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# Your Guide to Going Gold

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## 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.**
- **Become a national Girl Scout brand ambassador!**  
Councils nationwide nominate Gold Award Girl Scouts each year to become National Gold Award Girl Scouts based on their outstanding projects. Ten incredible girls get the opportunity to represent the Girl Scout Movement, inspiring girls across the country in the media and at national events while amplifying the impact of their projects and receiving scholarship opportunities. Learn more [on our website](#).



### SOMETHING TO REMEMBER:

Do this for you—not for anyone else! This isn't your parent's or troop leader's project. The Gold Award is an opportunity to harness your passion and put your ideas into motion. It's 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



**SOMETHING TO REMEMBER:** Collecting, beautifying, decorating, and cleaning can be part of a Take Action project; however these activities are not stand-alone Gold Award projects. Stay focused on unique solutions with long-term relief.

## 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/OR 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 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 her participants are increasing their tech skills. By consistently tracking her 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. If you are an Independent Registered GS (Juliette) use Troop #000 when registering on GoGold
- 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?

Each girl will make her own timeline, but keep this **important deadline** in mind.

### For high school seniors ONLY:

**May 1:** Gold Award proposals are due, last opportunity to earn your Gold as a high school senior!

**GSNC Gold Award Training** and other great resources are available on-line and can be found on [gsnc.org](https://gsnc.org) Gold Award page.

## How much time does it take?

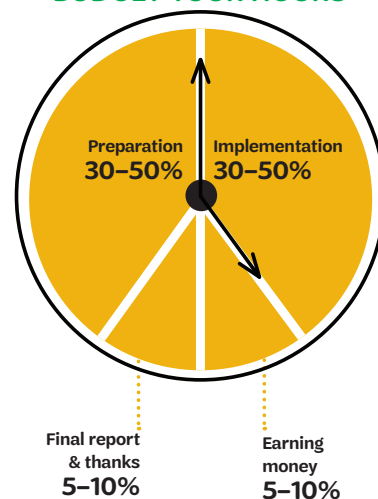
Plan to spend 80 hours bringing your project to life—that's the minimum. These hours will give you the time you need to properly plan and execute your project—though keep in mind that your schedule and other time commitments will influence how long it takes to complete your project. This is OK, whatever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

### BUDGET YOUR HOURS



**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, holding presentations, and more! GSNC requires between 12-20 hours making an impact with your targeted audience.*

**Earning money (5–10%)** is optional, and only includes time you spend earning money for your Gold Award. Travel time to and from events, shopping, etc. does not count toward project hours.

**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.

## Cermony Deadlines:

**March 31:** Projects need to be complete and final paperwork received by GSNC to be in the current year’s Gold Award Ceremony.

**High School Seniors only:** September 30 after high school graduation: Completed project and all final paperwork due. You will be invited to the following year’s ceremony.

## 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.

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. Plus, GoGold is the exclusive way your council can nominate a Gold Award Girl Scout for consideration to be selected as a National Gold Award Girl Scout. [Learn more](#) about how Going Gold could give you the opportunity for this national recognition.

## 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 support team 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.

