



Service Unit Event Coordinator's

Guide to Planning!



Everything a Service Unit Event Coordinator needs to know about planning fun and safe events!

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Girl Scout Troops and Service Units receive 50% off camp rentals when they use code:

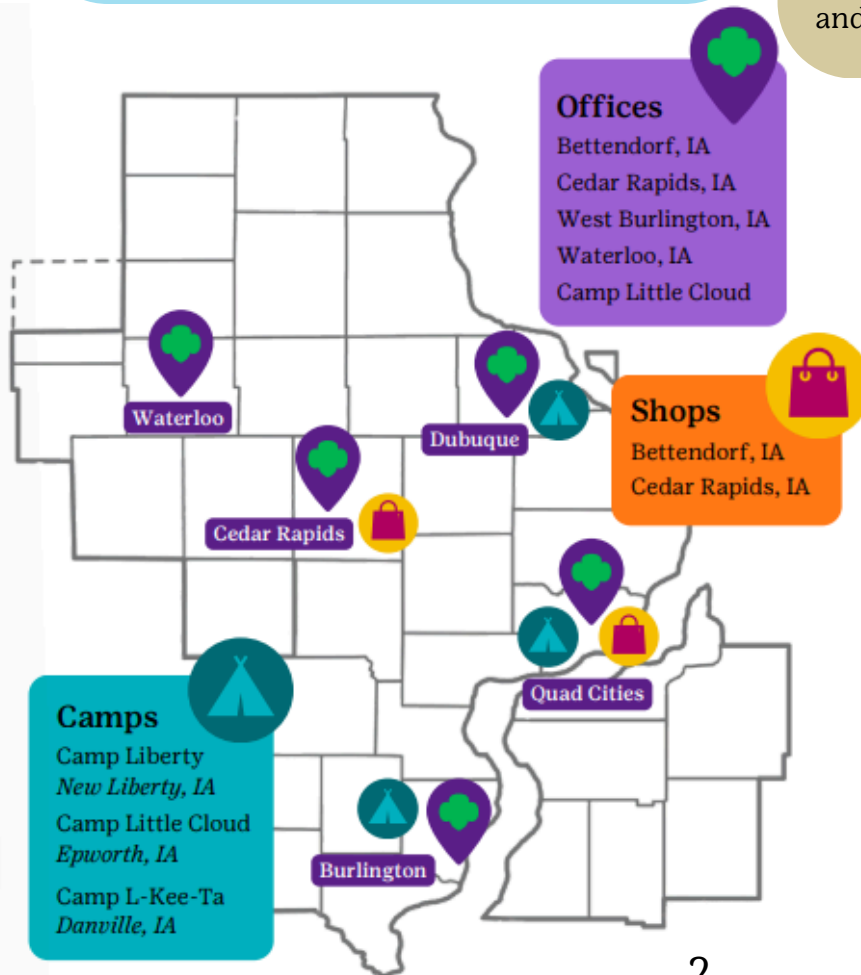
GS50

The Girl Scout Promise

On my honor, I will try:
To serve God* and my country,
To help people at all times,
And to live by the Girl Scout Law

The Girl Scout Law

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do,
and to
respect myself and others,
respect authority,
use resources wisely,
make the world a better place,
and be a sister to every Girl Scout.



Visit our council offices, shops, & camp properties!
Scan here for a full list of our hours & locations.



Event Coordinator Guide

You are their hero - and ours too!

Service Unit events compliment council-wide events by providing local opportunities for youth to stay active throughout the year. These localized events are a great way to meet families and potentially bring in new members by promoting to your larger community. These programs are usually a great way to introduce Daisy Girl Scouts and volunteers to the program without the stress of travel.

Benefits of planning Service Unit events:

- Give youth Girl Scouts a comfortable space to explore new things
- Foster sisterhood
- Promote skill progression
- Build community connections through partnerships
- Fun to plan and bring volunteers together

Don't plan events alone! Reach out to volunteers and parents and invite them to join specific event planning committees. This is a fun way to engage new volunteers. And while planning, don't forget to engage youth Girl Scouts and ask them which activities they want to try.

