

GSUSA Adult Awards

The following is a summary of the GSUSA Adult Awards. Detailed descriptions of each award, along with nomination criteria and examples of potential award candidates follow this summary.

Nomination forms can be found at the end of this packet and can be submitted at anytime.

Approved awards will be presented at the Adult Learning Summit, Service Unit Leader Meetings and/or other appropriate venues.

The Appreciation Pin

The Appreciation Pin also recognizes an individual's exemplary service in support of delivering the GSLE, but for this pin the impact is within **one geographic area of service**.

The Honor Pin

The Honor Pin recognizes an individual's exemplary service in support of delivering the Girl Scout Leadership Experience; this support has had measurable impact on **two or more geographic areas of service** to reach and surpass the mission-delivery goals of the council.

The Thanks Badge

The Thanks Badge honors an individual whose ongoing commitment, leadership, and service have had an exceptional, measurable impact on meeting the mission-delivery goals and priorities of the entire council or the entire Girl Scout Movement.

The Thanks Badge II

The Thanks Badge II honors a previous Thanks Badge award recipient who has continued to provide exemplary service in a leadership role which resulted in a measurable impact benefitting the entire Girl Scout Movement.

The President's Award

The President's Award recognizes the efforts of a service team, committee, or volunteer team whose exemplary service in support of delivering the Girl Scout Leadership Experience surpassed team goals and resulted in significant, measurable impact toward reaching the council's overall goals.

The Juliette Gordon Low World Friendship Medal

This prestigious national award is granted to individuals and councils who have enhanced and progressed the understanding of the global aspects of Girl Guiding and Girl Scouting, which empowers girls to be global citizens. (Please note, the nomination forms for this award are not customizable.)

The Volunteer of Excellence

This award recognizes volunteers who have contributed outstanding service while partnering directly with girls in any pathway to implement the Girl Scout Leadership Experience through use of the National Program Portfolio **or** who have contributed outstanding service in support of the council's mission delivery to girl and adult members



Thanks Badge

Description

The Thanks Badge honors an individual whose ongoing commitment, leadership, and service have had an exceptional, measurable impact on meeting the mission-delivery goals and priorities of the entire council or the entire Girl Scout Movement.

Criteria

- The nominee is an active, registered adult Girl Scout.
- The outstanding service performed by the nominee resulted in outcomes that benefitted the total council or the entire Girl Scout organization, and is so significantly above and beyond the call of duty that no other award would be appropriate.

Nomination

A nomination form is completed and submitted to the council's recognition committee, along with supporting documentation indicating how the nominee meets the criteria. The recognition committee reviews the nomination documentation, then approves or denies it. The recognition committee sends notification of the decision to the council's board of directors for confirmation.

Example of nominee

A volunteer saw an opportunity to use Journeys to increase membership in one of the council's target markets through the camp pathway. She helped the council partner with local companies and groups to provide in-kind, financial, and volunteer support to build a Take-Action Tree House at each camp. She led a task group of girls to design and develop progressive programming, based on girl-led processes and Journey content, which culminated in take-action projects. The three-year project brought in 300 new Girl Scouts, a 5 percent overall increase in camp registrations the following year, 90 new volunteers, and new partnerships with 11 local organizations.



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Thanks Badge II

Description

The Thanks Badge II honors a previous Thanks Badge recipient who has continued to provide exemplary service in a leadership role, resulting in a measurable impact that benefits the total council or entire Girl Scout Movement.

Criteria

- The nominee is an active, registered adult Girl Scout.
- The nominee has received the Thanks Badge.
- The outstanding service performed by the nominee resulted in outcomes that benefitted the total council or the entire Girl Scout organization, and is so significantly above and beyond the call of duty that no other award would be appropriate.

Nomination

A nomination form is completed and submitted to the council's recognition committee, along with supporting documentation indicating how the nominee meets the criteria. The recognition committee reviews the nomination documentation, then approves or denies it. The recognition committee sends notification of the decision to the council's board of directors for confirmation.

Example of nominee

After receiving the Thanks Badge, the volunteer from the Thanks Badge example was motivated by the success of the Take-Action Tree House project and submitted to present this best practice at a GSUSA conference. She then served for two years on a national task group to help educate and support all 111 other councils as they create long-term plans that integrate all council departments to implement the cap pathway to grow membership and deliver the Girl Scout Leadership Experience (GSLE) through Journey use.



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Honor Pin

Description

The Honor Pin recognizes an individual's exemplary service in support of delivering the Girl Scout Leadership Experience (GSLE), which has had measurable impact on two or more geographic areas of service, allowing the council to reach and surpass its mission-delivery goals.

Criteria

- The nominee is an active, registered adult Girl Scout.
- The service performed by the nominee is above and beyond the expectations for the position held and made an impact on two or more geographic areas within the council's jurisdiction.

