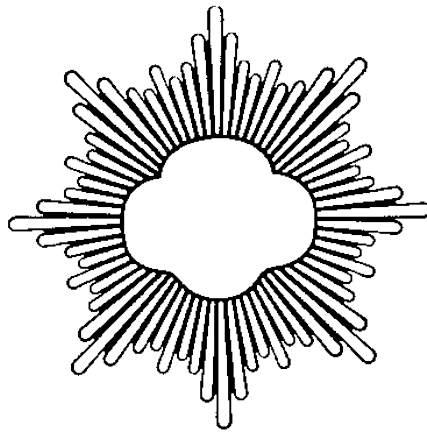




Girl Scouts®

Girl Scouts of the Northwestern Great Lakes, Inc.

Girl Scout Gold Award Ceremony Information Packet



Information Packet for Girl Scout Gold Award Recipient,
Service Area, Troop, and family

Congratulations on your Girl Scout achievements! The Girl Scout Gold Award Recipient has earned the highest award in Girl Scouting and her accomplishment is worthy of a celebration. This packet is designed to help the Girl Scout Gold Award Recipient, Service Area, Troop, and family plan ways to acknowledge the dedication, hard work, and determination that it takes to achieve this honor.

It is extremely important that the achievements of a Girl Scout Gold Award Recipient to be celebrated by her community, however, she should have input into how that is to be done. Girls should be comfortable with the time, place, and manner in which she is acknowledged and play an active part on the planning team. A ceremony and celebration is also a time for the recipient to acknowledge those who have helped her along the way and to inspire those girls who are coming up behind her. A ceremony should include her unique style and personality.

The Service Area, Gold Award Recipient, troop and family should work together in providing this wonderful ceremony.

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Girl Scouts[®]

Girl Scouts of the Northwestern Great Lakes, Inc.

Dear Girl Scout Gold Award Recipient, Service Area, Troop, and Family,

Congratulations on achieving the Girl Scout Gold Award, the highest award in Girl Scouting. This is a time for celebration!

If you would like to have a ceremony recognizing the achievement of the Girl Scout Gold Award Recipient, please read the following information to help you achieve the perfect celebration.

In the meantime, if you have any questions or need help with planning the ceremony, please contact the Program Manager at the Schofield (Wausau) Service Center at 888.747.6945, ext. 4517.

Once again, congratulations!

Sincerely,

Girl Scouts of the Northwestern Great Lakes, Inc.

Celebrating Your Success

How Girl Scouts of the Northwestern Great Lakes, Inc. can help!

Upon final project approval, Girl Scouts of the Northwestern Great Lakes, Inc. will:

- Notify:
 - GSUSA
 - President of the United States
 - Department of Defense
 - Department of Health and Human Services
 - Military Order of the World Wars
 - Veterans of Foreign Wars
 - Wisconsin or Michigan State Governor
 - Mayor of the city where recipient resides

(These organizations will send a letter or certificate of acknowledgement.)
- Provide an official Certificate of Recognition from Girl Scouts of the Northwestern Great Lakes, Inc. signed by the Council CEO.
- Process any orders for other Girl Scout Gold Award memorabilia through the Girl Scouts of the Northwestern Great Lakes, Inc. Council Shop. Some items are available in the store itself, but please allow time to order special items.
- Provide the official Gold Award Pin to be received at the Gold Award Ceremony. Recipients will also be invited to the Council Annual Meeting. If attending, recipients should wear their Girl Scout Gold Award Pin.
- Send a representative from Council to your Girl Scout Gold Award Ceremony, if available. Please allow at least four weeks' notice prior to the event.
- Provide examples of other ceremonies or any other assistance you may require to celebrate your achievement.
- Provide a copy of the Media Contact form to send to your local newspaper regarding the achievement of the Gold Award Recipient. (Included in this packet.)

Girl Scout Gold Award© FAQs

(Some FAQs adapted from “Girls Want to Know” section in “Go for It” STUDIO 2B Girl Scout Gold Award insert, as well as lessons learned)

Q: Who can earn the Girl Scout Gold Award?

