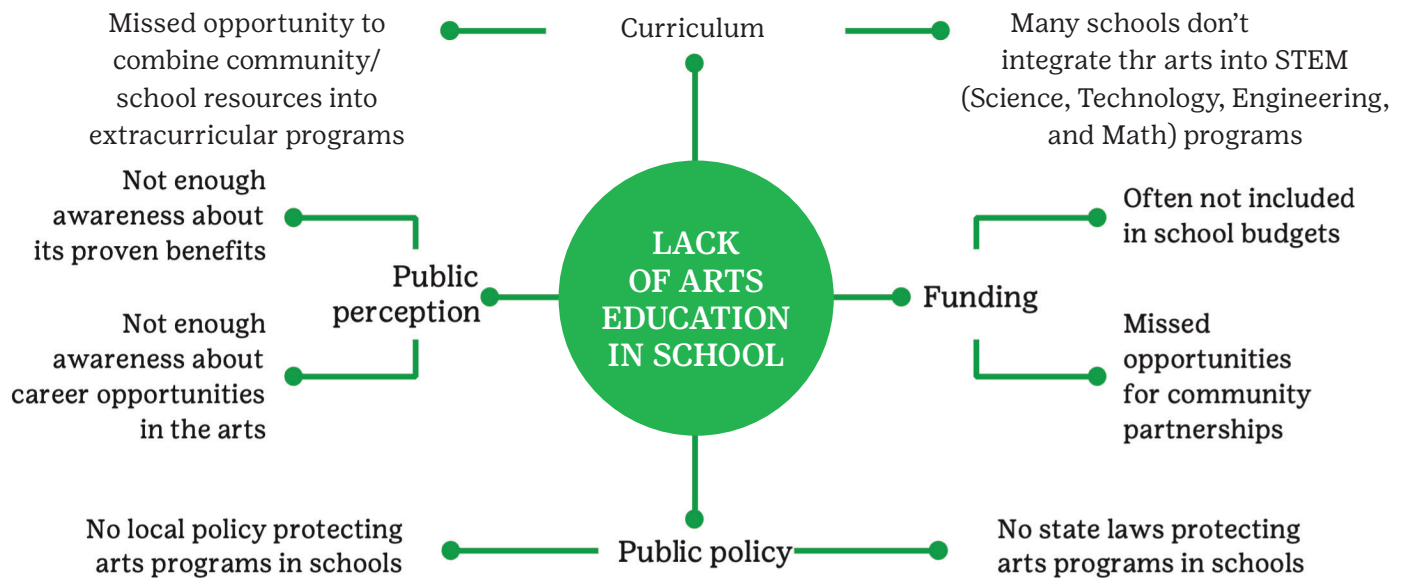


You can complete the quiz as many times as you want. And you'll leave the step with an issue or two you may want to explore further.

## Step 2: Investigate

In Step 1, you identified a community issue or two that you're interested in exploring further. You'll need to trace back the issues to their root causes for your project and then connect with issue experts to plan your project. By addressing the root causes of your issue and involving your community in the solution, you'll be primed to make a sustainable impact.

Start by using a mind-mapping tool to explore the root causes of the issue you've chosen. Here's an example mind map:



Notice that the community issue “lack of arts education in schools” is placed in the center and that things that trigger it, like funding, public policy, public perception, and curriculum structure are explored further. When you explore further, you find root causes. In this example, the root causes are in the outer prongs. For example, the root causes of the public's perception of lack of arts education in schools include not enough awareness about proven benefits and not enough awareness about career opportunities in the arts.

Once you've identified root causes, take your research further to make sure:

- You've identified a real need in the community.
- You can make your project idea happen—it's realistic.
- You can learn about resources and develop a network beyond your friends and family to help you.

Get online. Check news and organizations' sites related to your issue. Explore how the media in other countries cover your issue.

Get reading. Find books that offer in-depth analysis of your issue, read your local newspaper, and look for magazine articles that offer different perspectives. Interview experts. Talk to friends, neighbors, teachers, business owners, community partners, and others who can offer information or insight about the issue you've chosen.



### SOMETHING TO REMEMBER:

Before you meet with new people, get safety tips from your troop/group volunteer and always make sure your family knows who you're talking to or meeting with—safety first!

Need help identifying organizations or people who have knowledge of your issue or finding an expert to interview? Click the help icon next to the “Research” tab in Gogold for suggestions, including a community map, a short list of thought starters, and interview tips.

