



## **Girl Scouts of the Chesapeake Bay Council Girl Scout Gold Award – Promotion**

The Girl Scout Gold Award is a very important event for a Teen Girl Scout and her family.

Below and in the following pages, you are given tools in promoting the Girl Scout Award to the community:

- Promotion
- Photos
- Gold Award Fact Sheet
- Sample Media Release

### Promotion

Please obtain permission from the girl/family to publicize the accomplishment. After permission is obtained, please fax or mail copy of your news release to the Director of Communications so that our efforts to publicize the event are not duplicated. Next, send a news release and fact sheet to all the media outlets in your community.

In a brief note, let each editor or newscaster know that the award recipients are available for interviews. Add a photograph whenever possible.

Contact local TV and radio talk shows to arrange broadcast interviews with award recipients. Be sure to prepare girls for all media interviews so that they will feel confident and comfortable. Suggest that they discuss the service projects they completed to earn the award.

In-house publications can provide excellent publicity opportunities, such as, student newspapers, bulletins from places of worship, publications published at a parent's work place, etc.

If there are opportunities for public speaking in your community, you may want to arrange for a Girl Scout Gold Award recipient to discuss her Girl Scout experience or service project at a Junior League, Rotary Club, Lions Club, Parent/Teacher Association or other group meeting.

Relate the service project completed by the award recipient to local organizations concerned with that subject. For example, if a girl did volunteer work in a hospital to fulfill a Girl Scout Gold Award requirement, send a news release and her photo to the editor of the hospital's newsletter.

It is important when preparing promotional material the words "Girl Scout" always come before the words "Gold Award."

### Photos

For publication in print and on the web, photos need to be:

- Teen Girl Scouts in their uniform and/or vest or sash.
- Headshot – shot of waist and up, happy face important
- Standard film prints – color or black & white, 3x4 or 4x6
- Digital -- in at least 150 DPI, in jpeg or tiff formats (please no photos in Word or other programs).
- Labeled with young woman's name either on the back of the photo or in the tag of the digital file.

Families can forward photos to:  
Ann Marie van den Hurk  
Girl Scouts of the Chesapeake Bay Council  
501 S. College Avenue  
Newark, DE 19713

Or

[avandenhurk@cbgsc.org](mailto:avandenhurk@cbgsc.org)



## **Girl Scouts of the Chesapeake Bay Council**

### **Girl Scout Gold Award - Fact Sheet**

The Girl Scout Gold Award is the highest award that a teen Girl Scout may earn. Someone once described the Girl Scout Gold Award as being "what you really want to be remembered for" in Girl Scouting. For many, the leadership skills, organizational skills, and sense of community and commitment that come from "going for the gold" cement the foundation for a lifetime of active citizenship.

Girl Scouts who are in grades 9-12 or who are 14-17 years of age are eligible to earn the Girl Scout Gold Award. Approximately 3,500 Girl Scouts earn the Girl Scout Gold Award annually. Because the Girl Scout Gold Award is held in such high regard both within and outside of Girl Scouting. There are scholarships for girls who have earned this award, as well as military recognition for the leadership skills gained in the process.

A girl who earns the Girl Scout Gold Award completes five requirements, all of which promote community service, personal and spiritual growth, positive values, and leadership skills. The requirements are:

1. Earn four interest project patches, each of which require seven activities that center on skill building, technology, service projects, and career exploration.
2. Earn the Career Exploration pin that involves researching careers, resume writing, and planning a career fair or trip.
3. Earn the Senior Girl Scout Leadership Award that requires a minimum of 30 hours of work involving use of leadership skills.
4. Design a self-development plan that requires assessment of ability to interact with others and prioritize values, participation for a minimum of 15 hours in a community service project, and development of a plan to promote Girl Scouting.
5. Spend a minimum of 50 hours planning and implementing a Girl Scout Gold Award project that has a positive and lasting impact on the community.

