



Gold Award Proposal Tips

Use this document in conjunction with the example [Gold Award Proposal](#) to help you in answering the questions. You can use the example proposal to work on your answers offline if you choose, but ultimately you will need to submit your proposal in the [GoGold](#) system for approval from Girl Scouts of Utah's Gold Award Committee.

Girl Scouts of Utah's process requires that Girl Scouts interested in earning their Gold Award first complete Gold Award training and submit their project idea to the Gold Award Committee. You will then work on your proposal with your assigned Committee Liaison before submitting it in GoGold.

Follow GSU's recommend timeline under the Resources tab of our [website](#) for information on deadlines.

Please note that most sections of GoGold have a 2000-character limit, so if you need additional space for an answer, you may need to upload that as an extra document.

There are also additional tips throughout each section of GoGold itself, so make sure to read these, along with referencing the [rubric](#), as you are writing your answers to make sure you will be meeting the requirements. You must meet standards in all areas of the rubric in order for your project to be approved by the committee, so make sure you are providing enough information in your answers in GoGold.

Consult your assigned Gold Award Committee Liaison and your chosen Project Advisor as you work on your proposal and have them each read it over before you submit it. After submitting your proposal, the Gold Award Committee will review it in relation to the standards on the rubric and you'll be invited to an initial interview. This will be when your project is approved to continue.

Creating Your Profile

- If you ever have issues with your password, GSU has the ability to reset it for you if you can't figure out how to request it yourself. You can change your password at any time in the profile section.
- Make sure to set the correct grade and graduation date in GoGold as these are used to determine if you are eligible to apply for the GSUSA Gold Award Scholarship.
- If you have any special factors that may require some additional support from staff or volunteers while working on your Gold Award, there is a section to indicate this under the "details" tab. The Gold Award can be earned by a Girl Scout of any ability level, so if you require an accommodation, please make sure to let us know and discuss it with GSU staff so we can help you be successful on your project. (This information will not show up on the proposal. Its purpose is to help alert council staff in order to allow us to better support you.)
- If you are not in a troop, write Juliette instead of your troop number and under the Troop Leader portion, write the information for the adult in your life that supports you in your Girl Scout activities. Double check the accuracy of the email address listed in this section, as this person will be contacted to verify the information that you list in the prerequisite section when you submit your proposal.

Steps in GoGold

- Steps 1 & 2 in GoGold are optional. Their purpose is to help you come up with an idea while you are brainstorming. If you already have your project idea, you can skip to Step 3. Steps 3-5 will be asking questions that will create your proposal. Please note that the format in which you see the questions on GoGold is not the same in which the committee members will be reading your proposal. The GoGold system will turn your answers on the different steps into one cohesive document that looks similar to the example proposal outline linked above.

Step 3 – Building Your Team

- Your Project Advisor is not the same person as your GSU Committee Liaison. This person is an expert in their field and is guiding you on the specific topic you are addressing with your project.
- Double check the contact information for your Project Advisor as they will be sent an email asking to verify the information in your proposal and final report prior to you submitting it.
- When you pick your Project Advisor, try to confirm with them that they will be available for the entire timeline of your project. However, there have been some rare instances where a Girl Scout has needed to get a new Project Advisor after the project has already started. Let GSU know of the situation first, but then Step 3 will be where you can update the information for your Project Advisor later in the process.
- Please also list your Project Advisor in the team member section and describe more specifically what their expertise is. Sometimes it can be hard for our committee members to tell how your advisor is helping the project, but the team member section lets you talk more specifically about what they'll be doing for your project. However, the Project Advisor does not count as one of the required 3 minimum team members, so make sure to also list 3 additional people in that section.
- In the team member section, make sure to include at least 3-5 people beyond your family and Girl Scout community. Team members should include members of the community impacted by the issue and/or have skills/knowledge related to the issue. Include specific information on what each team member's role is and how they will help with the project.
- While you'll be adding preliminary team members as part of the proposal, after your proposal is approved and you are implementing your project, you can still add additional team members in step 3 as you encounter people that help you with your project and they will be included on your final report.