A: Girls must be a registered Girl Scout and be 14–18 (grades 9–12) to work on STEPS 1-3 leading up to the Girl Scout Gold Award Project. Girls must be 15–18, or grades 10–12, when they work on STEPS 4-7 related to the Girl Scout Gold Award Project. Remember, as always, the project must be completed by September 30 following a girl’s senior year in high school. If she graduates early, she has until she is 18 to complete the project.

Q: What if a girl’s project is not completed by the time of the ceremony?

A: This is up to the girl. She might be recognized for her work in progress at the ceremony or come back for the ceremony the next year. Final Reports need to be completed and sent to GSNWGL no later than February 1st to be recognized at the Service Area “End of the Year” banquet. The ceremony time does not dictate whether a girl is able to earn her Girl Scout Gold Award or not. **GSNWGL or Girl Scout Gold Award Review Committee do not insist that a Girl Scout Gold Award project be completed by a certain time other than within the national guidelines** — by the end of the Girl Scout membership year when a girl graduates or when she turns 18 years old.

Q: How do we get letters of congratulations?

A: GSNWGL has a system in place for requesting letters of congratulations and certificates from GSUSA. **Advisors and Service Areas can not make such requests.** Please, no personal invitations to GSUSA’s CEO and National President from troops/groups or individuals. GSNWGL also requests other letters on Council letterhead to be presented to girls. Girls should be advised of procedures for inviting attendance at ceremonies. Invitations might be sent to parents/guardians, Troop/Group Advisors, Girl Scout Award Advisors, Troop/Group Sponsors, key volunteers, or someone representing recipients of project, etc.

Q: Who purchases the Girl Scout Gold Award for the girl?

A: GSNWGL will purchase one Girl Scout Gold Award Pin per recipient, which will be presented at the Ceremony. Recipients will also be invited to the Council Annual Meeting. If attending, recipients should wear their Girl Scout Gold Award Pin. Award certificates and folders as noted on page 4 will be ordered by GSNWGL.

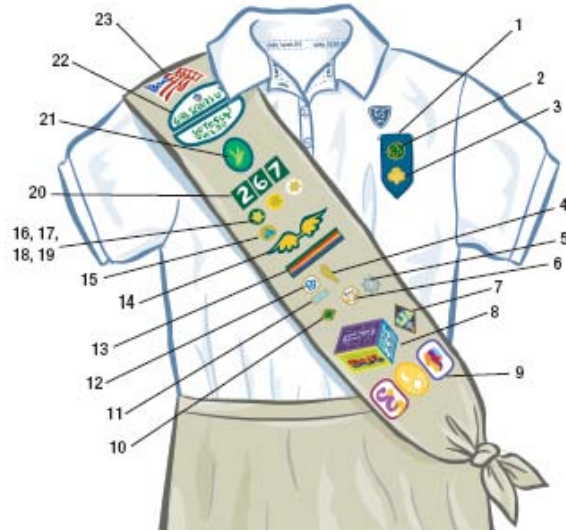
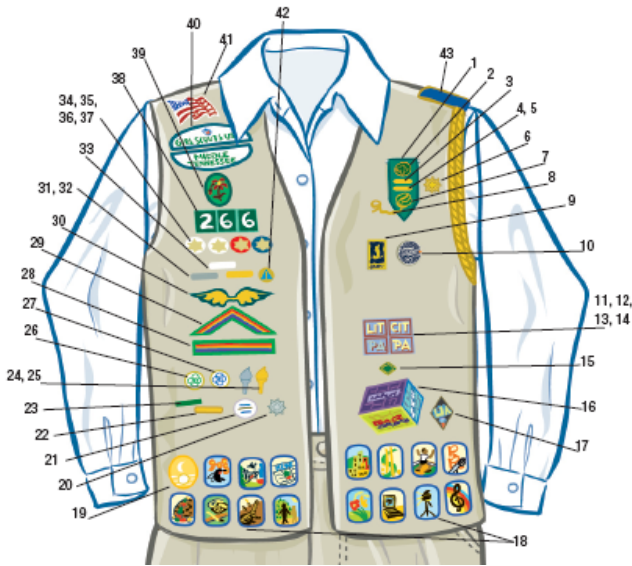
Q: Where does a girl wear her related Girl Scout Gold Awards?