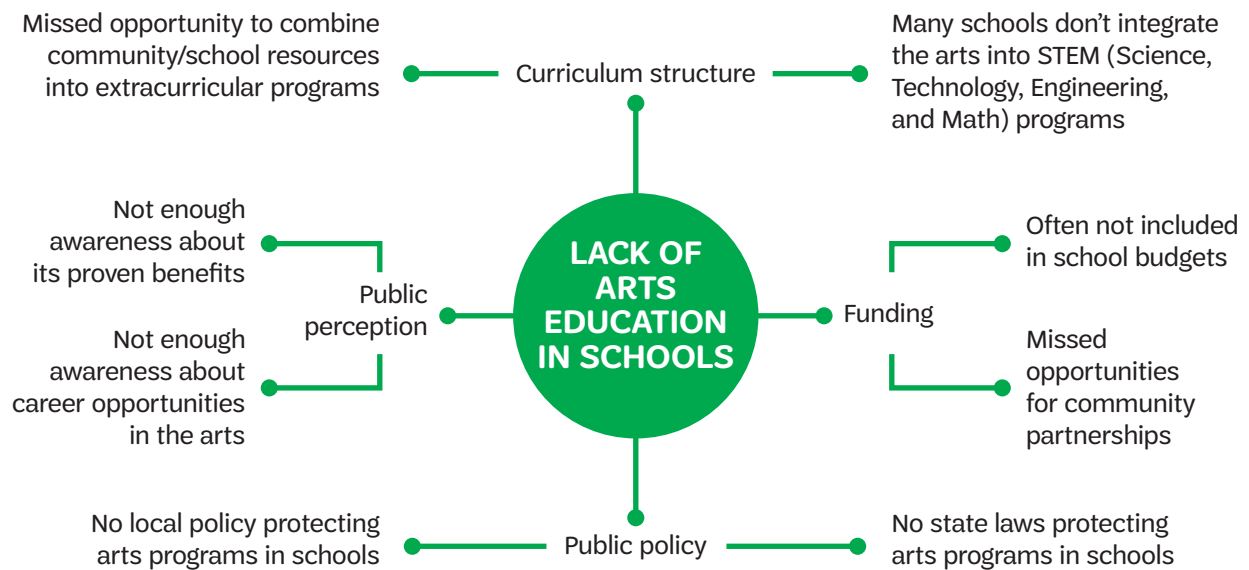
Why?	Who?	Where?	What?	How?
Why are you inspired? Do you care about poverty, women's rights, environmental sustainability, health and relationships, animals, human rights, veterans, sports, or something else?	Who do you want to help? The elderly, children, those less fortunate, nature, people with disabilities, or animals?	Where do you want to make an impact? Your school, neighborhood, city, state, country, or around the world?	What are your strengths and talents? Public speaking, math, community building, empathy, research, or people skills?	How do you want to make a difference? Will you change a law, lead workshops, start a club, develop curriculum, give presentations, teach a skill, or take action another way?

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.

**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 possible members of your team:

**Your project advisor** is an adult you approach and 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!

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.

### GSNC Support Team:

**GSNC Council staff:** The Program Manager is the person who is responsible for overseeing the Gold Award process and committee.

**Gold Award committee:** is comprised of volunteers who help girls on their "Road to Gold."

**Gold Award mentor:** will be assigned to you at your Gold Award interview. She is the approver of your project.

**Gold Award counselor:** can be assigned if your project needs additional work to bring it up to the Gold Award standard.



### SOMETHING TO REMEMBER:

When you expand your circle, you expand your impact. You may feel a little bit uneasy to approach and invite those outside your network to join your team, but remember to use your proposal as your guide to explain your plans. Chances are—they will be impressed!

## 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?

Not all projects will need a budget, but if you find you will need funding here is the **Dirt on the Green**: As a Girl Scout, the council Entrepreneurial Programs, Cookies and Mags&Munchies, should be the first way to fund your Gold Award project. If you need additional funds, you must get approval from your Gold Award mentor for any money-earning activities and monetary donations. Forms will be provided at your Gold Award interview. Girl Scouts may ask for in-kind donations of goods, supplies, and monetary funding. This time counts toward your project hours, because you are presenting your project idea to others.

Most Gold Award projects don't need a lot of money, but if you do need to raise funds, here is the link to [GSNC FAQ for Funding a Gold Award Project](#)

### CAN I USE MEDIA TO SHARE MY PROJECT?

**Yes!** You can and are encouraged to become a Gold Award Social Media Influencer. [Social Media influencer guide for Gold Award Girl Scouts](#)

### 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

#### Make sure to ask yourself these questions:

\*Do I have any volunteers or participants under the age of 18? If so, I definitely need to have permission slips for them.

\*Have I thought about having any snacks or meals? What food allergies do my participants have? This is a great question to ask on permission slips. Once I read my permission slips, what allergens might I need to avoid?

\*Are the activities I'll be doing during my project, or activities like them, listed in the online [Safety Activity Checkpoints](#)? If so, what do I need to do to ensure the safety of my project participants?