Nomination

A nomination form is completed and submitted to the council's recognition committee, along with supporting documentation indicating how the nominee meets the criteria. The recognition committee reviews the nomination documentation, then approves or denies it. The recognition committee sends notification of the decision to the council's board of directors for confirmation.

Example of nominee

A Facilitator realized that although the council created online courses and resources about the GSLE, at volunteer meetings she heard comments indicating that many volunteers still were hesitant to use Journeys to deliver the GSLE to girls. She worked with the Volunteer Management department to develop a GSLE Coach role, which would support all direct-service volunteers as they implemented what they learned in the courses and put Journeys into action. This role was piloted in four service-delivery teams where, after the first year, Journey sales increased by 30 percent; girls shared the impact of 14 new take-action projects via the council's Web site; and the volunteer-satisfaction scores increased by 12 percent.



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Appreciation Pin

Description

The Appreciation Pin recognizes an individual's exemplary service in support of delivering the Girl Scout Leadership Experience (GSLE). This service, which has had measurable impact on at least one geographic area of service, helps the council reach and surpass its mission-delivery goals for that area.

Criteria

- The nominee is an active, registered adult Girl Scout.
- The service performed by the nominee is above and beyond the expectations for the position held, and made an impact in one or more geographic areas within the council's jurisdiction.

Nomination

A nomination form is completed and submitted to the council's recognition committee, along with supporting documentation indicating how the nominee meets the criteria. The recognition committee reviews the nomination documentation, then approves or denies it. The recognition committee sends notification of the decision to the council's board of directors for confirmation.

Example of nominee

At an event, a Troop Leader noticed that the diversity of the girls did not match the diversity of the community. She talked with her council's staff members and found that they had identified a potential for membership increase among the Hispanic communities in her area. She partnered with the service-delivery team to create and implement recruitment strategies to reach both girls and adults and new ways of work to support new members. As a result, Hispanic girl membership rose by 14 percent and adult membership by 15 percent last year. While those new members participated in series and camps, 78 percent of them participated in troops.



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President's Award

Description

The President's Award recognizes the efforts of a service-delivery team or committee whose exemplary service in support of delivering the Girl Scout Leadership Experience surpassed team goals and resulted in significant, measurable impact toward reaching the council's overall goals.

Criteria

- All service-team members are registered Girl Scouts.
- All service-team members have met all requirements and expectations of the positions held.
- The service-delivery team has significantly contributed to meeting one or more of the council's mission-delivery goals.
- The service-delivery team reflects the diversity of the target audience or area it serves, in girl and adult membership, in all pathways offered.
- The service-delivery team actively recognizes, understands, and practices the values of inclusive behavior.

Nomination

A nomination form is completed and submitted to the council's recognition committee, along with supporting documentation indicating how the nominee meets the criteria. The recognition committee reviews the nomination documentation, then approves or denies it.

Example of nominees

Members of a service-delivery team saw the need to better communicate information and opportunities with girls and adults in their area, so they organized a group of 15 teens and five volunteers, representing all communities in their jurisdiction, to create new communication strategies using social media (including Facebook, Twitter, and NING). As a result, 36 percent more girls attended their local events, 90 percent of open service-team positions were filled, and the council gained 1,350 friends on Facebook.



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Volunteer of Excellence

Description

The Volunteer of Excellence award recognizes those volunteers who have contributed outstanding service while partnering directly with girls in any pathway to implement the Girl Scout Leadership Experience (GSLE) through use of the National Program Portfolio or who have contributed outstanding service in support of the council's mission delivery to girl and adult members.

Criteria

- The nominee is an active, registered adult Girl Scout.
- The nominee has successfully completed a term of service and all requirements for the position.
- The nominee has performed beyond expectations for the position to deliver the GSLE to girls using the National Program Portfolio, **or**
- The nominee's performance has been beyond the expectations of the position and has supported the council's mission-delivery goals in one or more of the following functional areas: Membership Development/Community Cultivation, Volunteer Relations and Support, Program, Leadership and Governance, Fund Development, and Council Support Service (such as IT, Customer Service, Merchandising, MarComm).
- The nominee actively recognizes, understands, and practices the values of inclusive behavior.

Nomination

A nomination form is completed and submitted to the council's recognition committee, along with supporting documentation indicating how the nominee meets the criteria. The recognition committee reviews the nomination documentation, then approves or denies it.

Examples of nominee

- A volunteer Program Advisor works over the course of the year with a teen advisory committee of 30 current Girl Scout Seniors and Ambassadors who plan and deliver four performance day camps, using content from the *aMuse* Journey, targeted to girls in underserved areas of the council. As a result, those areas have a combined total of 210 new Junior girl members and 16 new adult volunteers; 92 percent of the girls at camp also signed up for other opportunities during the year.



