

**Gold Award Rubric: Project Proposal**

Girl Scouts of California's Central Coast

Goal	Does Not Meet Standards	Needs Improvement	Meets Minimum Standards	Strong	Exceeds Standards (Nat'l Gold Award GS)	Tips	Self-Check
<b>Girl Scout Gold Award Project Advisor</b>							
I chose a project advisor with the knowledge to help me carry out an effective project.	Project advisor is a troop leader or family member		Project advisor is knowledgeable about the subject matter.	Project advisor is an expert in the subject matter and the unique factors in my community.			
<b>My team:</b>							
I will be involved in my community, working with people beyond my current network of family and friends.	Self and family members	Other Girl Scouts and/or peers	Team includes 3-5 individuals or groups with whom I have connections	Team of 5-8 individuals/groups includes some new contacts, beyond my comfort zone	Large team to bring creativity, expertise, and community investment to project	<i>The people and groups you list in this question should match your team member list on page 2.</i>	
<b>My Gold Award aims to address this issue: - 2000 character limit</b>							
In this answer, I summarize what need I am addressing, how I know it is a need (statistics), and what I will do to address it.	My description of my plans is not clear and concise, and/or I describe my plan but I don't show <u>why</u> my community needs it.		My summary explains the need and my project plan clearly. I describe what I will do, and I use statistics to show why my community needs it.			<i>This question is one of the most important in your proposal. Be sure to include all the important details!</i>	
I am addressing a real need in my community.	I chose this need because the topic interests me.	I believe this is a need in my community.	I believe this is a need in my community, and my research confirms that it is.	My community research led me to choose this need.	My community research led me to choose this need, which is not well-known.	<i>Remember to seek out the <u>root cause</u>: what's really causing the problem you see?</i>	
<b>The reasons I selected my issue are: - Small boxes for answers, ability to add additional boxes for multiple reasons.</b>							
I did research to verify this is a real need in my community. I describe what I learned from my research, and I cite my sources.	I did not mention any research to support what I think my community needs.	My ideas about what my community needs are supported by what I have seen or experienced.	2+ statistics show the size of this need in my community.	3-4 statistics show need in my community and what my project plan is based on.	4+ statistics clearly show how this need affects my community. My project plan shows thorough research.	<i>We recommend using written sources AND speaking with one or more people who are knowledgeable about this need.</i>	
I explored this need from different angles, with an open mind.	I did not explain how I learned about this need.	My understanding of the need is based on my own beliefs or experiences.	I describe who I talked to and what I learned that helped me understand the need accurately.	I explored different points of view about the need. I now have a well-rounded understanding of this need in my community, and in the US or worldwide.	I bravely challenged my beliefs about this need. I've grown personally through this process, and my project will help others to do the same.		
<b>The root cause of my issue is: - 2000 character limit</b>							
My project addresses the root cause of the problem.	I am planning a service project: a one-time effort to help deal with a problem.	I am planning a service project that others will continue doing in the future.	Now that I know what causes this problem, my project aims to make the problem happen less often.	Now that I know what causes this problem, I have a strong plan for reducing or eliminating the underlying cause.	My Gold Award project is a long-term plan to reduce the underlying cause or prevent the problem entirely.	<i>Be creative! A Girl Scout Gold Award project is a fresh, unique idea.</i>	
<b>I will address the root cause by: - 2000 character limit</b>							
My project plan is original and addresses the need in a fresh way.	Project consists of carrying out a pre-existing plan.	Project is like a project that was already done in another community.	Project is inspired by a successful solution from another community, but is personalized to my unique community.	Project is a <b>new</b> idea, supported by my research of what others have found successful.			
<b>The target audience for my Gold Award project is/are: - Small boxes for answers, ability to add additional boxes for multiple audiences.</b>							
Who does the project help?	I haven't honed in on a target audience yet.	I mention my target audience in a vague way.	I am specific about who my project aims to help.	I am specific about who my project aims to help and I include statistics to show how and/or why.			
<b>The skills, knowledge, and/or attitudes my target audience will gain are: - Small boxes for answers, ability to add additional boxes for multiple answers.</b>							
My project will fill an important gap in my community.	Government or community organizations are already addressing this need locally.	I don't know if anyone is addressing this need locally.	If need is being addressed locally, project will expand to reach population(s) not currently being served.	My project offers a much-needed service that otherwise wouldn't be available in my community.	My project addresses a crucial need, and/or it will reach a lot of people with help that currently isn't available.	<i>Who else is addressing this need right now?</i>	
<b>I will know that my audience has gained the desired skills/knowledge because:</b>							
My project will educate people.	No plan for increasing my project's impact through education.	Only those directly involved in my project will be educated.	I have an outreach plan to educate approx. 20-40 people in my community.	I have an outreach plan to educate 40 or more people in my community and get them involved.	I have an outreach plan to educate and involve 40 or more people in my community, and to educate others beyond my community.	<i>How will you educate people (beyond those directly involved in your project) about the need? Can you teach other people how to start a project like yours in their own community?</i>	
<b>My Gold Award's national and/or global link is: - Small boxes for answers, ability to add additional boxes for multiple reasons.</b>							
I put this need in context by comparing my community to the US or world.	Proposal only discusses need in my community.	Proposal discusses need in my community, with national or global connection implied.	I gave some thought to similarities and differences nationally and/or globally, and how my project could reach others beyond my community.		I clearly described how this need is same/different in other parts of the US or world. My project includes a plan to reach others beyond my community.	<i>Remember to cite your research sources.</i>	
<b>Measurement of my projects success: - Small boxes for answers, ability to add additional boxes for multiple measurements.</b>							
I will get measurable results to prove my project's impact.	I didn't include a plan to measure the impact of my project.	I will collect people's impressions or feelings to show the impact of my project.	I will measure my project's impact with numbers showing improvement in one important aspect of the need.	I'll measure the impact of my project by getting numeric data to show improvement in several aspects of the need.	I will have statistics proving that my project reduced the root cause of the problem in my community.		