## 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
- 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.

## PROPOSAL REVIEW AND APPROVAL PROCESS

When GSNC receives your Gold Award proposal, you will get an email letting you know it is beginning the review process, which can take two-three weeks.

When the review is completed you will be emailed by the Senior Program Manager with the status of your project proposal. See [Proposal Status page](#) for details, found in the Resource section on page 21.

## 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?

Your Gold Award mentor is your go to person for any changes to your project. If it is a major change, you will be directed to GoGold to modify your proposal. Your status on there will need to be changed from Approved to improvements needed, for you to edit your proposal.

## FINAL REPORT REVIEW AND APPROVAL PROCESS

What to Do When You Complete Your Gold Award Project.

First, have your “Hour Log” approved by your Gold Award mentor. This should be easy if you stayed in contact throughout your project. If you have not been in contact with your mentor, you must present your project to a panel at GSNC for approval.

Then, your Gold Award mentor will alert GSNC of your approval. You will receive an email from the Program Manager with information on all final paperwork, including your Final Report, Bio Sheet, portrait info and media release.

When your final report is approved, on GoGold, 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!

## Step 7: Educate and inspire: Complete Your Final Report

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 final report question and provide thoughtful, detailed answers.

Upload any additional 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.

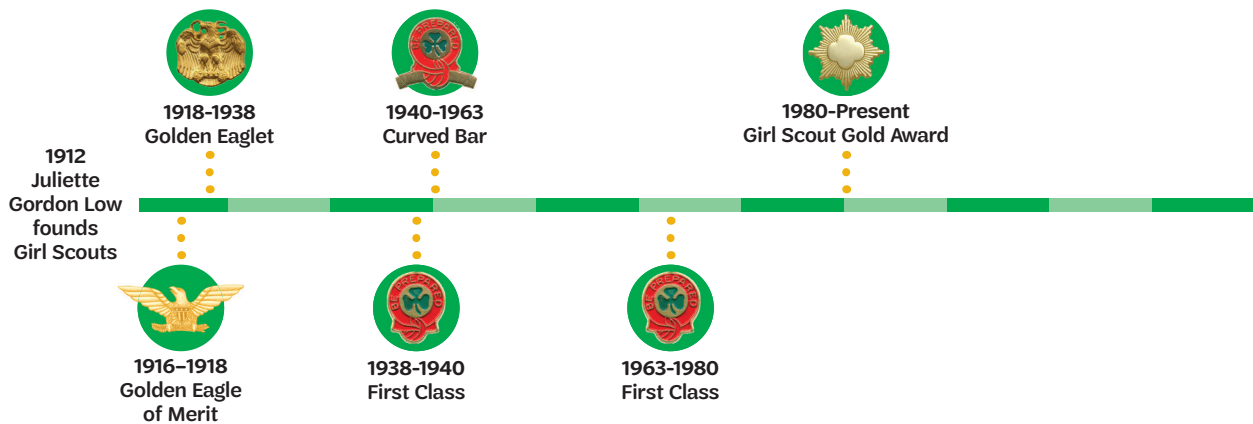
## Congratulations—you’re a Gold Award Girl Scout!

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!

## 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.

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## WHEN IS THE GOLD AWARD CEREMONY?

The Gold Award Ceremony is the official Girl Scouts of Nassau County celebration that recognizes our newest Gold Award Girl Scouts. The event is held each year at the end of June to recognize those girls who earned their award during the 12 months from April 1 to March 31.

### IMPORTANT DEADLINES

#### March 31:

Projects need to be complete and final paperwork received by GSNC to be in the current year's Gold Award Ceremony.

#### High School Seniors only:

September 30 after high school graduation: Completed project and all final paperwork due. You will be invited to the following year's ceremony.

## Our resource 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.

### GSNC RESOURCES

[Proposal Status](#)

[Helping Hands-Who's Who](#)

[Your Interview](#)

[FAQ on Funding a Gold Award Project](#)

[Social Media Influencer](#)

[Signature Page](#)

### Building a Team and Network

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

[The Gold Award Guide for Parents and Caregivers](#)

[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](#)

[Learn About the National Gold Award Girl Scouts](#)

[Get your Gold Award Credential](#)

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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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# Proposal Status

When GSNC receives your Gold Award proposal, you will get an email letting you know it is beginning the review process, which can take two weeks.