Ready to Get Started?

Remember, you don't have to be an expert to plan a great event—just someone who's willing to bring people together and make fun happen! Start small, lean on your team, and use this guide as a roadmap. Whether it's a simple badge workshop or a multi-level day camp, your event can spark joy, connection, and curiosity in every Girl Scout who attends. You've got this!

Program Director & Team

The Service Unit Team leadership model is designed to better distribute the responsibilities of the Service Unit while being flexible enough to fit the needs of the team. Each Service Unit is unique and your team structure is flexible. The [Service Unit Team Guide](#) provides details and resources for each role.



The Service Unit Leadership Team can choose to add a Program Director to lead Service Unit programs. The Service Unit Program Director will work in partnership with the council program team to create extraordinary experiences for Girl Scouts, volunteers, and the community.

Service Unit Program Director

Term Limit: 3 years

Key Responsibilities:

- Complete position training
- Plan at least two events (including one outdoor experience)
- Recruit volunteers to plan and support events
- Manage timelines and budgets for events
- Promote and support council events
- Invite Juliettes (Girl Scouts not in troops) to participate in events and Cookie Program
- Promote and support cookie rallies and end-of-year celebrations
- Ensure events are within GSUSA Safety Activity Checkpoints guidelines

Supported By:

- Service Unit Leadership Team
- Girl Experience Team
- Community Engagement Manager

Skills Needed:

- Organized
- Detail-Oriented
- Budget Management
- Team-Oriented

Additionally, the Service Unit Leadership Team can choose to add Program Support roles including:

- Event Coordinator or committees
- Volunteer-led camp committee
- Service Unit Product Manager (Fall and Cookie Programs)

Check out our
[Event Coordinator](#)
[Training on](#)
[gsLearn!](#)



Safety

Safety Activity Checkpoints

Safety Activity Checkpoints is the Girl Scout guide for how to do any activity to ensure everyone can participate safely. In this guide, you will find some highlights of policies and safety guidance, but remember, Safety Activity Checkpoints is always your top resource for the most current safety policies and procedures! Always check Safety Activity Checkpoints when planning events or activities.



Emergency Response

In the event of an emergency:

- Call emergency services, if needed
- Provide care to anyone injured
- Call the council as soon as the situation is stable
 - 800-798-0833
 - After hours emergencies - 563-328-4718

Accident Report Forms

The Accident Report Form is required any time there is an injury or illness at a Girl Scout activity or event. Accident report forms must be submitted within 24 hours of the incident for non-emergency situations.

Volunteer Essentials

Volunteer Essentials is your guide to all topics relating to the Girl Scout Program, including policies, procedures and info about travel, camp, and more.



Swimming Events

Swimming events are always a favorite, but there are some extra safety precautions, too! If you are planning a swimming event, keep in mind you must:

- Secure a Lifeguard
- submit the Trip Approval Form
- AND have enough spotters

Consult the Safety Activity Checkpoints chart for the number of lifeguards and spotters needed per youth attending and more detailed planning information.

Need help connecting with a lifeguard? Contact info@girlscoutstoday.org

Safety

Your group must have at least two approved, volunteers present at all times. These volunteers cannot be related to each other, and at least one must be female.

You may need additional volunteers, depending on the size of the group, the ages and abilities of troop members, and for travel or certain types of activities. See the chart below for examples.

Any adult that is supervising youth must:

- Be 18 years or older (or over 21 to drive youth Girl Scouts)
- Have a current background check (renewed every 3 years)
- Be approved as a volunteer, and complete required training for their role

Note: Service units can ask leaders to ensure each troop meets ratio at an event.

