Girl Scout Gold Award Press Kit

Congratulations—the Girl Scout Gold Award is an outstanding accomplishment! All the hard work is done, and it truly paid off. Now, we’d like to help you reach out to the media to share the great news about your achievement. We provided a press release template, a Girl Scout Gold Award one-pager, and some tips you can use to reach out to your local newspaper or online publication. Before you fill out the template, take some time to think about your Gold Award experience and what you’d like to highlight and share with others.

Drafting your press release

- **Using the template.** Replace the text in brackets with your own words. The press release template provides a useful framework to present your message in a way that is meaningful to journalists and newspaper editors. If your press release is concise and well-written, some newspapers may choose to print it verbatim.

- **Be succinct and use active voice.** Your first paragraph should be no more than three lines in length and provide the who, what, when, where, and why of your story. Capture your reader’s attention and share the most vital information first. When writing, use active voice (“Jenna won the award”) instead of passive voice (“The award was given to Jenna”).

- **Include quotes from your troop leader or Gold Award advisor.** Quotes in a press release help support your story. Be sure to include quotation marks an list the person’s name, title, and organization. For example: “We’re so proud of Sarah’s hard work toward earning the Girl Scout Gold Award,” said Jane Doe, leader of troop 123. “The volunteers at the animal shelter are especially grateful.”

- **Proofread before you send.** Review your release or ask someone to help you proofread it. Try to limit your press release to 300 words. Newspapers tend to be tight on space, so keep it short and sweet.

Sending your press release

We recommend emailing your press release to your hometown or neighborhood newspaper, blog, or online publication.

- **Contact information:** You can often find your local paper’s email address on their website, under their “Contact Us” page. Most papers have contact information for their newsroom or you can feel free to reach out to a specific reporter or editor with your story.

- **Include photos and share about the Girl Scout Gold Award.** Choose a couple of action shots from your Gold Award project, if possible, and provide a descriptive caption that explains what is happening in the photo. Not everyone is familiar with the Girl Scout Gold Award, so we’ve also included a document with more information about award that you can share along with your press release.

Did your story get covered? Congrats! We want to hear how it went and share it on our social media channels. Please email us at Communications@girlscoutsrv.org.
FOR IMMEDIATE RELEASE

[City, State initials]—[First and Last Name], from [City/Town] earned the Girl Scout Gold Award from Girl Scouts River Valleys for completing her [name of project] project.

[Last Name] is a [Sophomore, Junior, Senior] at [name of school] OR graduated this year from [name of school]. As a Girl Scout member for [number] years, [Last Name] is a Girl Scout [level in Girl Scouts—Senior or Ambassador] from Troop [troop number].

For her Gold Award project, [Last Name] worked on [Describe project in 1-3 sentences (what was the goal, what action did you take, and what the result was)]. She was supported in her Gold Award project by [name people, project advisor, organizations you partnered with and your team that helped you with your project].

[Gold Award Girl Scout quote (could include key learnings from the project, main takeaways, challenges you overcame, why you chose this project, etc.)]

The Girl Scout Gold Award is the highest achievement in Girl Scouting. On their path toward the Gold Award, girls channel their passions to identify an issue, use their vision to find a solution, and establish a network to complete a sustainable project that will make a lasting impact in their communities and beyond. Throughout their Girl Scouting experience, girls may also participate in a number of community service projects, Take Action projects, and earn their Girl Scout Bronze and Silver Awards.

The Girl Scout Gold Award acknowledges the power behind each Gold Award Girl Scout’s dedication to making the world a better place for others. Gold Award Girl Scouts are courageous leaders and visionary change-makers.

[Quote from troop leader, project advisor, partner organization, or parent about the Gold Award project, if possible.]

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About Girl Scouts of Minnesota and Wisconsin River Valleys

Girl Scouts of Minnesota and Wisconsin River Valleys’ work is supported by 9,000 volunteers who deliver the Girl Scout Leadership Experience to 30,000 girls in southern Minnesota, western Wisconsin, and one county in Iowa. Girl Scouts River Valleys is one of 112 Girl Scout councils that make up the national Girl Scout Movement, sharing the mission to build girls of courage, confidence, and character who make the world a better place. For more information on how to join, volunteer, reconnect or donate to Girl Scouts River Valleys call 800-845-0787 or visit GirlScoutsRV.org.
About Girl Scouts of the USA
We're 2.6 million strong—1.8 million girls and 800,000 adults who believe in the power of every G.I.R.L.s (Go-getter, Innovator, Risk-taker, Leader)™ to change the world. Our extraordinary journey began more than 100 years ago with the original G.I.R.L., Juliette Gordon Low. On March 12, 1912, in Savannah, Georgia, she organized the very first Girl Scout troop, and every year since, we've honored her vision and legacy by building girls of courage, confidence, and character who make the world a better place. We're the preeminent leadership development organization for girls. And with programs from coast to coast and across the globe, Girl Scouts offers every girl a chance to practice a lifetime of leadership, adventure, and success.

About the Girl Scout Gold Award
The Girl Scout Gold Award is the highest and most prestigious award in Girl Scouting. Originally referred to as the Golden Eaglet, the Girl Scout Gold Award has provided a platform for girls to making meaningful, sustainable change in their communities and around the world since 1916. Each year, the Gold Award is presented to girls in grades 9-12 who have planned and executed significant Take Action projects in response to pressing community needs. Girls who pursue their Gold Award aspire to transform an idea and vision for change into an actionable plan with measurable, sustainable, and far-reaching results. Learn more about the Girl Scout Gold Award at gsrv.gs/gs-gold-award.

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About the Girl Scout Gold Award

The Girl Scout Gold Award is the highest and most prestigious award in Girl Scouting. Since 1912, Girl Scouts have been making sustainable change in their communities and around the world. Each year, the Gold Award is presented to girls in grades 9-12 who have planned and executed significant Take Action projects in response to pressing community needs. A Gold Award Girl Scout identifies an issue in her community, transforms an idea and vision for change into an actionable plan with measurable, sustainable, and far-reaching results. Her accomplishments reflect outstanding leadership and citizenship skills. Not all Gold Award projects look the same, but what they do have in common is an amazing young woman making lasting and meaningful impact in her community and in the world.

A Girl Scout Gold Award project is the culmination of a Girl Scout’s years of community service through projects completed for Girl Scout Bronze and Silver Awards, and Take Action projects, which girls can complete earlier in their Girl Scouting experience.

The Gold Award is awarded to fewer than 6% of Girl Scouts annually. Approximately one million Girl Scouts have earned the Gold Award or its equivalent since 1916.

Did you know?

A Girl Scout who earns a Gold Award:

- Enters the U.S. Armed Forces one rank higher (similar to Eagle Scouts)
- May apply for scholarships that universities and colleges offer to Gold Award Girl Scouts
- Expands her resume and distinguishes herself among other college or job applicants
- Demonstrates leadership by tackling a community issue, locally or globally

History of the Gold Award

The Golden Eaglet, the highest award in Girl Scouting from 1916 to 1939, marked the beginning of a long tradition of recognizing the extraordinary efforts of extraordinary girls. From 1940 to 1963, the Curved Bar Award was the highest honor in Girl Scouting. From 1963 to 1980, the highest award was called First Class. And since 1980, the Gold Award has inspired girls to find the greatness inside themselves and share their ideas and passions with their communities.

Learn more about the Girl Scout Gold Award and read inspiring Gold Award stories at gsrv.gs/gs-gold-award.

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