When the review is completed you will be emailed by the Senior Program Manager with the status of your project proposal.

## INTERVIEW

Your idea is a solid Take Action project and well planned out.  
You are ready for your interview.

## INTERVIEW WITH CLARIFICATION

The proposal is sound but is missing some information. For example: No sustainability plan or way to measure your impact. The requested information can be emailed directly to the Program Manager for review, prior to your interview.

## MORE DETAILS NEEDED

Your idea is good, but we don't have a clear understanding of your plan. You will not be invited to your interview until you provide a detailed plan. Send your updated plan to the Program Manager for review.

## WORK WITH A GOLD AWARD COUNSELOR

As written, the project does not meet the standards of a Gold Award Take Action project. A Gold Award counselor can be assigned to you upon your request. You can consult with a counselor to expand your project idea or to come up with a new topic and plan. Community service projects such as collections and donations would be examples of denied projects.

**DON'T DESPAIR!** Your proposal status does not judge you as a person.  
It's just GSNC's way of making sure that you will be successful!

# Helping Hands- Who's Who?

## Gold Award Committee

This committee is comprised of volunteers who help girls on their “Road to Gold.”

## Gold Award Mentor

A Gold Award mentor will be assigned to you at your Gold Award interview.

- Your mentor will approve your project in the beginning and also upon completion.
- Key to a successful project is communication— It is important that you check-in with your mentor on a regular basis during your project. If not, your project will not be approved.
- Your mentor is knowledgeable in the Gold Award process and must approve any flyers or money-earning that you do.
- Your mentor is also there to cheer you on or help with any bumps in the road. You may invite her to attend a portion of your project.

## Troop Volunteer

Your troop volunteer is your troop leader. If you are a Girl Scout Juliette (an independently registered Girl Scout) your parent/caregiver can act as your troop leader. They will help you as you complete your prerequisites and can help guide you through the Gold Award proposal submission process. Then they become your cheerleader!

## Awards Coach

The Awards coach is a local resource in most Service Units who can answer questions about the Gold Award. Ask your leader to help you connect with her.

## Gold Award Project Advisor

You need to seek out a project advisor from your community, school, or an organization who is knowledgeable in your Gold Award project topic. They cannot be your troop leader or your parent/relative, and must be outside of your Girl Scout community. Their signature is required on both your proposal and final report.

Your Gold Award Project Advisor can help you with:

- identifying your ideal target audience
- providing content expertise for your project's topic
- identifying relevant community issues
- planning and executing sustainability for your project
- providing support during the project
- relating your project topic to a global or national link
- redesigning your project plan
- identifying areas where you can expand your project

## Gold Award Counselors

You can be assigned a Gold Award counselor if your project needs some additional work to bring it up to the Gold Award standard. The counselor can help you with:

- brainstorming on a missing component
- solidifying your idea or issue into words
- ideas on how to expand your project
- brainstorming on sustainability
- ways to measure your project's impact
- finding your global or national link
- ideas for sharing your Gold Award
- revising your proposal

## Program Manager

The Program Manager is the GSNC Council staff member who is responsible for overseeing the Gold Award process and committee.

Specific questions related to your project, from approval to implementation, must be asked by you. If an adult has general questions about the process, they may contact the Program Manager.





# Your Interview

GSNC interviews girls once a month year-round. Your interview date is determined by the date that your proposal was submitted and the number of submissions received.

We cannot bump you ahead of other girls waiting—so timing is important.

Once your Gold Award proposal is reviewed and accepted, you will be invited to your Gold Award interview via the email address on your proposal. Make sure it is your email, not your parent or guardian's!

## Here is the lowdown on what to expect and do!

Please RSVP promptly—if you cannot attend, we will invite the next girls in the queue and you will be placed in the next group.