### Step 3: Get help

In Step 3, you’ll form a team of volunteers. Working together to put your plans into action allows you to flex your leadership muscle and make a bigger impact than you would on your own. Anyone can be on your team—you don’t need to limit yourself to just people your age or those who are Girl Scouts. But do choose a diverse group of volunteers with different skill sets who will work to put your project into action and stick it out until you’re done.

Here are some important members of your team:

Your project advisor is an adult you invite to be on your team, who has some level of expertise in one or more areas of the issue your project addresses. Think of your project advisor as a professional consultant; they can guide you as you plan and implement your project. The project advisor does not design your project but does offer valuable insight, advice, and guidance.

Parents/guardians and troop volunteers cannot be project advisors. Sometimes adult siblings or family members such as aunts or uncles can be approved project advisors if they are experts on your issue. However, we strongly encourage you to reach outside your familiar circle and grow your network. The Project Advisor Guide will help your advisor understand their role and how they can support you.

Parents or guardians are amazing supporters! They can act as cheerleaders, sounding boards, and chauffeurs. They can also help you out with safety, transportation, and travel guidelines. The Guide for Adults lists helpful ways your parents or caregivers can help you; however, as we said above: parents/ guardians cannot act as your project advisor.

Troop volunteers and individually registered member mentors can help make sure you’ve met Gold Award prerequisites and may also agree to be a part of your volunteer team. They can also review Gold Award funding, safety, and travel guidelines with you. The Guide for Leaders will get them started!

Friends and family may want to help you implement your plan. Troop sisters, relatives, friends, siblings, and cousins can all make terrific team members. Feel confident about giving them hands-on roles and delegating tasks to them, too!

**Program Director** We're here with you every step of the way! The Gold Award Program Director coordinates Girl Scouts – North Carolina Coastal Pines' Gold Award program and works closely with the Gold Award Committee. Have general Gold Award questions? Need help with GoGold? Contact [girlawards@nccoastalpines.org](mailto:girlawards@nccoastalpines.org).

**Girl Scout Gold Award Committee Liaison** This is a Gold Award process expert who will guide you and help ensure your project meets the Gold Award requirements. You will be assigned a Gold Award Committee Liaison when your proposal is reviewed at the monthly committee meeting. Your liaison's goal is to ensure that your project proposal and final report are approved, so have an open mind when she offers suggestions – her role is to help you succeed!

**Gold Award Funding Counselor** While you are creating a budget for your project, you may need funding expertise if you identify that your project will need funding outside of in-kind donations and individual money-earning activities. If you discover that you will need additional funding, you must connect with the Gold Award Funding Counselor ([development@nccoastalpines.org](mailto:development@nccoastalpines.org)) before taking any action to secure project funding that includes grant writing or soliciting corporate donations. Crowd sourcing such as GoFundMe, Network for Good, or via Facebook are not permitted by GS-NCCP.

Remember, you can make an impact without spending money. Girl Scout Gold Award Take Action Projects do not require the acquisitions of in-kind donations or funds earned through money-earning, grants, or donations.

**Can My Project Benefit Girl Scouts?** Once you have identified the root cause of an issue, a Take Action Project can benefit the Girl Scout community if Girl Scouts or a Girl Scout facility is the most logical beneficiary of the project, and if the project fits within the current strategic and/or property plans. If Girl Scouts is identified as the most logical beneficiary of your Take Action Project, you must contact [girlawards@nccoastalpines.org](mailto:girlawards@nccoastalpines.org) prior to submitting your proposal to ensure that the project fits GS-NCCP's strategic and/or property plans.

Use Step 3 of GoGold to keep a list of your confirmed team members. You're required to work with at least one adult volunteer—your project advisor, so be sure to list them first. Then, add at least three to five additional team members who are not your parent/guardian or troop volunteer. From there, you can add as many others as you'd like!

Keep in mind that a good leader identifies specific team members with varied backgrounds and skill sets to assist with specific tasks associated with their project. While you may be inclined to primarily enlist your peers, adult support can help you form partnerships with organizations, access resources, and provide important safety measures (your council can help make sure you're covered). So, be ready to identify each volunteer's role and don't worry about missing someone—you can add more team members as you go along.





## Step 4: Create a plan

In Step 4, you'll bring together the work and research you did in Steps 1–3 to show how you will achieve your project's purpose. You'll work out the specific details of your project proposal, including a project description, proposed budget and timeline, and your thoughts on how the project will impact you, your target audience, and your wider community. You'll also define your project's national and/or global link, set goals to measure your impact, and plan how you'll sustain your project (refer back to [Part 1](#) for a refresher).

