

RANGERS AWARDS

Trailblazer Leadership Award

The Trailblazer Leadership Award is the highest award a Ranger can earn. This prestigious award is the culmination of your work as a girl member. A Ranger must demonstrate her leadership and management skills by setting her own learning goals, organizing community service, creating events for peers and younger girls and running cookie selling campaigns. The award recognizes a girl's outstanding achievement and her commitment to the Vision, Mission and Values of Girl Guides of Canada—Guides du Canada.

There are three levels to this award – Bronze, Silver and Gold. If you are interested in earning the Trailblazer Leadership Gold award, you will need to start planning early as a Ranger. There are activities in the digital platform to help you plan out how you can earn this award. Be sure to check out the Trailblazer Leadership Award Activity and Trailblazer Awards Planning Resource.

Award Requirements

Bronze Award

Part 1

Complete one Theme in each Program Area, plus one additional Theme from any Program Area. Program Areas include:

- Guide Together
- Explore Identities
- Build Skills
- Be Well
- Experiment and Create
- Connect and Question
- Take Action

To complete a Theme, Rangers should work on two topics within that Theme. Rangers can use existing program challenges, instant meetings and activities to complete a topic.

OR

Rangers can work independently, in groups or as a unit to develop a challenge on a topic of their choice. In developing a challenge, it should be completed over at least two meetings, and Rangers will need to:

- Develop outcomes, objectives, themes and skills appropriate to the topic.
- Develop activities for the challenge (either new or utilising those existing within the program) to be completed individually or as a group.
- Leading the meetings in which the challenge is completed.
- Sharing what you've learned – in your unit, in your community/school or through a bridging activity or meeting with another unit.

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Award Requirements

Silver Award

Part 1

Complete the Bronze Award

Part 2

Complete one additional Theme in each Program Area, plus two additional Themes in any two Program Areas (same or different from those in the Bronze Award).

To complete a Theme, Rangers should work on two topics within that Theme. Rangers can use existing program challenges, instant meetings and activities to complete a topic.

OR

Rangers can work independently, in groups or as a unit to develop a challenge on a topic of their choice. In developing a challenge, it should be completed over at least two meetings, and Rangers will need to:

- Develop outcomes, objectives, themes and skills appropriate to the topic.
- Develop activities for the challenge (either new or utilising those existing within the program) to be completed individually or as a group.
- Leading the meetings in which the challenge is completed.
- Sharing what you've learned – in your unit, in your community/school or through a bridging activity or meeting with another unit.

Note: No Theme in any Program Area can be complete more than one time in the attainment of the Silver or Gold Award.

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Award Requirements

Gold Award

Part 1

Complete the Bronze Award and the Silver Award.

Complete all remaining Themes (four) from the Program Areas not already completed in the Silver or Bronze Awards.

To complete a Theme, Rangers should work on two topics within that Theme. Rangers can use existing program challenges, instant meetings and activities to complete a topic.

OR

Rangers can work independently, in groups or as a unit to develop a challenge on a topic of their choice. In developing a challenge, it should be completed over at least two meetings, and Rangers will need to:

- Develop outcomes, objectives, themes and skills appropriate to the topic.
- Develop activities for the challenge (either new or utilising those existing within the program) to be completed individually or as a group.
- Leading the meetings in which the challenge is completed
- Sharing what you've learned – in your unit, in your community/school or through a bridging activity or meeting with another unit.

Note: No Theme in any Program Area can be completed more than one time in the attainment of the Silver or Gold Award.

Part 2

Ranger Service Project

Complete a service project in an area of interest to you. You should be involved in the full project including the following aspects:

- Research and Design
- Preparation
- Implementation
- Evaluation

You can complete the project on your own or with someone else.

The project should require at least 20 hours of time to complete all parts.

This service cannot count towards earning the Take Action program area Badge or the Your Action Theme badges.

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Award Requirements

Gold Award

Part 3

Cookie Campaign Challenge

Take an active role in supporting the sale of unit cookies in at least four cookie campaigns using at least two different methods across the four campaigns. There are three methods outlined below; however, others may also be used.

