



January

Monthly Patch Program Girl Scouts of Central Illinois

JoJo Siwa

“Catch me if you can.”

Joelle Joanie Siwa got her start on a reality television show, but what makes her special is that she used the show to catapult into superstardom. She dances, sings, has two YouTube channels and is also an entrepreneur who has built a brand worth millions of dollars.

Complete 3-Daisy, 4-Brownie, 5-Junior, 6-Cadette, and 7-Senior/Ambassador steps to earn your patch.

All monthly patches are custom designed patches. Once we get the final number of patches after the 15th of each month, we place an order. Patches take about a month to create and then we mail them to you.

Order patch on-line by February 15th, 2021 at www.getyourgirlpower.org

Discover

1. Learn more about Jo Jo's life. Search online, read news articles, or check out her YouTube channel. How did she get started in the entrepreneur field? Why is Jo Jo inspirational to so many people? Why are people drawn to her?
2. JoJo Siwa is a YouTube personality, singer, dancer, entrepreneur, social media influencer and New York Times bestselling author. Go to your local library and check out one of her books.

Connect

3. Jo Jo started her career at a young age as a contestant and dancer on Abby's Ultimate Dance Competition. After leaving the show, JoJo decided to combine her love for dance with singing. She released her first hit single, "Boomerang," according to Biography, and a year later, "Kid in a Candy Store." That's when she started gaining a major cult following. Learn one of JoJo's famous dance moves. Make it into a boomerang. Teach it to someone new.



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4. “I have something called ‘Siwanators,’ and if you’re a Siwanator, you’re strong. You’re powerful. You stand up to the bullies. If you’re a Siwanator, you’re nice. And the way you can tell if someone is a Siwanator is if they have a JoJo bow in.” Jo Jo has different business ventures — including a line of hair bows with Fashion Company Claire’s and a clothing line with J.C. Penney. With prices ranging between \$5 and \$16, her business generates over \$400 million from bow sales alone. Check out some of her famous hair bows. So far, it has sold over 80 million bows. There are currently over 12,000 different styles of bows Jo Jo has help design. Create one your own bow in the style of a JoJo Siwa Bow. There are many examples on YouTube or design one of your own!
5. Jojo makes income from her music, acting and sponsored posts on her Instagram account with over 10 million followers. She has worked with companies like Beauty Bakerie, LolSurprise, Nickelodeon and more. Research what sponsors are. What do sponsors get in return? What is a sponsor in business terms? Which sponsors would you like to work with? Discuss why you choose those specific sponsors.
6. Explore media and find out how to reshape negative media messages into more positive ones—invite a creator such as a writer, film creator, producer, artist, or other similar career to talk about what influences her work. Then, organize a movie night and discuss the film’s messages, or write a rap song or TV script.
7. JoJo has turned her name, and face, into a brand. Draw a portrait of yourself. How do you see your face? Create a self-portrait. Be creative. Will you have a bow in our hair? Don’t use a mirror.



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Take Action

8. Jo Jo's hair bow is a symbol. That is why she enjoys wearing them. It's an icon piece that is part of her. "I've always kind of just had a big personality and a voice that I wanted heard." What makes you, YOU? Discuss different beauty standards in today's world and check out other decades and their beauty standards. What are ways you can embrace your uniqueness? Do you have an iconic piece of clothing or style?
9. Plan a Take Action Project that encourages positive messages in media—rewrite a song that has hurtful lyrics about women, create a blog that reviews how movies and TV shows depict girls, or start a Twitter campaign responding to stereotypes you see in the media.
10. "Honestly, it's hard to deal with the haters, but something that has helped me not to focus on the haters and to focus on the nice people! I feel everyone should feel empowered to live their best life. 'Every Girl's a Super Girl.' I want all girls to know that no matter what size, color, or shape, whatever they are, that every girl is a super girl! They should be brave, confident, and have fun and enjoy every day!" Create inspirational cards and pass them out. Maybe drop them off at a homeless shelter, friend's house, schools, or leaving them in books at your library. Be the positive in the world and in somebody's day.