Provide as much detail as you can so your council can evaluate your timeline and proposed scope of work. Ensure you've clearly articulated your ideas and plans, identified your team, set clear goals, and determined how your impact will be measured so it can be easily understood and evaluated. The people reviewing your proposal may not know you personally; be specific so your vision is clear to them.

### HOW DO I EARN MONEY FOR MY PROJECT?

As part of your proposal, you will need to prepare a budget. Start by figuring out what you need and where you can get it for little or no cost, if possible. If that's not possible, think about how much it's going to cost and how you can cover the expenses. You can use your own money but going for the Gold Award isn't meant to be a hardship on you or your family. It's more of a learning opportunity. But if your project will incur costs, put on your thinking cap and think about easy activities you can do to earn the money you need. Consider pet-walking, babysitting, lawn mowing, recycling, tutoring, or making something to sell. The possibilities are endless!

Questions to consider during the budget planning phase of your project include:

- What resources and materials will you need?
- How can you/will you obtain them?
- How much will they cost?

Don't forget, it's a good idea to have a "Plan B" when it comes to funding your project. Use your influence and leadership skills to come up with ways you can make a difference that aren't dependent on earning money.

If you do determine that your project is going to require funding outside of activities you can do to raise the money, work with your project advisor, troop co-leader, or parents to determine exactly what is required to meet the needs of your project. If you are feeling stressed about money, go back to your budget and see what you can do differently to meet your goals. If you determine that additional funding will still be required, brainstorm additional ways to finance your project and use [GoGold](#) to capture your proposed budget plan. Be detailed and consider all options for funding following GS-NCCP guidelines. Remember, all money-earning activities must be approved by the Gold Award Committee prior to beginning your Take Action Project.

As you think about money-earning opportunities, remember that as a Girl Scout you are prohibited from engaging in the following money-earning activities:

- Raising money for another organization. You cannot have a bake sale, performance, or other activity and give the proceeds to another organization. You cannot ask for pledges to benefit another cause or hold a benefit event to raise money.
- Money-earning projects where you are potentially doing an activity that someone else normally is hired to do.
- Projects where the Girl Scout organization might be perceived as endorsing a product, political viewpoint, or cause. This includes passing out political flyers, handing out freebies at a business, or holding product sales such as Creative Memories, Pampered Chef, Scentsy, etc.
- Selling anything on the Internet.
- Games of chance (raffles, drawings, etc.)
- Crowdsourcing opportunities such as GoFundMe, Kickstarter, via Facebook, or IndieGoGo.

## CAN I USE MEDIA TO SHARE MY PROJECT?

### Communication for Supplementary Materials

All materials you create for your project (anything that will be going out to the public) must be approved by the Gold Award Committee prior to use. This includes flyers, educational handouts, PowerPoint presentations, program information, websites, blogs, and videos, etc. Email your materials to your liaison for approval. It usually takes at least a week to get approval, please plan accordingly.

### Communication for Photo/Media Release

If you are taking photos during your project that you plan to share publicly (i.e. on a website, blog, PowerPoint, newspaper, etc.) you must obtain a photo/media release from the subjects of your photos. If the subjects in your photos are minors (anyone under the age of 18) you need written permission from the parent or legal guardian. Generic photo releases (one for adults and one for minors) can be found on the council's webpage under "Forms and Documents."

### Can I Use Media as Part of My Project?

You are free to include videos, photos, websites, blogs, and flyers in your Gold Award Take Action Project provided they have been reviewed and approved by the Gold Award Committee. Keep these considerations in mind:

- **Think safety.** Be sure that the location of the people in your photos and videos can't be traced. For example, avoid filming the front of a home with address or street names insight or filming a driveway with a car license plate visible.
- **Represent yourself well.** As you know, what you post on a website can be seen and read by anyone, so be guided by safety and how you represent yourself as a Girl Scout. Things to consider include privacy, language use, sponsorship, links, and proper use of copyrighted material (writing, music, brand images, and pictures).
- **Consider carefully whether you need a website.** It's common for Gold Award projects to have a website. Building a site can be a great way to learn a skill. You can also recruit an expert who can guide you on the technical and legal aspects of having a site. This is your project, so get involved in the process at all levels—decision-making, research, writing, graphics, and web page creation. But before settling in on having a website ask, "why do you want a website?" Do you need to convey information to your target audience? Or post notices and dates?