Volunteer-to-Girl Scout Ratio Chart	Group Meetings		Events, Travel, Camping	
	2 unrelated volunteers (at least one of whom is female) for this # of kids:	Plus 1 additional volunteer for each additional # of this many kids:	2 unrelated volunteers (at least one of whom is female) for this # of kids:	Plus 1 additional volunteer for each additional # of this many kids:
Daisies (Grades K-1)	12	1-6	6	1-4
Brownies (Grades 2-3)	20	1-8	12	1-6
Juniors (Grades 4-5)	25	1-10	16	1-8
Cadettes (Grades 6-8)	25	1-12	20	1-10
Seniors (Grades 9-10)	30	1-15	24	1-12
Ambassadors (Grades 11-12)	30	1-15	24	1-12

Activity Insurance

All individuals invited to participate at typical Girl Scout events are now covered by the standard Girl Scout insurance policy. Whether attendees are members or non-members, (family or tagalongs), the standard insurance will cover accidental injuries (secondary to their private insurance). It includes all trips*, no matter the duration, and travel to and from the activity. Best of all, it is FREE because GSUSA pays the premium!

*Additional activity insurance may be needed for sickness coverage or international travel. See the [Activity Accident Insurance Enrollment Form](#) for coverage details.



Trip Approval Form

Despite its name, the Trip Approval Form is not just for travel! This form may also need to be submitted for high risk activities requiring council approval. You may need to submit this form for a service unit event!

The Trip Approval form is required for:

- Travel more than 100 miles one way from the normal meeting location (unless traveling to council property or event)
- An overnight, such as to a camp lodge or a lock-in *
- An extended trip of more than three nights*
- Camping (Camp Skills training is required)
- Any activity that requires council approval, as noted in Safety Activity Checkpoints
- All Girl Scout travel in a 12-passenger or 15-passenger van, regardless of distance

Trip Approval forms should be submitted at least 2 weeks before travel, or 30 days prior for activities requiring council approval.

Travel Policies



If you are traveling as part of a service unit event or activity, you must follow the same rules as troops.

When traveling with a large group, you may wish to rent oversized vehicles, which have additional requirements summarized below. View the full details in [Safety Activity Checkpoints](#).

Motor Vehicle Record (MVR)

An MVR is required for:

- travel over 150 miles, OR
- use of a 12- or 15-passenger van (regardless of distance traveled)

An MVR is requested by the driver from their state and is valid for 3 years.

Iowa MVR



Illinois MVR



Oversized Vehicles

Buses

Each bus must have a designated adult with a first aid kit and a list of youth assigned to each bus.

12-passenger vans*

All volunteer drivers must:

- submit their MVR.
- be a minimum of 25 years of age.
- be registered and background checked.






No towing of trailers or loading on top of van.

15-passenger vans are highly discouraged for use by Girl Scout groups, and may require a chauffeur's license, in addition to following the 12-passenger van rules above.

*gsLearn travel training is also required

Girl Scout Program

The Girl Scout Leadership Experience utilized a research-backed curriculum to achieve essential outcomes for members:

-  **A Strong Sense of Self**
Confidence in themselves & their abilities
-  **Positive Values**
Acts ethically, honestly & responsibly
-  **Confidence to Seek Challenges**
Try things even if they might fail & learn from mistakes
-  **Healthy Relationships**
They communicate their feelings & resolve conflicts constructively
-  **Community Problem Solver**
Contribute to the world in purposeful & meaningful ways



Outdoors



Entrepreneurship



STEM



Life Skills

Our program centers around fun and friendship in four core program areas to spark interest and inspiration. As youth participate in outdoor, life skills, entrepreneurship, and STEM they:

- Discover who they are, what they care about, and how they can use their talents.
- Connect with people locally and globally, to make a difference.
- Take Action to do something to make the world a better place – our mission!

As a volunteer in Girl Scouts, you know first-hand how much youth need to be heard, respected, and understood to fulfill their potential. Generations of youth have enjoyed our program because we celebrate who they are as individuals.

To continue our tradition of inclusivity:

- Learn names and correct pronunciations, including parents.
- Embrace the cultures and identities of troop members.
- Respect diverse gender expressions and make conversations about pronouns matter-of-fact and positive in tone.
- Include all members by modifying activities for individuals with physical or intellectual disabilities and neurodiversity.
- Commit to practicing anti-racism.
- Respect and normalize the diversity of families.