- Be sure to read the entire email, so you are prepared for your interview
- Uniforms are appropriate attire—Girl Scout vest and a nice outfit, if you don't have the entire uniform
- The interview lasts for one hour, parents/guardians are not invited into your interview
- You will be interviewed by 2-3 Gold Award mentors
- You will be asked about your prerequisites: Journey(s)—what the Take Action project was and your role in it and/or Silver Award
- Be prepared. Know your project's issue, root cause, audience, plan, team, partners and be confident, passionate, excited, and not too nervous—we are here to help you!
- Do a practice run—speak out loud about your Gold Award project idea and plan
- This can help you feel confident at your interview

## Bring:

- Signature page for *Your Guide to Going Gold* SIGNED
- Hour Log—all time spent coming up with and developing your project counts
- Any other paperwork that pertains to your Journey(s) and/or Silver Award to help you discuss these with the Gold Award Committee—it's an open book!

To help your interview go smoothly, please be prepared to answer any questions that were sent to you prior to your interview. These would have come from the Senior Program Manager in the status of your Gold Award proposal review.



## FAQ for Funding a Gold Award Project

**Q. Does a Gold Award Project need to cost a lot of money?**

**A.** Most award projects don't cost a lot of money and sometimes nothing at all. Part of expanding girls' leadership skills is finding creative ways to get supplies donated. This aspect of the project also helps the girls to begin to develop networking skills and counts toward project hours.

**Q. If money is needed, how should we begin?**

**A.** The first way to fund your Gold Award Projects is to use troop funds to cover expenses. Girls can vote to use troop funds to cover the cost of award projects.

**Easy ways to build troop funds:**

- Mags&Munchie...and more
- Cookie Program

**Q. After you have taken part in the most recent Council product sales and you still don't have enough funds what do you do?**

**A.** You can move on to money-earning activities with Council approval. The money-earning activities are planned and carried out by girls and supported by adults to earn money for the troop treasury. Examples:

- Gift-wrapping for the holidays
- Babysitting at Town meetings, school meetings, or other public places
- Spaghetti Supper
- Car wash
- Garage sale
- Raking leaves, shoveling walks, weeding gardens
- Birthday party service
- Craft sale
- Collect & redeem recyclable materials

Be creative! There are many more ways in which you can earn money!

You must have participated in the most recent Council-sponsored Mags&Munchies AND Cookie product sales programs before any other additional money earning activities can be approved.

**Q. Can you run money-earning activities (ex. yard sale) during Council product sales?**

**A.** No, there are blackout dates where no money-earning activities can take place:

- The in-person order taking period for Mags&Munchies, which is usually late September through October.
- The initial order taking period for cookies, which is usually late December through January.

Check the GSNC website or the GSNC OLC for the specific dates of these programs each year.

**Q. What are the guidelines for accepting donations or money-earning limits?**

**A.**

- Less than \$250.00: may be accepted by an individual/troop/group
- More than \$250.00: must be submitted to GSNC and Council will disperse the funds
- Sponsorships: Troop/group receives total donation
- Matching Gifts: Prior to applying, contact [customercare@gsnc.org](mailto:customercare@gsnc.org) with Fund Development in the subject.

**Q. Can you set up a Crowd Sourcing funding website?**

**A.** No, at this time GSUSA has not approved this type of funding. Ex: Go Fund Me page

**Q. Since Gold is an individual project; can girls' money-earn on their own?**

**A.** Yes, they can apply for money-earning activities specifically for their project.

**Q. How do girls apply for a money-earning activity for their Gold Award Project?**

**A.** Girls are required to have a detailed budget and money-earning activity plan outlined in their Gold Award Proposal. They need to "Be Prepared" to share it during their Gold Award Interview. Girls will be given instruction, at their interview, on the "Money Earning Application" and receive the application in their "Road to Gold" toolkit.