Would you like to create a guide for the person who continues your project to follow? If you answered “yes” to any of those questions, a website may be right for you. To further weigh your decision to have a website, consider these additional questions:

- How many websites already exist on your topic? Are there a lot? If so, will another really make an impact, or will it just get lost? Keep in mind that a website might be helpful as part of your sustainability plan but establishing sustainability for your project takes more than a website.
- Does your target audience have internet access? Choose another communication tool if your target audience doesn't have internet access. If your target audience has access, how will they know about the website? Will it show upon an internet search? Will you need to market it? Also consider, even if they have internet access, are they internet savvy? Remember some populations don't gravitate to the internet, so a website might not be the best choice depending on your target audience.
- How much will it cost? Will your website be part of another site? Or do you need to purchase your own URL? Will you have to pay more for a password protected site? Does the site provide a way to keep individual files and downloads? Does it have all the functions you need (i.e. a calendar function, email and comment box features)?
- How much time will be required for upkeep? Who will be responsible for posting changes? How often do you want to change the site—weekly, bi-weekly, monthly, quarterly, or annually? Who will maintain and update the site after my involvement with this project ends?
- Will you need interactivity? Is your site an information-only site, or will you need an interactive component? If so, can you build in password protection?

## WHAT DO I NEED TO KNOW ABOUT SAFETY?

As a Girl Scout, you know that safety is important. When you work on the Gold Award, it's a good idea to make a basic safety management plan. In advance, think about:

- What could go wrong
- How to prevent things from going wrong
- What to do if they go wrong anyway

### Insurance and Safety

Some facilities and organizations request proof of general liability insurance and GS-NCCP requires accident insurance whenever non-members are participating in any Girl Scout event. If the facility or organization you are working with asks you to provide proof of insurance, contact your troop co-leader or Gold Award liaison for assistance in guiding you through the process. To access GS-NCCP's insurance forms visit Forms on the website at: [www.nccoastalpines.org](http://www.nccoastalpines.org). You will need to fill out the form and follow the instructions for submitting your request. Be sure to keep a copy for your records.

## Activity Safety and Non-Member Activity Insurance

As a Girl Scout, you know that safety is our number one priority. When planning any Girl Scout activity or event, safety should always be the primary concern. Before you set to work on your Gold Award, ask yourself the following questions:

1. Am I planning to organize an event/activity as part of my Gold Award project?

If the answer is “YES” review and follow Girl Scouts’ Safety Activity Checkpoints (SACs) for the activity. (Safety Activity Checkpoints are Girl Scouts of the USA and GS-NCCP’s guidelines for staying safe while participating in Girl Scout approved activities). SACs will provide you with detailed information on the activity you are planning as well as any required safety precautions and guidelines you must follow. Use the information found in SACs to ensure that your activity meets all safety requirements and to create a basic safety plan for your event. To ensure that you are consulting the most current version of SACs, visit Forms on the website at [www.nccoastalpin.es.org](http://www.nccoastalpin.es.org) (search Safety Activity Checkpoints). Don’t see the activity you need or have questions? Reach out to your Gold Award liaison for guidance.

2. Will there be any non-Girl Scout members (community members, family members of registered girls, etc.) present and/or participating?

If the answer is, “YES” review the information below to purchase non-member accident insurance for the activity/event. Every registered Girl Scout and adult member of Girl Scouts is automatically covered under Girl Scouts’ Basic Activity Insurance Plan, but when non-members are participating in any Girl Scout event non-member accident insurance is required. The insurance covers costs that are not covered by personal health insurance, like co-pays and medicines. And, for those who don’t have personal health insurance, Girl Scout insurance can help to cover medical costs up to a limit. An example of a non-member at an event is a volunteer there to help with construction. The form you must complete is known as a TP300. To access the form, visit Forms on the council website (search TP300).

## Driving and Travel Safety

All Gold Award projects involve some travel. Travel can be anything from a short drive to a plane trip. Either way, plan to follow GS-NCCP’s guidelines for transporting girls anytime you are in charge of getting people from one place to another. Examples of when you’re in charge of travel include:

- Your troop is at a meeting and decides to carpool afterward to a site where they’ll help with your Gold Award project.
- Your Gold Award project takes place at more than one site and you help volunteers get from one site to another.

When coordinating driving and/or travel plans be sure to:

- Have at least one adult first-aider traveling with the group; keep a first-aid kit in each car.
- Check the adult-to-girl ratio to make sure you have enough adults for the trip.
- Purchase extended event activity insurance for trips lasting three nights or more, or trips that are out of the state or country. Consult with your Gold Award liaison for assistance if this circumstance applies.

