

2011 Girl Guide Roll-out

March 14, 2011

National Proficiency Badge Categories

LEGACY

These badges engage girls in topics that have been important since 1912—and are still relevant to girls today.

FINANCIAL LITERACY

These badges teach girls how to use money wisely.

COOKIE BUSINESS

These badges put girls' financial literacy skills into practice during the Girl Scout cookie sale.

SKILL BUILDING

These badges build skills in many areas of interest to girls.

MAKE YOUR OWN

Girls can explore personal interests by creating (and completing) one badge of their very own each year.



Remember!

Girl Scouts at all levels also choose a National Leadership Journey and earn the corresponding awards.

Girl Scout Daisies earn Petals and Leadership Journey awards — plus, they now have Financial Literacy and Cookie Business “Leaves.”

Ambassadors earn Legacy, Financial Literacy and Cookie Business Badges, as well as their Leadership Journey Awards. Plus, they can also create a Make Your Own badge!

How the National Girl Scout Program Portfolio Works

The Girl's Guide to Girl Scouting

- ▶ Handbook Section
- ▶ My Girl Scouts Section
- ▶ Awards Section
- ▶ Legacy Badge: Topic Areas
 - Artist
 - The Girl Scout Way
 - Citizen
 - Cook
 - First Aid
 - Athlete
 - Naturalist
- ▶ Financial Literacy Badges
Girls can earn a different Financial Literacy Badge each year. (Daisies earn Financial Literacy "leaves.")
- ▶ Cookie Business Badges
Girls can earn a different Cookie Business Badge each year. (Daisies earn Cookie Business "leaves.")
- ▶ Make Your Own

PLUS

- ▶ My Promise, My Faith Pin
 - ▶ Journey Summit Pin
- For Designated Levels
- P.A., CIT, VIT
 - Bronze, Silver, Gold Awards

National Leadership Journeys

"Leadership Awards" for Girls

It's Your World—Change It!

It's Your Planet—Love it!

It's Your Story—Tell It!

Skill Building Badge Sets

Girls choose a set to add into their Girl's Guide and enjoy along their Journey!

▶ Skill-Building Badge Set: Topic Areas

- Performance
- Healthy Living
- Digital Arts
- Storytelling
- Science & Technology

▶ Skill-Building Badge Set: Topic Areas

- Outdoors
- Practical Life Skills
- Do It Yourself
- Craft
- Investigation

▶ Skill-Building Badge Set: Topic Areas

- Animals
- Manners
- Adventure
- Creative Play
- Innovation

- Brownies through Seniors will all have their own specific Badge in each of these topic areas.
- Initial Badge Sets – More can be added based on major funders or great ideas from girls or the field.

National Proficiency Badges

Here are just a few examples of the new badges to show progression.

Badge Category	Topic Area	Brownie	Junior	Cadette	Senior	Ambassador
Legacy	Cook	Snacks	Simple Meals	New Cuisine	Locavore	Dinner Party
Financial Literacy	Financial Literacy	Money Manager	Business Owner	Budgeting	Financing My Future	On My Own
Cookie Business	Cookie Business	Meet Your Customers	Cookie CEO	Business Plan	My Portfolio	R & D
Skill Building	Outdoors <i>(It's Your Planet – Love It! Badge Set)</i>	Hiker	Camper	Trail Blazer	Adventurer	*NA
Make Your Own	Girl's Interest	Whatever a girl is interested in!	Whatever a girl is interested in!	Whatever a girl is interested in!	Whatever a girl is interested in!	Whatever a girl is interested in!

As girls grow up, they can build on the skills they've learned by earning the next badge in each topic area.

Anatomy of a Badge

Five Steps: Each badge has five steps. Girls complete all five to earn the badge.



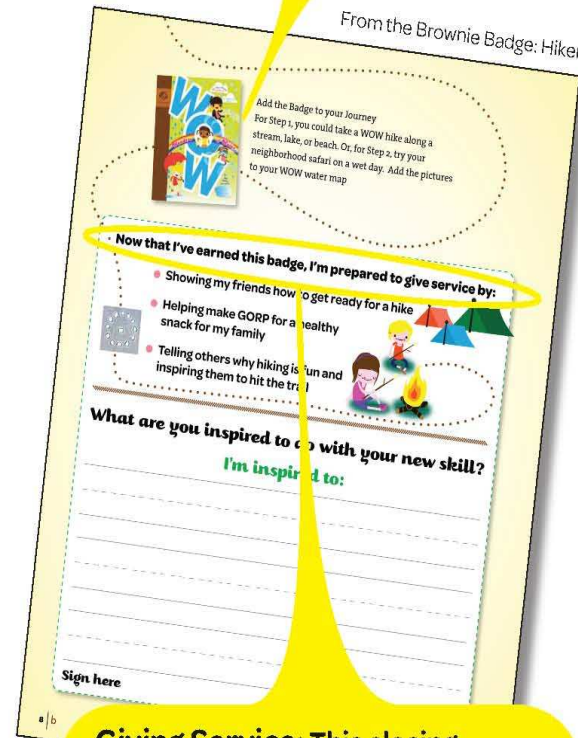
Purpose: This opening statement tells girls what they'll be able to do once they've earned the badge.