**Q. Who gets this application?**

**A.** It first goes to their Gold Award Mentor, assigned at their Interview, then to Council for approval.

**Q. Can a Girl Scout who is Non-Troop Affiliated (Juliette) money-earn for her Gold Award Project?**

**A.** Yes, she can, but she needs to use all the money raised toward her project. Any funds left over will go to GSNC.

**Q. Does money-earning income ever become the property of an individual member, girl or adult?**

**A.** No, it is used for Gold Awards Projects only. Any funds left over will go to the GSNC

**Q. Do the money-earning hours count toward the 80-hour Gold Award Project?**

A. Yes, you can count up to 8 hours of fund raising toward your project hours.

**Q. Can a girl “ask” for donations (cash or checks) for her Gold Award Project?**

A. Yes. She must first submit a Gold Award Project Money Earning application to her Gold Award Mentor.

**Q. Can a girl ask for In-Kind donations?**

A. Yes, she can present the project and ask for supplies.

**Q. Do the hours when a Girl Scout is presenting her project to get donations count?**

A. Yes, those hours are specific to the project.

**Q. What if a company or organization needs the request in writing on GSNC letterhead?**

A. GSNC can provide letterhead. Girls can write the first part of the letter explaining the project. The adult needs to write the last paragraph “asking” for the donation.

**Q. Can a girl charge an event fee for their Gold Award Project?**

A. Yes, but only to cover materials however, never to make money.

**Q. Can a girl or her family make personal contributions for their Gold Award Project?**

A. Yes, but it should not be a hardship for the family.

**Q. Can girls apply for a grant?**

A. Yes, but must contact GSNC Fund Development first. Email [Customercare@gsnc.org](mailto:Customercare@gsnc.org) with Fund Development in the subject.

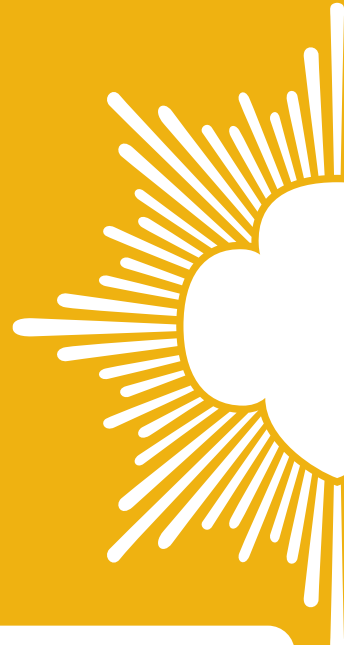
**Q. Are there inappropriate money-earning activities that we should avoid?**

A. Yes

- Games of chance, raffles
- Home demonstration parties: Avon, Mary Kay, Pampered Chef, etc.
- Receiving a percentage of sales (*where a portion of the sales goes back to the troop*) from a business during a specific time frame where those sales generate a profit for a specific company. Example: Applebee’s fund raiser

**Q. Can Cookie Credits be used for funding a Gold Award project?**

A. Yes, an estimate needs to be submitted to GSNC and we will write a check to the vendor, or the troop can pay for the supplies and GSNC can reimburse the troop account. Girls cannot receive cash or check directly.



# Be a Gold Award Social Media Influencer

The Gold Award gets you ready for life. It's proof that you've already made a lasting change in your community and beyond. Inspire your passion in others by sharing the change you wanted to make through your Gold!

Here are a few ideas to help you tell your Gold Award story on social:



- Use #gsGoldAward, tag @girlscouts, and [[@councilhandle](#)] on Instagram and Twitter. We repost the best posts, which can get your project in front of a national audience!
- Tag other relevant community organizations, businesses, and people who were a part of your Gold Award or share your values.
- Create a video/IGTV telling your followers why your Gold Award is important to you and how making a difference in the world has impacted you and your community.
- Write a post featuring photos of your project and share it on Instagram or Twitter.
- Write a blog post describing your experience and share it on your social channels.
- Outline the impact you wanted to make, how you know you made it—and how you know it will be ongoing, so other girls have a roadmap they can follow. Share your wins, as well as your challenges!
- Get creative! If design, dance, or music is your thing, tell your Gold Award story in an original way!

Here you can find a few [Instagram graphics](#) you can share right away!

Check out how Gold Award Girl Scouts [Shelby O'Neil](#) and [Mary Katherine \(MK\)](#) highlight their Gold Award stories on social.

# Signature Page

On My Honor:

I have read through *Your Guide to Going Gold*.

Date \_\_\_\_\_

Girl Scout's Name \_\_\_\_\_

Signature \_\_\_\_\_



Girl Scouts of Nassau County

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