## Step 5: Present your plan

You'll know you're ready to submit your proposal to your council for review and approval when you can confidently check all the boxes below:

- You've met the prerequisites (see "How do I know I'm ready?")
- You've created a unique project
- You've chosen an expert project advisor (Step 3: Get Help)
- You've engaged a team of volunteers who will take action with you
- You've addressed the root cause of an issue
- You've tackled your target audience's needs
- You've set clear goals. You can say, "Here is the change I plan to make, and here's how I'll know I've made it."
- You've designed a sustainable project
- You've identified a national and/or global link
- You've developed a realistic budget and identified the resources you need to carry out the project
- Your project will take at least 80 hours to complete
- You have the skills to get started
- You've created a plan to inspire others about your project and its impact

Before you submit, be sure to upload any additional files your council requires and download a copy of your proposal to keep for your records. Then, get your troop leader/volunteer to verify that you completed your prerequisites and obtain project advisor support of your proposal before submitting it. You'll be able to use [GoGold](#) to send an email request for verification that they can complete online in just a few clicks.

Your council will have a specific review and approval process, so be sure to check in with them for next steps.

## PROPOSAL REVIEW AND APPROVAL PROCESS

Once you have checked all the boxes above and your Troop Leader and Project Advisor have signed off on your proposal in [GoGold](#), you can submit your proposal for review.

Proposals are reviewed at Gold Award Committee meetings, which are held on the third Thursday of each month. Proposals must be received by the first business day of the month in order to be placed on that month's agenda. Missing this deadline can result in a delay of up to six weeks.

As part of the review process, you will be assigned a Gold Award Committee liaison. Within 24 hours of the committee meeting, you will receive an email with your liaison's contact information. Contact her as soon as possible to ensure that your Take Action Project is ready to be implemented.

**Notification and Approval** Following the committee's review of your proposal you will be notified by your Gold Award Committee Liaison of one of two possible outcomes:

- **Approved** You are free to start your project! Get started by establishing a relationship with your Gold Award Committee Liaison right away.
- **Needs Improvement** This indicates that additional clarification or paperwork is required for your Take Action Project, or your project needs to be further developed to meet Gold Award Take Action Project standards. The Gold Award Committee, through your liaison, will clearly articulate what is needed. You may not begin implementing your project until you have received full approval and your status in [GoGold](#) has been changed to Approved.

It is a normal part of the process to need to clarify or polish your proposal after submission. Your Gold Award Committee Liaison will help you with this process. She is a mentor and an advocate for you, and she has your best interests at heart!

\*Resubmission If your conversation with your liaison results in changes that significantly alters the course of your project, you may be asked to resubmit your proposal.

Remember, it is your responsibility to establish and maintain communication with your liaison, and all communication with your liaison must be completed by you (the girl). Your parents, troop leaders, or project advisor should not act on your behalf.

### Step 6: Take action

Once your proposal is approved, it's go time! Lead your team to carry out your plan. Log your hours and track your income and expenses as you put your proposal into action. Use the Experience Log to upload photos, videos, and/or text posts showing your project in action. These posts will be shared with your council when you submit your final report in Step 7.

Check the "Summary" tab in Step 6 of [GoGold](#) for an overview at any time.

## WHAT IF I NEED TO MODIFY MY PROJECT?

If you become aware of a necessary change from your original proposal, you should reach out to your Gold Award Committee Liaison to discuss the changes immediately. Approval of your final report depends on completing your plan as approved or as modified by mutual agreement between you and your Gold Award Committee Liaison.

## Step 7: Educate and inspire

By Step 7, you're in the home stretch and completing your final report. It's time to tell your story—to tell others what you did, what you learned, and the impact your project had on your target audience. This is your chance to shine, so be sure to fully reflect on each question and provide thoughtful, detailed answers.

Upload any files and download a copy of your final report for your records. You'll obtain project advisor verification for the great work you completed and then submit to your council for review and approval.

As when you submit your proposal to your council at Step 5, your council will have a specific review and approval process for Step 7, so be sure to check in with them for next steps.

## FINAL REPORT REVIEW AND APPROVAL PROCESS

### Submitting Your Final Report

When your Take Action Project is complete, it's time to login to GoGold to update your project's progress and submit the Gold Award Project final report. Be sure to fill out your final project steps in detail, using complete sentences and correct grammar and spelling, and complete all the supplemental forms required by GS-NCCP.

Your final report must include:

- Record of Income and Expenses (if applicable)
- In-Kind Donation forms (if applicable)
- Money-Earning Activity form (if applicable)
- Receipt of Contributions (if applicable)

Remember, the Gold Award Committee may need additional documentation or clarification to approve your final report. Please allow ample time for approval.