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My Gold Award project's goals are: - 2000 character limit							
I have set specific goals for my project, and I'll be able to show how I achieve these goals.	My goals are very general or broad. It will be hard to know when exactly I've achieved them.	My goals are based on feelings or relative words (e.g. better, more, etc.)	1 goal that is based on something measurable (reaching a specific number or percentage)	2-3 specific goals are measurable. At least one will show improvement over time.	My goals are specific, realistic, and will use numbers to show my progress on key aspects of my project.	Goals you can measure are a helpful tool as you're working on your project. They will show you which parts are seeing success, plus any areas you may want to improve.	
My Gold Award will be sustained beyond my involvement by: - 2000 character limit							
I know I will create lasting change, because my project will be continued in the future.	I don't have a plan yet for how this project will be continued after my part is done.	My plan is for others to be inspired to continue this work.	My project consists of something that will live on, and I have given thought to its maintenance and upkeep.	I plan to connect with a partner organization to continue this work into the future.	Project goes viral! My project will grow as other people carry on my mission in the future.	In order for your project proposal to be approved, it needs to include a detailed plan for how your project will be carried on in the future.	
I will put my plan into action by: - chronological dates							
I outline steps that are realistic and thorough.	I list only the first steps of the project.	I list steps that give a broad overview of my plan.	I list all major steps in plan (usually 5-6 steps or more) so other people clearly understand my project.	My timeline lists all anticipated steps of carrying out plan, so a reader could use it as instructions to do the project.	Thorough timeline lists all anticipated steps of carrying out plan (usually 7-9+ steps), including milestones and goals.		
Estimate your project expenses and how you plan to meet those costs:							
I have a plan for my expenses AND how I'll pay for them.	I list only my costs, not how I'll get the money to pay for them.	I haven't figured out how to get the money I'll need yet.	I have a realistic plan for getting the money I'll need.	I describe a realistic plan for getting money I'll need from 2 or more sources.	I clearly describe my creative plan for getting the money I'll need.		
My budget is realistic and includes all the categories of expenses and funding I expect my project to have.	Budget has only rough guesses.	Budget has only totals, not details.	My budget lists an estimate for each category of expenses and each category of funding.	My budget includes details of my expected costs, as well as where my money will come from and how much I anticipate needing.	My budget is complete and easy to understand. I show that I have thoroughly considered both my funding and my costs.	Be sure your budget balances: the total of your costs should be the <b>same</b> as the total dollar amount of your funding.	
The skills I plan to develop as I work toward earning my Gold Award are: - Small boxes for answers, ability to add additional boxes for multiple skills.							
My project will give me opportunities to be a real leader.	I will follow a plan that someone else has created.	I will be doing most of the work myself.	I will be leading my team in doing the work together.	My team and I will partner with those we are helping, so they have opportunities to make decisions and lead.	I will create opportunities for others to become leaders themselves.	A Gold Award project is something you do WITH the community, not just FOR the community.	