A: If a girl wears the Girl Scout uniform for girls 14-18, she can choose to wear her earned charms on the STUDIO 2B Bracelet or on the STUDIO 2B Charm Holder pinned to the sash or vest with other earned insignia. She may wear the STUDIO 2B Bracelet and Charm Holder and the Girl Scout Membership Pin and Girl Scout Gold Award with regular clothing as well. See “Girl Scout Central” on www.girlscouts.org for more information.

If a girl has chosen to accept the “old” Girl Scout Gold Award related pins in place of the charms (the Girl Scout Leadership Pin, the Girl Scout Challenge Pin and the Girl Scout Career Exploration Pin) she should wear them on her uniform as shown in diagrams.

The official Girl Scout Gold Award pin goes to the left of the Girl Scouts of the USA Membership Pin on the girl uniform and can be worn on the right side of the adult Girl Scout uniform in line with membership pins or on regular clothing. The miniature pin can be worn on the lapel of regular clothing.

Where to Place Insignia on a Uniform



Girl Scout Gold Award® (14-17)

Pin the Girl Scout Gold Award to the left of the Girl Scout Membership Pin on the blouse or vest. The Girl Scout Gold Award signifies the highest award in Girl Scouting and completion of a Girl Scout Gold Award project.

The Girl Scout Silver Award should be moved to the line reserved for Religious and Other Awards, underneath the official Girl Scout nametag when the Girl Scout Gold Award is earned. It is important, however, that girls wear the awards they consider most important in this area to avoid a cluttered look.

Benefits of Earning the Girl Scout Gold Award

- The Girl Scout Gold Award is the highest award in Girl Scouting. It is a national award, with national standards, and it represents girls' time, leadership, creativity, and effort contributed to making their community better.
- A young woman who has earned the Girl Scout Gold Award has become a community leader. Her accomplishments reflect leadership and citizenship skills that set her apart.
- An increasing number of colleges and universities have recognized the achievements and leadership abilities of Girl Scout Gold Award recipients by establishing scholarship programs for them. Although Girl Scouts of the USA does not award scholarships to Girl Scout Gold Award recipients, GSUSA does publish the *Scholarships for Girl Scouts Directory*, which lists these schools. Copies of the directory are available online at www.studio2b.org.
- Young women who have earned the Girl Scout Gold Award often enter the four branches of the United States Armed Services at an advanced level and salary, having been recognized for their level of leadership shown in earning the Girl Scout Gold Award.
- The achievements of Girl Scout Gold Award recipients are acknowledged by many government and nonprofit organizations. A list of these organizations is available to Girl Scout Councils.
- Many state and local organizations also acknowledge the recipients of the Girl Scout Gold Award. Upon completion of your project GSNWGL will submit your name for these acknowledgements.
- Girls completing their Girl Scout Gold Award may apply their service hours to the President's Volunteer Service Awards at the Bronze, Silver or Gold levels.
(<http://www.presidentialserviceawards.gov/>)
- The Girl Scout Gold Award projects themselves solve community issues and improve lives.
- The Girl Scout Gold Award process creates assets for the community and the future.

Ways Parents/Guardians Can Support Girls Working on the Girl Scout Gold Award

The Girl Scout Gold Award is the highest award in Girl Scouting that girls age 14-18 can earn. It represents a girl's commitment to herself and to her community, as she focuses on leadership, career exploration, personal challenges, and completing a lasting project that will benefit her community. It takes many hours of preparation, planning, and work to accomplish the goals a girl sets for herself.