### Important Deadlines for Submitting Your Final Report

- Final reports must be submitted by the first business day of the month in order to be reviewed at that month's Gold Award Committee meeting (held on the 3rd Thursday).
- Each year, Girl Scouts – North Carolina Coastal Pines celebrates current program year Gold Award Girl Scouts at a Gold Award Celebration that is traditionally held in May. If you want to take part in the Gold Award Celebration during the current program year, you must submit your final report by the first business day of March, and any clarifications or additions must be received and approved by March 31. This will allow the Gold Award Committee time to review your final report and, if approved, provide you with time to RSVP for the celebration before the registration closing date.
- Graduating high school seniors have until September 30th of the year they graduate to submit a final report. Those who submit a final report after the first business day of March, but before the September 30th deadline, will be honored during the Gold Award celebration the following year.
- If you want to include the Girl Scout Gold Award on your college application, you should submit your final report as early as possible, but no less than 2 months prior to completing your college applications. This will allow the Gold Award Committee time to review and approve your final report, as well as time for you to receive notification of your honor.

When your final report is approved, you're officially a Gold Award Girl Scout.

Celebrate and be sure to thank your project advisor, your team, and all the other people who helped you along the way!

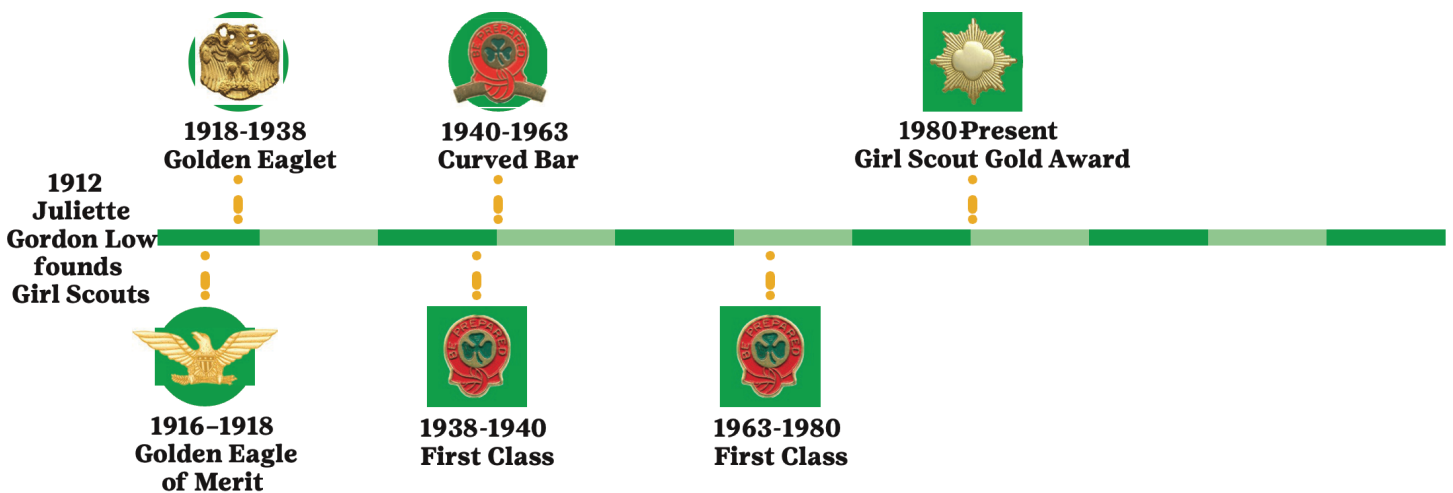
## Congratulations—you're a Gold Award Girl Scout!

You've earned the Gold Award, the most highly regarded award in the world for girls. It's the mark of the truly remarkable. Becoming a Gold Award Girl Scout marks an important milestone in your Girl Scout career. The same vision, commitment, and leadership that brought you through the Gold Award process will now carry you to new heights. This will distinguish you on scholarship applications, college admission essays, and on your résumé—forever. What you have earned will set you apart, in all the best possible ways!

In addition to accomplishing this challenging personal goal, you can now join an esteemed group of Girl Scouts who share this distinction.

From its beginning in 1916, the greatest achievement in Girl Scouting has been a symbol of excellence and leadership that recognizes the extraordinary efforts of extraordinary girls. While the Gold Award has gone by many names, now all Girl Scouts who earned the First Class, Curved Bar, Golden Eaglet, or Golden Eagle of Merit are part of the Gold Award Girl Scout Family (see GSUSA's proclamation). Its timelessness has inspired generations of young women to find greatness inside themselves and share their ideas and passions with their communities and the world. Congratulations on joining this network of talented and inspirational women!