From the Brownie Badge: Senses



Three Choices: There are three choices for completing each step. Girls only need to do ONE.

Journey Tie-In: Each badge includes a tip for tying the badge activities into a journey.



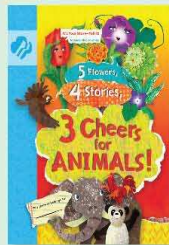
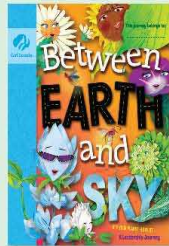
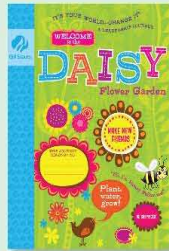
Giving Service: This closing statement offers three ideas about how a girl can use her new skill to give service, plus room for girls to write or draw their own ideas.

Girl Scout Daisies: A Special Approach!

The Flower Friends are now tied to the Petals! The Flower Friends show Daisies how to live and learn the Girl Scout Law through brand-new short stories and activities.



Daisies can have more fun with the Flower Friends and earn awards while going on their Leadership Journeys!



Daisies can now earn Financial Literacy and Cookie Business "Leaves" to go with their Petals!



Great News for Girls!

Variety • Choice • Relevance

The Girl's Guide to Girl Scouting

▶ **Legacy Badge: Topic Areas**

- Artist
- The Girl Scout Way
- Citizen
- Cook
- First Aid
- Athlete
- Naturalist

▶ **Financial Literacy Badges**

Girls can earn one badge a year

▶ **Cookie Business Badges**

Girls can earn one badge a year

▶ **Skill-Building (Brownie through Senior)**

Outdoors	Performance	Animals
Practical Life Skills	Healthy Living	Manners
Do It Yourself	Digital Arts	Adventure
Craft	Storytelling	Creative Play
Investigation	Science & Technology	Innovation

▶ **Make Your Own**

Journey Awards

▶ **DAISIES:**

3 Awards x 3 Journeys= 9 Awards

▶ **BROWNIES:**

4 Awards x 3 Journeys= 12 Awards

▶ **JUNIOR**

3 Awards x 3 Journeys= 9 Awards

▶ **CADETTE**

3 Awards x 3 Journeys= 9 Awards

▶ **SENIOR**

1 Award x 3 Journeys= 3 Awards

▶ **AMBASSADOR**

1 Award x 3 Journeys= 3 Awards

The Girl's Guide to Girl Scouting

Summary: Messages to Share

▶ What comes in the Girl's Guide?

- Handbook
- Legacy Badges
- Financial Literacy Badges
- Cookie Business Badges
- My Girl Scouts

▶ What can you add in?

- Skill-Building Badge Sets
The first three are tied to Journeys.

▶ What about Daisies?

- They earn Petals with more robust activities.
- They earn Financial Literacy and Cookie Business Leaves.

▶ What about Ambassadors?

- They have everything except extra Skill-Building Badge Sets.

▶ What awards are new?

- My Promise, My Faith
- Journey Summit

▶ What's been updated?

- Safety Award
- CIT, VIT, P.A.
- Troop Crests

▶ What's great for girls?

- Variety
- Choice
- Relevance

The Girl's Guide to Girl Scouting



6 BINDERS:

Retail \$22.50

SPECIAL INTRODUCTORY PRICE PROMOTION

SAVE 25%

Special 25% Off Price \$16.87

NOW THRU MARCH 12, 2012

GIRL'S GUIDE TO GIRL SCOUTING BADGE PACKET SAMPLE



GIRL SCOUT BROWNIE IT'S YOUR PLANET BADGE PACKET
Suggested Retail \$4.00

- 12 Badge Packets: Brownie, Junior, Cadette, Senior relate to each of the three Journey series
- Each badge packet contains earning requirements for 5 badges