Parents/guardians play a significant role in supporting a girl's path to the Girl Scout Gold Award. As a parent you may be called upon to be a coach, mentor, cheerleader, sounding board, and/or chauffeur. As a parent, you are not expected to be a taskmaster; this is the girl's project. However, you can assist a girl by:

- Reading through the materials provided to girls regarding the Girl Scout Gold Award, so that you feel comfortable offering support.
- Helping her choose a topic that will become the basis for her project if she asks for ideas. Remember, however, that the topic is based on her passion, not yours.
- Encouraging and supporting her, but not pressuring her. "Going for the Gold" is something that a girl has to want to do herself.
- Recognizing that your daughter is capable, competent, and worthy of respect as she assumes greater citizenship and responsibility. You can help provide her with positive and constructive support on this journey.
- Aiding her in accessing a network of adults who can lend insight, provide contacts, and point to resources. You may work with someone who has just the skill set your daughter needs in an advisor, or someone who belongs to a service club that your daughter and her advisor can approach for financial assistance.
- Practicing good parenting when it comes to making sure she gets enough rest, eats well, and is supported by the whole family in her endeavor.
- Helping and supporting girls with any Girl Scout safety or money earning guidelines during her path to the Girl Scout Gold Award. These are important to ensure the safety of your daughter and the integrity of the Girl Scout program.
- Allowing your daughter to stumble and learn the lessons that come with the Girl Scout Gold Award project. She will be working with a Girl Scout Gold Award Project Advisor, an adult who has been trained to assist her in partnership and has skills specific to the project, and the Girl Scout Gold Award Mentor Committee.
- Helping with the project as asked or cheerleading from the sidelines if appropriate.
- Joining in the celebration as she is honored for her accomplishment.

Basic Individual/Troop Girl Scout Gold Award Ceremony Format

Flag Ceremony – Younger troop members/other Girl Scouts. Contact your Service Area Manger for help in organizing this aspect.

Welcome Message/Keynote Speaker – Advisor, Master or Mistress of Ceremony, inspirational speaker.

Invocation (optional) – Pastor, Minister, Rabbi or other spiritual advisor/important adult.

Promise and Law – Candle Lighting Ceremony (optional; focuses on the Girl Scout Promise and Law and other important Girl Scout ideals). A basic Girl Scout Promise and Law Ceremony can also include a special Gold Award Candle.

Introduction of the Gold Award Recipient(s) – Invite them to come forward so they can be recognized by all. They may have special seating, depending on the length of the ceremony.

Introduction of Honored Guests – Important guests should be introduced as witnesses to the presentation of the award. This may include parents, grandparents, local government officials, etc.

Introduction or Definition of the Girl Scout Gold Award – Council representative, key volunteer, or advisor may include the history of the Gold Award. This information may also be included in a written program.

Focus on the Recipient(s) – Biographical review of each Girl Scout and her development into a young woman may include personal triumphs, amusing stories and other illustrations of her personality and character. This can be done by an advisor or another adult that has known her well. Past troop leaders can be included.

Recipient Qualifications – Advisor outlines what the recipient(s) has/have done to complete the award qualifications.

Presentation of the Girl Scout Gold Award – Gold Award Alliance Member (past recipient), committee member, advisor, or volunteer significant to the recipient presents the Gold Award Pin to the recipient or to a parent or advisor who will pin it on recipient's uniform.

Response of the Recipient Acknowledgements – Recipient makes a few comments on what it has meant to earn the award; publicly acknowledges and thanks those who assisted her, including parents or advisors; presents Gold Award Parent Pin(s) (optional; may be purchased through the Council Shop).

Messages of Congratulations – Letters of congratulations can be read and special guests can be invited to say a few words.

Message from the Recipient to Younger Girl Scouts – Recipient offers words of encouragement to younger Girl Scouts and talks about what being a Girl Scout has meant to her.

Girl Scout Challenge and Pledge – An advisor, leader, or Council staff person reads the challenge and then recipient repeats the Pledge.

Closing Comments – Mistress/Master of Ceremonies or other designated person makes general closing comments and invites everyone to reception.

Closing Song (optional) – Words can be printed in the written program.

Closing Flag Ceremony – Younger troop members/other Girl Scouts.

Reception

Additional songs, poems, or readings may be added as time allows.

Girl Scout Promise and Law Candle Lighting Ceremony

Items Needed: 14 candles (3 for the Girl Scout Promise, 10 for the Girl Scout Law, and 1 from which to light all other candles.) The candles are arranged in horseshoe formation around a table, with the open end of the horseshoe facing the audience.

