

# Gold Award Proposal Rubric

	Does Not Meet Standard	Needs Improvements	Meets Criteria
<i>Prerequisites</i>	Has not completed 2 Journeys OR Silver Award + 1 Journey.	Completed 2 Journeys but not the Take Action Projects OR Silver Award + 1 Journey but not the Take Action project.	Completed 2 Journeys with the Take Action Projects OR Silver Award + 1 Journey with the Take Action project.
<i>Gold Award Training</i>	Has not watched the GSMW Gold Award Training video or read the GSMW Gold Award Toolkit and taken the Gold Award Quiz.	Has watched the GSMW Gold Award Training video and read the GSMW Gold Award Toolkit and has taken the Gold Award Quiz but has not achieved a score of 8/10.	Has watched the GSMW Gold Award Training video and read the GSMW Gold Award Toolkit and has taken the Gold Award Quiz and achieved a score of 8/10.
<b>Related Proposal Questions - My Gold Award aims to address this issue: AND The root cause of my issue is:</b>			
Root cause and identifies a community need	Issue is based on girl interests only. Root cause is not identified and/or no action is identified or issue is too broad.	Issue has potential but lacks identification of root cause. Has at least 1 action to address issue but lacks detail.	Issue addresses/targets a need. Root cause (s) identified and fully explained and has at least 1 unique action with a detailed plan.
<b>Related Proposal Question - The target audience (s) for my Gold Award project is/are:</b>			
Target audience (s) is clearly identified	Audience is only immediate network (family, Girl Scout troop). No set target audience or vaguely describes audience.	Audience is only immediate community (family, friends, Girl Scouts, athletic team, youth organization). Target audience is identified but needs more definition.	Reaches beyond current network and target audience is clear and fully described.
<b>Related Proposal Question - The reasons I selected my issue are:</b>			
Research sources are cited and thoroughly investigated	Community need is not validated. No research conducted.	Little or no research is provided or only 1 -2 research points cited.	Highlights 2-3 research sources to validate community need.
<b>Related Proposal Question - My Gold Award's national and /or global link:</b>			
Project plans for national or global connection to the issue	Lacks link to larger context (national/global link).	Evidence at the local level or national/global inference with no evidence cited.	Includes research and project shows clear link to larger context (national/global).
<b>Related Proposal Question - List the names of individuals and organizations you plan to work with on your Gold Award project:</b>			
Project team members are identified	Self and family only.	Self, family and Girl Scouts only OR less than 3 team members. Team has some diversity of expertise but most are from the same organization.	3-5 team members from local network beyond self, family and Girl Scouts. Team members are from several varying backgrounds with diverse skills.
<b>Related Proposal Question - Girl Scout Gold Award Project Advisor Information:</b>			
Project Advisor is identified and appropriate for the issue	Advisor is family member or troop leader/volunteer.	Advisor is family member or troop leader/volunteer OR does not have knowledge of selected issue.	Advisor has knowledge of the selected issue.

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<b>Related Proposal Question – I will address the root cause by:</b>			
Clear project description	Project description is confusing or lacks details.	The project is vaguely described and has minimal details. It is unclear what will be done and the project is only somewhat understood.	The project is clearly described, easily understood and the reviewer understands exactly what will be done.
<b>Related Proposal Questions – The skills, knowledge, and/or attitudes my target audience will gain are: I will know that my audience has gained the desired skills/knowledge because: Measurement of my project's success chart:</b>			
Project has measurable impact	Impact does not relate to issue or no impact defined. No measurement methods or tools.	Impact is a vague impression or by observation or not realistically measured (measured by feelings).	Impact is defined and at least one measurement tool identified.
<b>Related Proposal Question – My Gold Award project goals are:</b>			
Project goals are clearly defined and realistic	No SMART goals.	1-2 SMART goals. Goals stated as feelings.	2+ SMART goals clearly stated and are directly related to project's purpose.
<b>Related Proposal Question – My Gold Award will be sustained by:</b>			
Project ensures sustainability	Lacks idea of who will continue project. Only includes a website or video as sustainability. Is community service/volunteer hours.	Includes an idea of who will continue. Implied or little attempt to be sustainable. Other Girl Scouts will continue.	Partner/Group/individual will continue using/promoting project. Educational component clearly outlined and included.
<b>Related Proposal Question – I will put my plan into action by:</b>			
Timeline is realistic and appropriate for the project	Less than 80 hours are outlined. Doesn't outline any action steps. Includes time of other volunteers.	Somewhat realistic. Highlights only major steps/milestones. Is fairly easy to understand. Is approximately 80 hours.	Major steps/milestones clearly defined. Easy to understand exactly what and how candidate plans to achieve. Is 80 + hours.
Project will allow candidate to demonstrate active leadership role	Teammates not used in timeline, project is primarily done by the candidate. No information about personal strengths.	Teammates only have minor roles or does not describe how the team will be used or only highlights 1-2 ways candidate will use the team. Includes vague strengths.	Clear strategies described for using the team. Information about personal strengths.
<b>Related Proposal Question – Estimate your project expenses and how you plan to meet those costs:</b>			
Budget is realistic	No thoughts about potential expenses. Budget is unrealistic (not enough money planned or over planned).	Most expenses have been anticipated. Sources of income are unclear.	Well defined, realistic income and expenses outlined. Sources of income clearly described.
Income and money earning activities are explained	No explanations or disregard to money earning policy.	Explained but it is unclear if following policy.	Explained and clear that money following policy is understood and will be followed.
<b>Related Proposal Question – I will let others know about my Gold Award by promoting via; I will put my plan in action:</b>			
Plan to actively share project	No plan.	Passive sharing only (social media, brochure) OR only sharing with target audience.	Plan for mix of sharing beyond target audience.