Step 4 – Creating Your Plan

Additional Files

- GSU requires Girl Scouts to submit a few additional files as part of their project approval. This includes a signed Internet Safety Pledge, a signed Project Advisor form, and a completed Budget Worksheet. Please see the resources section on the Gold page of our website for copies of these files or download them on GoGold. They can either be emailed to the GSU staff member overseeing Highest Awards or submitted in GoGold.

Issue

- *My Gold Award aims to address this issue by... (2000 characters)*

Provide a short summary of your project here. Be sure to include the specific issue you are focusing on and what you are planning to do for your project.

- *The reasons I selected my issue are... (Limit of 100 characters per line, but you can add four lines)*

In this section give us your personal connection to the issue and why you think it's important.

Root Cause

- *The root cause of my issue is: (2000 characters)*

This is the core of your Gold Award project. Look at your issue and dig a little deeper. Ask why it is an issue and then ask why again to really get to the root cause. Provide your research, substantiating your choice of issue/project. Why does this issue need to be addressed? Why should the average citizen care that you are addressing this need/issue? Make sure that you include 1-2 research sources and cite them. For example, include the name of articles, dates of publication, and where to find them. Give credit to the people that said the quote or did the research.

- *I will address the root cause by: (2000 characters)*

How specifically will your project be addressing the root cause of the issue? What are your plans for advocacy, community education, and volunteer/resource recruitment? Whom are you going to incite to take action? How are you going to accomplish this – presentations, videos, etc? Who are you going to lead to help you execute your project?

Target Audience

- *The target audience(s) for my Gold Award project is/are: (100 character limit per line, but you can add 9 lines as you can have multiple target audiences)*

Add a description of your target audience – the individuals who will benefit from your project, who should be outside of your immediate community of family and friends. The target audience needs to be clearly identified members of the community who are affected by the issue you are addressing. GoGold will ask you for this in a list format, so you don't need to write a whole paragraph here. It's possible you might have multiple target audiences to list depending on your project topic. Try to be as specific as possible in your answer. For example, you may be targeting teens aged 12-18 by implementing your project at Red Middle School and Blue High School.

- *The skills, knowledge, and/or attitudes my target audience will gain are: (100 character limit per line, but you can add up to 9 lines if you have more skills you want to list)*

What do you want people to know? What are they going to learn? How will they gain this knowledge or experience?

- *I will know that my audience has gained the desired skills/knowledge because: (2000 characters)*

Remember that your project plan should engage appropriate community members in the solution and demonstrate benefit to the target audience.

How will you find out what they have learned and if they have any plans to act on their knowledge? What will they have? What will they do?

How will others know the impact/success of your project? How will you know that you have made a difference?

Metrics means numbers! Are you going to use a survey? Count the number of “likes” on a Facebook page? Use statistics for # of visitors to a website? Count the individuals who come to your workshop? Create a pre/post survey to measure what people learned? Gain opinions via a video survey? Make sure to use at least 1 measurable tool.

National/Global Link

- *My Gold Award’s national and/or global link is: (2000 characters)*

Does your issue exist outside of your city (regional)? Utah (regional)? United States (national)? North America (global)? Make the connection! Provide information about the issue in your LOCAL community and make a connection as a National or Global issue.

Your project does not necessarily need to impact global populations, but you need to explain the connection to global or national issues and consider how your project idea could be used in other communities.

Make sure to include properly cited research in this section to show your national/global link. Research how other areas, communities or countries have addressed your issue. You could even reach out to an organization in another community to see how they have addressed the same problem and use their ideas in your local implementation.