### YOU'VE JOINED HISTORY—WELCOME TO THE GOLD AWARD GIRL SCOUT FAMILY!





## Share your accomplishment with the world!

How many other teenagers can say they led a team that tackled an issue in their community to create lasting change? We know you can say it! You stand out in a crowd—own it!

Now that you're a Gold Award Girl Scout, it's time to leverage your accomplishment and share your passion:

- Capture the skills you gained. Remember all the things you learned while earning the Gold Award. Things like project management, team building, public speaking, and resource development are real life skills that need to be highlighted. Make sure you add your new skills and competencies to your future applications and résumés.
- Apply for scholarships. When applying for scholarships (and you should be!), you'll want your Gold Award to be a highlight. The work that goes into earning it will show you as a well-rounded, community-minded, forward-focused can-doer! Be sure to review these specific scholarships designed just for Gold Award Girl Scouts.
- Expand your network. Think of all the people you met and engaged with while working towards the Gold Award. Keep all those contacts and add them to your professional social media accounts, like LinkedIn, whenever possible. Those individuals will be proud to be connected to you, and the Girl Scout Gold Award, forever.
- Get paid more. If you join the military, you can enlist at a higher pay grade.
- Get the job. Highlight your Gold Award on your résumé—as well as all of the skills you gained while earning it. Don't underestimate the power of a Girl Scout alum, or sister Gold Award Girl Scout, receiving your résumé or application!

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### RÉSUMÉ TIPS:

Describe what the Gold Award means for anyone who may not be familiar with it (ideally one sentence or less). For example:

- Earned the Girl Scout Gold Award by planning and executing an 80-hour service-learning project and managing a team of volunteers and community partners
- Quantify, quantify, quantify! Include measurable outcomes from your project to tell about your leadership experience and impact.
- Instead of saying: Developed a robotics program for girls Try something more powerful, like: Created a robotics curriculum that reached 80 girls—90% of whom reported an increased interest in STEM careers
- Partnered with two school districts to add the curriculum to 10 school clubs
- Implemented a social media strategy to educate girls on STEM opportunities, achieving more than 5,000 impressions in total

List skills that you developed in pursuing your Gold Award. Shine a light on transferable skills like project management, communication, strategic planning, research, budget oversight, fundraising, team building, and social media marketing.

Elevate your online story. If you created a website as part of your Gold Award, consider adding a link. You can use a free URL shortener to make the link memorable.

## WHEN IS THE GOLD AWARD CEREMONY?

Girl Scouts – North Carolina Coastal Pines hosts a Gold Award Celebration each year to honor all Girl Scouts who have earned the Gold Award between April 1 and March 31 of the preceding year. In the spring after your Gold Award Take Action Project is complete and receives final approval, you will receive an invitation with the details of the celebration. The Gold Award Celebration typically takes place in May.

In order to be included in the current year's Gold Award Celebration, all Gold Award final reports and attachments must be submitted to GS-NCCP via GoGold no later than the first business day in March, and any clarifications or additions must be received and approved by March 31. Girl Scouts whose Gold Award final reports are submitted after the first business day in March, or are approved after March 31, will be invited to the Gold Award Celebration the following year. The March deadline is to ensure that GS-NCCP has adequate time to prepare for the celebration.

Girl Scouts – North Carolina Coastal Pines also creates an annual Highest Award Book to honor and celebrate all Girl Scouts who have earned their Gold, Silver, or Bronze Award between the previous April 1 and March 31. You will receive a copy of this book at the Gold Award Celebration, or can request a copy.

## Our resources roundup for Girl Scouts

Here you'll find a roundup of internet resources that will help you become a Gold Award Girl Scout. We recommend referencing this list as you work on your project, then again once you're officially a Gold Award Girl Scout.

### Building a Team and Network

[The Gold Award Guide for Project Advisors](#)

[The Gold Award Guide for Adults](#)

[The Gold Award Guide for Troop Leaders](#)

Designing and Carrying Out a Project: Gold Award Girl Scouts Share their Wisdom on YouTube [Go for the Gold—Tips from Gold Award Girl Scouts](#) Ready To Get Started?

[Create a GoGold Account](#)

[FAQs \(GoGold Account Required\)](#)

### You're a Gold Award Girl Scout! What's Next?

[Search the Scholarship Database for Opportunities for Gold Award Girl Scouts](#)

[Share your Project on the Girls Changing the World Map](#)

[Get your Gold Award Credential](#)

## GIRL SCOUTS – NORTH CAROLINA COASTAL PINES RESOURCES

[Online Gold Award Orientation](#)

[GS-NCCP Activity Calendar](#)

[GS-NCCP Forms and Documents](#)

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A special thank you to Girl Scouts San Diego for creating the guide that inspired this national template and to the 2020 Highest Award Council Thought Partners—Girl Scouts of Alaska, Girl Scouts of Central Texas, Girl Scouts of Connecticut, Girl Scouts of Nassau County, Girl Scouts Northeast Texas, Girl Scouts of Northern Illinois, Girl Scouts of San Geronio, Girl Scouts of Southeast Florida, Girl Scouts of Maine, and Girl Scouts of Western Ohio—for informing the updated Gold Award Guidelines for our Movement at every step.

