



## Gold Award Project Proposal Rubric

Girl's Name: [Click here to enter the girl's name](#)

Reviewer's Name: [Click here to enter the reviewer's name](#)

		Does Not Meet Standards	Needs Improvement	Meets Standards	Exceeds Standards (National Gold Award Girl Scout) <i>These standards can only be evaluated at project completion</i>
<b>Prerequisites</b>					
<i>Related question in proposal: Prerequisite chart</i>					
<b>A</b>	<b>Completion of two S/A Journeys OR Silver Award and one S/A Journey</b>	<input type="checkbox"/> Is not a registered Senior or Ambassador Girl Scout; not in grades 9–12 <input type="checkbox"/> Has not completed two Senior/Ambassador Journeys or the Cadette Silver Award and one Senior/Ambassador Journey		<input type="checkbox"/> Is a registered Girl Scout in grades 9–12 <input type="checkbox"/> Has completed two Senior/Ambassador Journeys or the Cadette Silver Award and one Senior/Ambassador Journey	
<b>B</b>	<b>Gold Award Training</b>	<input type="checkbox"/> <b>Has not completed Gold Award training</b>		<input type="checkbox"/> <b>Has completed Gold Award training</b>	
<b>Step 1: Choose an issue</b>					
<i>Related questions in proposal: My Gold Award aims to address this issue</i>					
<b>C</b>	<b>Project identifies a credible community need</b>	<input type="checkbox"/> Identified issue is based on Girl Scout's interests only and not on credible community need or <input type="checkbox"/> Identified issue is already being fulfilled by the community the Girl Scout intends to serve		<input type="checkbox"/> Identified issue is based on credible community need	<input type="checkbox"/> Identified issue is based on credible community need <b>BONUS:</b> Identified need is important and rarely addressed
<i>Related question in proposal: The root cause of my issue is</i>					
<b>D</b>	<b>Project identifies a root cause of that community need and plan addresses that root cause</b>	<input type="checkbox"/> Did not identify root cause <input type="checkbox"/> Project addresses an immediate need with a short-term/one-off solution	<input type="checkbox"/> Identified root cause <input type="checkbox"/> Project plan does not address it	<input type="checkbox"/> Identified root cause <input type="checkbox"/> Project plan shows well-constructed approach to address it	<input type="checkbox"/> Identified root cause <input type="checkbox"/> Plan shows both careful attention to detail and creative thinking; as a result, project plan is especially innovative
<i>Related question in proposal: The target audience(s) for my Gold Award project is/are</i>					
<b>E</b>	<b>Target audience is clearly identified and engaged in project</b>	<input type="checkbox"/> Target audience is not part of the community affected by the issue <input type="checkbox"/> Project plan is designed FOR the target audience versus WITH	<input type="checkbox"/> Target audience is part of the community affected by the issue <input type="checkbox"/> Project plan marginally benefits the target audience	<input type="checkbox"/> Target audience is clearly identified members of the community affected by the issue <input type="checkbox"/> Project plan engages appropriate community members in the solution and demonstrates benefit to the target audience	<input type="checkbox"/> Target audience is clearly identified members of the community affected by the issue <input type="checkbox"/> Project plan engages appropriate community members in the solution and demonstrates benefit to the target audience, and the community is committed to sustaining the Girl Scout's work

<b>Step 2: Investigate</b>					
<i>Related question in proposal: The reasons I selected my issue are</i>					
<b>F</b>	<b>Research sources are cited and thoroughly investigated</b>	<input type="checkbox"/> No validation or research conducted to help shape project	<input type="checkbox"/> Research is implied, but no sources provided	<input type="checkbox"/> Some research has been conducted and 1–2 sources are referenced	<input type="checkbox"/> Thorough research has been conducted and 3+ sources cited
<i>Related question in proposal: My Gold Award’s national and/or global link is</i>					
<b>G</b>	<b>Project identifies national or global link to issue</b>	<input type="checkbox"/> No connection to national and/or global issue	<input type="checkbox"/> Some research or evidence suggests limited connection to national or global issue	<input type="checkbox"/> Includes broad research and evidence connecting project specifically to a larger national and/or global issue; solution contributes to addressing that issue	<input type="checkbox"/> Specific connection to a larger national and/or global issue; research and evidence from other communities informs this project <b>BONUS:</b> Plan in place to share project with other communities
<b>Step 3: Get help</b>					
<i>Related question in proposal: List the names of individuals and organizations you plan to work with on your Gold Award project</i>					
<b>H</b>	<b>Team members are identified</b>	<input type="checkbox"/> Self and family only	<input type="checkbox"/> Self, family, and Girl Scouts only OR less than 3 team members	<input type="checkbox"/> 3–5 team members, beyond Girl Scout community and family, with skills and knowledge related to the issue, including members of the community impacted by issue	<input type="checkbox"/> 3–5+ team members, beyond Girl Scouts and family, with evidence of strategic thought for leveraging skill/expertise to impact issue; includes members of community impacted by issue
<i>Related question in proposal: Girl Scout Gold Award Project Advisor information</i>					
<b>I</b>	<b>Project Advisor is identified and is an expert</b>	<input type="checkbox"/> None selected	<input type="checkbox"/> Advisor is family member or troop leader/volunteer OR does not have knowledge of selected issue	<input type="checkbox"/> Advisor has expertise in one or more areas of the selected issue	<input type="checkbox"/> Advisor has expertise in one or more areas of the selected issue and additional expert advisors are listed in team
<b>Step 4: Create a plan</b>					
<i>Related question in proposal: I will address the root cause by</i>					
<b>J</b>	<b>Clear project description</b>	<input type="checkbox"/> Project is not at all described; there is no explanation of what will be done	<input type="checkbox"/> Project is vaguely described; it is unclear what will be done	<input type="checkbox"/> Project is clearly described and shows a well-constructed approach on how the root cause of the issue will be addressed	<input type="checkbox"/> Project plan shows both careful attention to detail and creative thinking; as a result, project plan is <i>especially</i> innovative
<i>Related questions in proposal: 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</i>					
<b>K</b>	<b>Project will have a measurable impact</b>	<input type="checkbox"/> Impact does not relate to issue OR is not defined	<input type="checkbox"/> Impact is a vague impression OR not realistically measurable	<input type="checkbox"/> Impact is clearly defined and measurable; there is a clear measurement tool defined	<input type="checkbox"/> Project’s impact is clearly defined and would affect a significant number of individuals and/or affect individuals to a significant degree; clear measurement tools are defined
<i>Related question in proposal: My Gold Award project goals are</i>					