Measurable Goals

- *Measurement of my project’s success:*

What my audience will learn/gain	How I will measure impact	When I will measure impact

This question will end up creating a chart similar to the above with your answers. Remember that you need to be measuring the impact during the timeframe of your project, not afterwards, so make sure your timeline will accommodate when the impact will be measured. For example, if you need to turn in your final report by the beginning of September, you should not still be measuring the impact in October as your project will already be over.

- *My Gold Award project goals are: (2000 characters)*

You can answer this section in either bullet points or paragraph format, but make sure that your goals are SMART. SMART goals are specific, measurable, attainable, realistic, and timely.

Your SMART goals should be an expansion of what you've already listed in the section above. The chart should give you a start to talk about how you will be measuring your goals and your SMART goals should add in numbers.

It is tempting to say that 100% of people attending will change their attitudes, but is that realistic?

Remember that this is the goal you want to reach, so your end result may end up being different. Think about what you can actually attain within the scope of your project.

Sustainability

- *My Gold Award will be sustained beyond my involvement by: (2000 characters)*

Gold Award projects must be sustainable. There should be a plan for long-term use/implementation of the solution provided by your project (i.e. sustainability). Is your project important enough for your community to want to continue it? Who will be responsible for continuing it?

One way for your project to be sustained is to create a permanent solution and ensure it is used.

Another method for sustainability is to educate others by inspiring them to change their attitudes, beliefs or behaviors and prove the changes by using a measurement tool. You can either put a plan in place to continue the education beyond your involvement or enact a call to action.

Another possible sustainability option is to advocate to change a rule, regulation or law and engage others in your advocacy.

The more sustainable your project is the better! There may be multiple ways to keep it sustained. However, your project needs to have a good plan in place to use at least one of the above methods in order to be approved.

Create your Plan

In this section you'll be creating a chart that outlines the steps in your proposal so you have a timeline for all of the hours required. It will ask you for the approximate date you'll be completing the task (month/year), activity description, teammates needed, resources needed, and approximate hours of work you'll be contributing on that task.

Make sure to consider any school activities, sports, hobbies, jobs, or other things that might extend the length of your project timeline. Also consider what is going on in the community. If you are working at a school, when is the school open? If you're working with the city, when is the next city council meeting?

Try to include as much detail as possible. The timeline should be realistic and appropriate for the scope of the project. Make sure that your hours reach at least 80 and that you include all steps of the process. Remember that your planning and research can be counted in your hours. Refer to *Your Guide to Going Gold* for a breakdown of how your hours can be counted.

Expenses

This section will ask you to input all of the items you will need for your project. For each item, you'll list the source of funding and approximate cost. In order to approve your project, we need to make sure that GSU financial policies are being followed and GoGold does not offer a lot of space to fully discuss your budget, so we ask that you also submit our [Budget Worksheet](#) in order to give further details about how you are fundraising or where you are getting donations from. Please be as specific as possible so that we can approve it for you without further delays.

Your project should not be making a profit, so make sure that any income and expenses match and equal out to zero. Remember that you can't donate extra money that you make, but you CAN use the money to buy related items for the organization.

Remember that all items have a cost, even if they are donated. Still record the items needed, even if they are "free" to you and indicate that it was a donation and from who/where. For example, your parents let you borrow their car to drive to locations to drop off flyers or the school allows you to use the gymnasium to host a workshop.

Strengths & Talents

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

In this section you'll just be clicking pre-determined boxes in GoGold. These are ones that you ALREADY possess and will use during the project.

- *The skills I plan to develop as I work toward earning my Gold Award are: (100 characters per line, 10 possible lines)*

This section is list format, but if you can add a little information as to how you'll be developing that skill it is helpful. For example, if you will be developing time management skills, say what you will do to develop that skill and what parts of your project relate to its development.

Tell the World

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

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

In this section you'll just be clicking pre-determined boxes on GoGold.

What are your plans for "advertising" or rolling your project out beyond your immediate target audience and community? How are you going to let others know about the important work you have done? Come up with at least 2-3 *ideas for how you can share or advertise your project* in the community!