1) Getting Ready for Your Cookie Campaign

- a) Have a clear idea of what you're going to do with the funds raised, what you'll learn from the experience and what your sales goal is. Find out how much your unit earns per case.
- b) Research the cost of an activity and then figure out how many boxes of cookies would be needed to support it.
- c) Create personal goals for what you want to get out of selling cookies.
- d) Get to know your product to get ready to sell and answer questions.
- e) Understand the motivations of your customer. Put yourself in the customer's shoes to understand what is appealing about the cookies. Put together your thoughts on what motivates customers.
- f) Brainstorm a list of typical customers and where and how you can reach them.
- g) Ask relatives or friends to assist you in finding out what kind of information would be appealing as an incentive to buy cookies.

2) Marketing Your Cookies

- a) Play a role in developing your unit's marketing plan. You could take on one of the following roles or another needed within your unit. Use your skills to choose a position that can make use of what you like and are good at.
 - o Event Planner - This person organizes the where, what and when for a cookie sales event.
 - o Art Director - Designs the cookie booth display and/or presentation.
 - o Customer Service Rep - Talks to customers and develops a short sales pitch to catch the customer's interest; she may also coach team members on how to present themselves to customers.
 - o Finance Manager - Tracks the costs and expenses of cookie sales.
 - o Marketing Manager - Finds new places to sell, identifies new types of customers, and creates thank-you messages.
 - o Public Relations Specialist - Writes news items to highlight the group's successes; lets people know about who has benefited from the sales.
- b) Create a sales pitch with others in your unit and learn about making cold calls.
- c) With a group, role-play possible scenarios that cookie sellers may encounter.
- d) Get copies of any sales aids available from the national office (check www.girlguides.ca and Member Zone). Invite a marketing specialist to a meeting to talk about branding.

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Gold Award

Part 3 cont.

- e) Check into the dollars and cents of managing cookie sales. Your cookie campaign is a hands-on chance to gain experience in money management.
 - o Create a budget for your campaign (or for the activity which the cookies will fund).
 - o Manage the cash. Show younger girls how to make change, use a spread sheet to track sales and profits and help prepare bank deposits.

- 3) Sell those cookies.
 - a) Choose one of the following options for pitching and selling your cookies, or create one entirely of your own:
 - o Set up events to promote and sell cookies (this is referred to as “in-field marketing”). Create a list of all the tasks that will be part of the event. Estimate when each item should be organized or completed.
 - o Set up and complete a neighbourhood cookie blitz. Create a list of all the tasks that will be part of the event. Estimate when each item should be organized or completed.
 - o Set up and complete a cookie selling partnership with a local business. Create a list of all the tasks that will be part of the event. Estimate when each item should be organized or completed.

- 4) Additional options
 - a) Review what you have learned from your campaign that will benefit you in the future. Make this part of the next cookie campaign.
 - b) Determine how to use the cookie campaign sales aids most effectively (collaborate with other unit or groups; assign neighbourhoods or parts of your community to different groups).
 - c) Cookie campaigns can help you explore careers – particularly those involving sales, marketing and public relations. But here are a few additional fields to investigate. Meet with someone in one of the careers from the following list or go to his or her workplace for a tour:
 - o Communications
 - o Media Relations
 - o Accounting or Finance
 - o Graphic Design
 - o Advertising
 - o Branding
 - o Product Development
 - o Nutrition
 - o Food Sciences
 - o Journalism
 - o Culinary Arts
 - o Entrepreneurial Studies
 - o Food Manufacturing

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Gold Award

Part 3
cont.

- d) Review what skills you've learned through selling cookies that you could transfer to your resume and make these updates. Your skills clearly relate to sales and retail jobs. However, you've also learned "soft" skills that can be used to describe the kind of person you are and how you approach a job. Use your cookie-selling goals and sales record to demonstrate measurable successes.
- e) Find ways to use cookie sales as a way to give back to your community and put it into action. For example: Invite people to buy a box of cookies to donate to a women's shelter, group home or seniors' home or promote cookie campaigns as a way of teaching skills and raising the profile of Girl Guides of Canada in your community.