The leader or one of the girls begins the ceremony by explaining the symbolism of the three candles for the Girl Scout Promise and the ten candles for the Girl Scout Law. The participating girls and/or adults begin to light the candles. One candle is lit for each part of the Girl Scout Promise and the ten parts of the Girl Scout Law. The number of participants will determine how many candles each girl lights. If you need more “parts”, consider having one girl speak and one girl to light the candle.

- Part 1: The Girl Scout Promise: On my honor, I will try (this is the candle used to light all others)
- Part 2: To serve God and my Country
- Part 3: To help people at all times
- Part 4: And to live by the Girl Scout Law.
- Part 5: The Girl Scout Law: I will do my best to be (no candle is lit)
- Part 6: honest and fair,
- Part 7: friendly and helpful,
- Part 8: considerate and caring,
- Part 9: courageous and strong, and
- Part 10: responsible for what I say and do, and to
- Part 11: respect myself and others,
- Part 12: respect authority,
- Part 13: use resources wisely,
- Part 14: make the world a better place, and
- Part 15: be a sister to every Girl Scout.

Flowers of Friendship Promise and Law Ceremony

Variation of the Promise and Law Ceremony: This variation uses flowers instead of candles, for use at sites which prohibit use of open flame.

The original ceremony appears in *Ceremonies in Girl Scouting*; however, this is updated to reflect the changes in the Girl Scout Law.

Items Needed: Ten groups of flowers (see varieties in the Main Ceremony below), a basket/container in which to set flowers, sachets or potpourri for each girl.

Introduction

In almost all countries and cultures there are ceremonies to mark important events in life – days of celebration, sad days, joyous days, days on which a special commitment is made, days that mark an achievement. Girl Scouts, too, have ceremonies to mark important events and significant days. The Girl Scout Promise and Law are the foundation of all Girl Scouting. The Girl Scout Promise is like a basket that holds flowers. Flowers have always played an important role in human life. From the very earliest times, they have been given as tokens of love and respect and have served in ceremonies and rituals of all types. The flowers we mention in this ceremony symbolize the ten parts of the Girl Scout Law.

Main Ceremony

Please join me in repeating the Girl Scout Promise (All girls recite). And now we will dedicate ourselves to living the Girl Scout Law (as each part of the Girl Scout Law is read, the corresponding flower is placed in the basket)

1. I will do my best to be

Honest and fair,

This part of the law is represented by the white Chrysanthemum. It shows truth, honor, trustworthiness, equality, and fairness.

2. Friendly and helpful,

The Zinnia represents thoughtfulness about friends, while Baby's Breath represents generosity.

3. Considerate and caring,

Together, a red rose and a white rose stand for a warm and caring heart.

4. Courageous and strong,

The Garlic Plant grows anywhere and has a strong flavor. It represents courage and strength of character and body. The Indian Paintbrush shows cheerfulness even in difficulty.

5. And responsible for what I say and do,

The Gladiola symbolizes strength of character, maturity, and responsibility. Binding it with Straw, we show that we honor our word and keep our agreements.

6. And to respect myself and others,

The white Rose and white Zinnia show that we hold ourselves worthy and good. Winter Greens symbolize the harmony we try to keep between ourselves and others.

7. Respect authority,

The Daffodil represents careful thought, attention, and concern. With the Daffodil we are saying that we hold others in high regard.

8. **Use resources wisely,**

The Foxglove shows thriftiness. When we use our resources wisely, we are being thrifty.

9. **Make the work a better place,**

The Cattail represents the peace we are trying to bring to the world when we help others.

The Caladium shows the great joy and delight we take in the world around us.

10. **And be a sister to every Girl Scout.**

With the striped Carnation, we are saying that we think about those Girl Scouts and Girl Guides who are not here with us. It helps indicate our love for our fellow Girl Scouts and Girl Guides.

Closing

The sachet (or potpourri) symbolizes our dedication to the Girl Scout Promise and Law. Flowers alone do not last. The sachet (or potpourri), a combination of color, texture, shape, and aroma of each of the symbolic flowers, will always remind us of our commitment. A gift of fragrance is a gift of remembrance.