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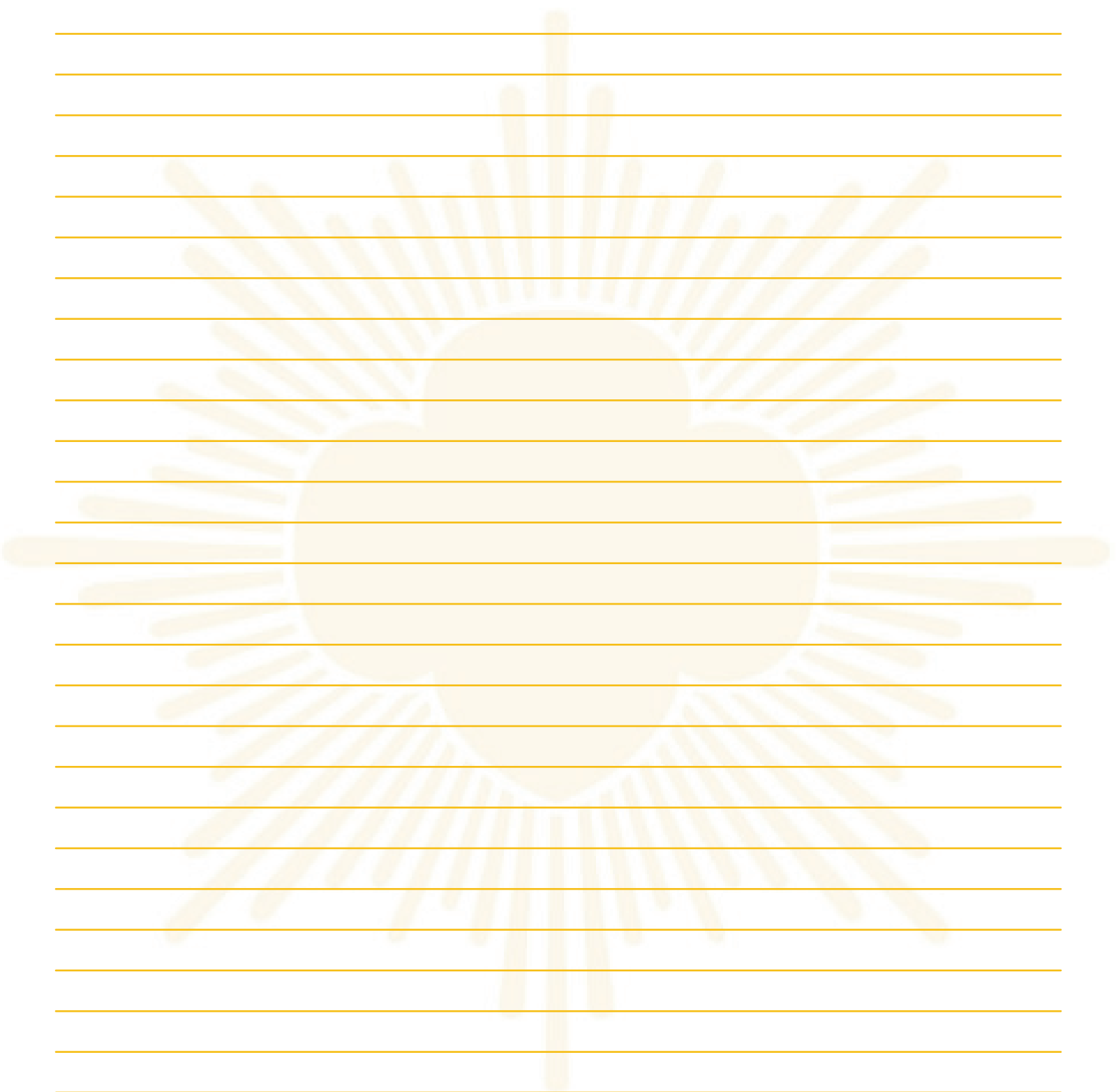






# Notes

Handwriting practice lines consisting of 20 horizontal yellow lines spaced evenly down the page.





# Your Guide to Going Gold



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