## Gold Award Q & A

Q: Can young women work with Girl Scouts in their troop on a Gold Award Project?

A: Sure. A lot of jobs in the real world require teamwork. The important thing is that the young women develop their skills and interests and apply them to the project, as well as contributing the same amount of work as everyone else on the team.

Q: How much work does a Gold Award project involve?

A: Whether a young woman is working alone or with others, she should plan to spend a minimum of fifty hours. She needs to log the hours and share it with her advisor.

Q: How do young women choose an advisor?

A: It is recommended that young woman use a content expert for her project, such as someone proficient in html if she are creating a Web site, an architect if she are building a playground, a wildlife biologist if she are restoring habitat, or a producer if she are making a video for television.

Q: Can a young woman do her project before the other Girl Scout Gold Award requirements?

A: No. The whole idea of the doing the other requirements is to prepare the young woman for doing the project. (She can do the four requirements in any order, however.)

Q: Does the project benefit and just for Girl Scouts?

A: The whole idea of the Girl Scout Gold Award is that young women do something to benefit her community and learn those skills that make her a citizen of her community and the world. If she does do something for her council, it needs to involve and benefit the community as well. A project for younger Girl Scouts, a service unit, a resident camp program, or the council office, benefits mainly Girl Scouts. She needs to touch the community beyond Girl Scouting.

Q: Can young women get others to help help, like other troops or friends at school?

A: Yes. In fact, if she doesn't get help in a big project, she's not applying her networking and leadership skills! If she is doing something for people, like remodeling a women's shelter or developing a neighborhood park, give others an opportunity to feel ownership in the project by providing a time for their input and "sweat-equity."



**Girl Scouts**<sup>®</sup>  
Where Girls Grow Strong<sup>SM</sup>

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# Media Advisory

For Immediate Release

**(insert local) Teen Girl Scouts Earn Gold Award**

*Receive the Highest Award for a Teen Girl Scout*

**Newark, DE, April 21, 2006:** (insert number) Girl Scouts received Girl Scout Gold Awards. The Girl Scout Gold Award is the highest recognition that a teen Girl Scout may earn. Someone once described the Gold Award as being "what you really want to be remembered for" in Girl Scouting. For many, the leadership skills, organizational skills, and sense of community and commitment that come from "going for the gold" cement the foundation for a lifetime of active citizenship.

**(insert local information including name, age/grade, troop, project)**

## **EXAMPE - Single**

**Laura Boyd**, Newark, is a member of Troop 1013. She will graduate from the Charter School of Wilmington this June. Her Troop Leader is Amy Boyd and her Gold Project Advisor is Kylinn Gilmore. Laura's project involved Seeing Eye Dogs. Laura is a puppy raiser for Seeing Eye Dogs and want assist in

process of matching dogs with visually impaired. She researched how to be more effective in raising, training and matching seeing eye dogs with potential owners.

### **EXAMPE - Troop**

**Allison Scott**, Dover, & **Natasha Threatts**, Wyoming, collaborated on their project. **Allison** is a senior at Caesar Rodney High School and will be graduate in June. Her Gold Project Advisor is Jossette Threatts. **Natasha** is a junior at Caesar Rodney High School. Her Gold Project Advisor is Pat Scott. They are both members of Troop 572 and their Leader is Pat Scott. Their project was a Theater Camp for girls in the Dover area. They not only provided a safe place for children to be, but the participants gained valuable skills such as public speaking, developing friendships, stage direction, designing sets and other aspects of the theater.

The Girl Scouts of the Chesapeake Bay, with its 24,000 members on the Delmarva Peninsula, is part of the world's pre-eminent organization dedicated solely to young women. In an accepting and nurturing environment, young women build character and skills for success in the real world.

For more information about Girl Scouts of the Chesapeake Bay Council, call 800-341-4007 or go to: [www.girlscoutchesapeakebay.org](http://www.girlscoutchesapeakebay.org).

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