Sample Wording for Elements of a Girl Scout Gold Award Ceremony

Sample Welcome/Opening Comments

We're here this evening to present to these outstanding young women with the Girl Scout Gold Award. This is the highest award in Girl Scouting and it is earned when the girls are committed to working towards the goals they set for themselves. The requirements involve skill development, leadership experience, career exploration, and service to the community. Life skills of goal setting, documentation, and planning for action come into play as well. We honor these young women for their work and celebrate with them, for they have grown during this pursuit.

Sample #1 Introduction of the Gold Award

The Girl Scout Gold Award is the highest award that a Girl Scout 14-18 may earn. Someone once described the Girl Scout Gold Award as being "what you really want to be remembered for" in Girl Scouting. For many, the leadership skills, organizational skills, and sense of community and commitment that come from "going for the Gold" cement the foundation for a lifetime of active citizenship. There are actually seven parts to the Girl Scout Gold Award. The first four parts must be completed before the Gold Award project is undertaken. These requirements are:

1. Earn the Girl Scout Gold Leadership Award Charm by earning three Girl Scout Interest Project Awards, earning a Focus book of their choice and by doing 30 hours in a leadership role.
2. Earn the Girl Scout Gold Career Award Charm by doing 40 hours related to career exploration.
3. Earn the Girl Scout Gold 4 B's Challenge Award Charm.
4. Plan and implement a Girl Scout Gold Award project that includes at least 65 hours of work.

Sample #2 Introduction of the Girl Scout Gold Award

The Girl Scout Gold Award, the highest award that can be earned by a Girl Scout 14-18, honors girls who demonstrate an exceptional commitment to their communities and an outstanding dedication to achievement. To receive this prestigious award a Girl Scout 14-18 must earn seven other recognitions and plan and carry out a Girl Scout Gold Award Project, which requires at least 65 hours of work. Gold Award Recipients are eligible for special college scholarships, are officially recognized by the United States Government, and have preferred status when applying for jobs with many prospective employers.

Symbolism of the Girl Scout Gold Award Pin



As in other traditional symbols, gold equals outstanding achievement. The rays emanating from the trefoil represent reaching out to the community, the Girl Scout influence on the wider community, and the interdependence of Girl Scouting and the community.

Girl Scout Gold Award Challenge and Pledge

I challenge you, today's Girl Scout Gold Award Recipients, to accept this award in the spirit in which it is given. Know that with this award comes responsibility. As you enter this covenant of esteemed women, know that you are regarded with honor and respect. Live worthy of this by living by the Girl Scout Law.

I challenge you to remain honest and fair in all your dealings in this world. Never sell out and never give less than your very best. Always remain true to yourself. Always guard your honor.

I challenge you to be friendly and helpful to everyone you meet as you go through life. Celebrate the diversity of your fellow human beings. Give service freely, expecting nothing in return. Seek to improve the lives of others.

I challenge you to be considerate and caring to all living things, human and animal, always being mindful of those in need and the feelings of others. Treat others as you would like to be treated.

I challenge you to be courageous and strong in all you do. Stand strong in the face of adversity and share your courage with those around you, especially those smaller and weaker than you.

I challenge you to be responsible for what you say and do. Think before you speak and act. Be sure everything you say and do reflects well on you and your family.

I challenge you to respect yourself, so you may respect others. Continually strive to improve your mind, body, and spirit. Strive for excellence in all you do and recognize the accomplishments of others.

I challenge you to respect authority. Follow the laws of your country and nature. Be mindful of your rights as well as your responsibilities as a citizen of this great nation. Remember that freedom is not free.

I challenge you to use resources wisely. Never waste the resources of nature or those of yourself and the people around you. Use your talents to better the world, and to protect our planet. Seek out the beauty that is all around you.

I challenge you to make this world a better place. Use all your abilities to leave this world in a better condition than you found it. By your words, actions, and deeds you can make a difference.

I challenge you to be a sister to every Girl Scout. Help younger girls to reach the top as you have. Support them on their road to the Gold. Do your best to give back to Girl Scouting, that which has been given to you, and a little more.