L	<b>Project goals are clearly defined and realistic</b>	<input type="checkbox"/> No goals identified	<input type="checkbox"/> Goals lack detail and are not clearly connected to planned project impact	<input type="checkbox"/> At least one goal is clearly defined and connected to project impact	<input type="checkbox"/> Multiple goals are clearly defined OR one <i>especially</i> ambitious goal is outlined
<i>Related question in proposal: My Gold Award will be sustained by</i>					
M	<b>Project plan will ensure sustainability</b>	<input type="checkbox"/> No plan for project to be continued OR the solution can't be maintained following the project (it's a service project)	<input type="checkbox"/> Unclear idea of how the project will continue OR <i>hoping</i> someone else will sustain	<input type="checkbox"/> Clear, thoughtful plan that leads to sustainability beyond the Girl Scout's involvement	<input type="checkbox"/> Plan for sustainability is especially strong, galvanizing others beyond target audience to participate in the solution and/or advocate for involvement across multiple communities
<i>Related question in proposal: I will put my plan in to action by</i>					
N	<b>Timeline is realistic and appropriate</b>	<input type="checkbox"/> Confusing or unrealistic plan that is missing key steps and is less than 80 hours	<input type="checkbox"/> Incomplete project plan that highlights only a few steps and is less than 80 hours	<input type="checkbox"/> Comprehensive and realistic project plan that highlights all major steps in project and is about or over 80 hours	
O	<b>Active leadership role planned and defined</b>	<input type="checkbox"/> No strategy to lead a team or engage others to help with the project OR project appears driven by an adult	<input type="checkbox"/> Strategy to engage teammates is limited, includes only assigning minor roles/peripheral tasks	<input type="checkbox"/> Strategy to engage teammates is comprehensive, outlines specific roles and responsibilities	<input type="checkbox"/> Strategy to effectively lead a diverse team in execution; intention to transfer leadership skills to team members and target audience
<i>Related question in proposal: Estimate your project expenses and how you plan to meet those costs</i>					
P	<b>Budget is realistic</b>	<input type="checkbox"/> Provides incomplete information about project costs or how those costs will be met <input type="checkbox"/> Plans to raise money/fundraise for another organization	<input type="checkbox"/> Provides vague description of project costs; it is unclear how those costs will be met and/or the supplies listed appear inappropriate for the scope of the project	<input type="checkbox"/> Provides detailed description of project costs and clear explanation of how costs will be met	
Q	<b>Income and money-earning activity explanations</b>	<input type="checkbox"/> <b>No explanation OR disregards money-earning policy</b>	<input type="checkbox"/> <b>Yes, but unclear if following money-earning policy</b>	<input type="checkbox"/> <b>Yes, follows all money-earning policies</b>	
<i>Related question in proposal: The strengths, talents and skills I currently have and will put into action are; The skills I plan to develop as I work towards earning my Gold Award are</i>					
R	<b>Leadership development</b>	<input type="checkbox"/> Does not include information about leadership or personal strengths; does not identify a goal for developing a new skill	<input type="checkbox"/> Provides incomplete information about leadership and personal strengths; partially sets goal to develop new leadership skill	<input type="checkbox"/> Describes new skills to be developed	<input type="checkbox"/> Clearly describes <b>how</b> new leadership skill(s) will be developed
<i>Related question in proposal: I will let others know about my Gold Award by promoting via</i>					
S	<b>Tell the World: Plan to actively share project</b>	<input type="checkbox"/> Incomplete information		<input type="checkbox"/> Identifies the methods to be used for sharing the Gold Award project	
<b>Step 5: Present plan and get feedback</b>					

*Plan presented to Gold Award Committee for feedback after proposal submitted in GoGold.  
Girls will receive feedback 5-7 days following their meeting with the Gold Award Committee.*

**Additional Feedback:** [Click here to enter additional feedback.](#)

**Project Designation:**

- Approved:** Meets or exceeds standards in all categories
- Needs Improvement:** Needs improvement in majority of categories; may have a few in meets/exceeds standards, or a few that do not meet standards -OR- majority of categories meet/exceed standards, but several categories do not meet standards
- Does Not Meet Standards:** Majority of categories do not meet standards; may have a few categories that meet/exceed standards