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Volunteer of Excellence (continued)

- A college-student volunteer who was recruited by IT to help with data entry sees a posting on the council's Facebook page encouraging recognition of volunteers on Leader's Day. She sees an opportunity to use the council's Web site to make this type of volunteer recognition easy and relevant for everyone to use. In coordination with council staff, she helps launch a recognition page on the Web site that leverages tools like e-cards and online voting campaigns, highlights real volunteer success stories, and provides valuable information on ways to thank all volunteers throughout the year. As a result, 4,700 personal thank-yous are sent to volunteers by council leadership and staff, volunteers, parents, and girls in a year's time. Nominations for council- and GSUSA-earned awards also rise by 35 percent, and on satisfaction surveys, volunteers report feeling highly valued 22 percent more than the previous year.



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The Juliette Gordon Low World Friendship Medal

Description

The Juliette Low World Friendship Medal is awarded to individuals and councils who have enriched and leveraged the global understanding of Girl Guiding and Girl Scouting to grow responsible global citizens. This prestigious national award is approved by the Girl Scouts of the USA National Board of Directors.

Criteria

- **Impact on girls:** The nominee's efforts include girl involvement resulting in increased opportunities for girl-led global opportunities and Take Action projects resulting in significant global impact.
- **Commitment:** The nominee has demonstrated dedication and commitment over a significant amount of time by continuously promoting and expanding the global dimension of Girl Guiding and Girl Scouting. The nominee has promoted the Juliette Low World Friendship fund or other global Girl Scouting funding opportunities.
- **Global awareness:** The nominee has created and promoted resources and opportunities that increase the understanding of the global dimension of Girl Guiding and Girl Scouting to the council and the larger community.
- **Leadership:** The nominee is recognized by girl and adult members, and the larger community, as a leader who leverages the global impact of Girl Guiding and Girl Scouting.
- **Membership:** The nominee is a current registered Girl Scout adult member in a council or USA Girl Scouts Overseas.

Nomination process

A Girl Scout council* or individual nominates a candidate or council* that meets all the criteria and has not previously received this award. The GSUSA nomination form is to be completed in full and submitted along with two letters of endorsement describing how the nominee meets the criteria for the award. Nominations may be submitted at any time by mailing the nomination form and endorsement letters to the Vice President of Global Girl Scouting at the address provided on the form. The nomination is presented to the International Commissioner for review. Final approval is by the GSUSA National Board of Directors. Upon approval, the Vice President of Global Girl Scouting will coordinate the presentation of the award to the nominee.

*"Girl Scout council" includes USAGSO



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The Juliette Gordon Low World Friendship Medal (continued)

Examples of nominees

The first example is an individual with a passion for travel, international volunteering, and Girl Scouting who has served as the council's Global Volunteer Liaison for four years. In this role, she was tasked with increasing the global dimension of Girl Scouting throughout both the council and the community at large. She began by collaborating with council Membership staff members to identify the most underserved girls in the council's jurisdiction. She found a huge opportunity for growth among Hispanic girls and volunteers, and specifically within the Honduran community, spanning several urban and rural areas. By reaching out to the leaders and those communities, she forged partnerships and led girl- and volunteer-recruitment efforts that brought a 68 percent increase in girl membership and a 72 percent increase in adult membership over four years.

She also helped launch a twinning opportunity with a Honduran school for daughters of single moms. Through this partnership, the volunteer helped 15 Girl Scouts plan and attend an international trip to Honduras to help build and supply a new library for this school. During her four years as Global Volunteer Liaison, she led two other international trips to World Association of Girl Guides and Girl Scouts World Centers for 35 Girl Scout Ambassadors. She also has spoken and shared her experiences at each bi-annual volunteer enrichment workshop, encouraging and recruiting other Girl Scout volunteers to lead trips to the five World Centers.

In addition to sharing her passion and expertise in global Girl Scouting, this volunteer has been a regular contributor to the Juliette Low World Friendship Fund and has spoken to 10 local corporations about financial support for the fund.

Another example is a Girl Scout council that identified the need to increase its global impact and awareness of the global aspect of Girl Scouting in its strategic priorities, so it developed a five-year implementation plan. Throughout those five years, the council created a travel fund to support girl involvement in global Take Action projects and dedicated half of a full-time staff position to coordinating staff and volunteer fund-raising efforts for the fund and the Juliette Low World Friendship Fund.

The council encouraged Girl Scout Bronze, Silver, and Gold Award candidates to think globally. As part of its annual plan, the council hosted an event for award candidates to talk with girls who completed international projects and travel, as well as talk with potential award sponsors to plan for global impact and sustainability within the project.

The council also sponsored twinning opportunities with organizations in countries that represent the diversity of its girl and adult membership. Throughout a five-year period, the council has actively helped girls plan international trips to the five World Centers and successfully recruited volunteers to lead those trips.

Through effective communication of the intercultural aspects of Girl Scouting and Girl Guiding, this council has become a leader for cultural awareness and global action in the community. A page on its Web site is dedicated to sharing successes of its girls and volunteers in regard to global efforts. It also offers a course about global Girl Scouting for existing volunteers and community partners, and it provides girl and volunteer speakers at community events.