By accepting this challenge you become a changed woman. You become part of an elite group who recognize that receiving this Girl Scout Gold Award is not one celebratory moment, but a lifetime commitment!

If you accept this challenge, please repeat after me:

I affirm my dedication to live by the Girl Scout Promise and Law. I understand my obligation to live with honor and to lead by example because the highest award of Girl Scouting has been entrusted to me. I will do my best to support other Girl Scouts on their road to the Gold and to give back to Girl Scouting what it has given me. I will respect others and live my life by the Girl Scout Law. I will remain worthy of respect as one forever bound to the ideals of Girl Scouting.

Sample Closing

Think of these words as we close:

Set a goal to strive for,
Work to reach the top,
Though you may be weary,
Pause, but never stop.

Use each failure wisely,
Learn from each mistake,
Setbacks are the stepping stones
To the golden break.

True success comes slowly,
Road are rough and long,
But when you approach the end
You will sing a song.

It's very hard to realize this,
Yet, it is really so,
Things that come too easily
Just as easily go.

Have faith in your purpose,
Believe in what you do,
Faith is always needed
To make your dreams come true.

STANDARD OPERATING PROCEDURE

NEWS RELEASES AND MEDIA ALERTS For Volunteers

News releases and media alerts are written communication tools directed to the news media (newspapers, TV, radio) to announce upcoming events, programs, or other important information about GSNWGL. The aim of a news release or media alert is to educate the public about the positive difference Girl Scouting makes, and to draw favorable media attention and publicity.

As a volunteer, if you have an upcoming Troop or Service Area event or special recognition, you are encouraged to contact your local media to share the news. Please review the following bullet points and complete the attached “Girl Scout News” form.

- Depending on what you are promoting, provide the media with your information at least two weeks in advance and/or immediately after. Include a close-up photo or two if possible.
- Remember the five W’s and the H: who, what, where, when, why, and how. To distinguish if a Troop or Service Area event or special recognition is newsworthy, ask yourself if the event is of interest to the community at large. If it is, then the local media may also be interested in the story. Everyone loves to hear success stories involving youth!
- Include language that reflects the:
Girl Scout Mission Statement: Girl Scouting builds girls of courage, confidence and character, who make the world a better place.

Girl Scout Leadership Experience: a model that engages girls in discovering themselves, connecting with others, and taking action to make the world a better place.
Discover + Connect + Take Action = Leadership.
- Include the Council website: www.gsnwgl.org
- Include the Council boilerplate at the end of each news release:

About Girl Scouts of the Northwestern Great Lakes, Inc.

In partnership with 6,600 adult volunteers, GSNWGL serves 24,000 girls in 58 counties throughout northern Wisconsin and Michigan’s Upper Peninsula. GSNWGL provides opportunities for girls to discover their strengths, connect with others, and take action to improve their communities. Girl Scouts is the world’s preeminent leadership development organization for girls, building girls of courage, confidence and character, who make the world a better place. To join, volunteer, reconnect or donate to Girl Scouts, call 888.747.6945 or visit www.gsnwgl.org

A copy of the news release and news form must be emailed to the Communications Manager for final proofing, at brand@gsnwgl.org, prior to releasing to the media. Within 24 hours, you will receive approval to send your release to the media. If you are uncomfortable with contacting the media yourself, please feel free to email the Communications Manager the “Girl Scout News” form, to have the Brand and Marketing Department draft a release and send it out to the media on your behalf.

GIRL SCOUT NEWS

Contact Name _____ Ph _____ Email _____

Date _____ Date to be sent to media _____

WHO (who is involved, hosting, honored, invited)

Troop # _____ Service Area _____

Grade Level: GS Daisy GS Brownie GS Junior GS Cadette GS Senior GS Ambassador

WHAT (what will be happening, what is being recognized, is there a fee to attend)

WHEN (when will it happen (specific time and date), did it happen, is it held rain or shine)

WHERE (where will it take place, provide site and address, directions if necessary)

WHY (why is this being done, who will benefit)