If you need help with navigating differences or if subjects come up that you are uncomfortable with, it is okay to let youth members know. Then, reach out to our council team for guidance.

Refer to the official volunteer policies and procedures to learn more about our community values and check out the “GSUSA Delivering Inclusive Program” training on gsLearn.

Event Planning Checklist

Dream it up!

☐ Define the event

Will participants earn badges? Or do activities just for fun?
What types of activities are planned?

☐ Who will attend?

What age levels are these activities best for?
How many volunteers or adults are needed?

☐ Review Safety Activity Checkpoints

Check all the planned activities in Safety Activity Checkpoints

Make a plan

☐ Date, time & location

What space will fit the event needs? What is the max number of participants? How long is the event? (Keep it under 2 hours for Daisy/ Brownie!)

☐ Logistics

Determine the registration deadline, and supply needs. How will people register? Do you need a weather plan? Do you need food or drinks? How will responsibilities be divided by volunteers?

☐ Create a budget

Total cost ÷ # of paying attendees = event fee
Use the [Event Budget Worksheet](#)! Even a small fee (\$1-\$5) paid in advance can encourage commitment

Spread the word

☐ Share on social

Create a social media event to share with your network.

☐ Direct invitations

Email event information directly to troop volunteers, families and Juliette Girl Scouts!

☐ Expand your reach

Complete the [event submission form](#) to list it on the GSEIWI website at least 8 weeks prior to the event.

Prep & party

☐ Gather supplies

Start to gather supplies a few weeks prior to the event. Plan farther ahead if you need to order specialty supplies.

☐ Send a reminder

Email the registered Girl Scouts and volunteers a quick reminder a few days before the event. Include things they need to bring or prepare ahead.

☐ Make it fun!

Get your volunteer team together to prepare! Put on some music and bring snacks for set-up helpers. Use decorations to add to the fun for attendees.

Wrap-up & reflect

☐ Take notes

As you clean up, make notes of what supplies were left, or ran out. What activities went well? What would you do different next time?

☐ Get feedback

Ask participants and volunteers what they think of activities during and after the event.

☐ Share your thanks

Don't forget to show some appreciation to key volunteers! Send a card or make a shoutout on social!

Event Calendar & Partnerships

When planning your event, it is important to select a possible date and consider activities that may impact participation such as holidays, community or school events, and other Girl Scout events.

Date	Occasion	Purpose
Oct 31	Juliette Gordon Low's Birthday	Learn more about the founder of Girl Scouts while throwing her a birthday bash!
Dec/Jan	Cookie Rally	Help Girl Scouts prepare for the Cookie Program and learn essential entrepreneurship skills.
Feb 22	World Thinking Day	Discover new cultures and identify how you can connect to Girl Scouts around the globe.
Mar 12	Girl Scouts' Birthday	Celebrate the founding of our organization and other Girl Scout observances!
Apr 22	Girl Scout Leader's Day	Celebrate outstanding volunteers!
Apr/May	Bridging Ceremony	Cheer on the Girl Scouts progressing to the next level.

When planning events, also consider your community resources! Partnerships with other nonprofits, local businesses, and education centers can provide expertise to enhance the experience for youth members.

Here are a few ideas for potential partners:

- Nature Preserves/State Parks
- Restaurants/Grocery Stores
- Animal Shelters
- Retirement Communities
- Local High Schools/Colleges
- Music Stores
- Theatre Groups
- Mechanics
- Banks
- Hospitals
- Museums

Cheddar Up

- Cheddar Up is a digital payment and form collection platform that Service Units can utilize to take registrations and payment for your events at no additional cost.
- Our council has a partnership with Cheddar Up! They have a team dedicated to Girl Scout accounts, equipped to answer any questions and provide support.
- Check out their website for learning sessions and other resources! www.cheddarup.com

Scan here to
create your
account!



GSEIWI Camp Properties

Thinking about hosting an event at camp? Check out these resources!

Follow [this link](#) for maps of our camp properties, lists of available resources, safety guidelines, and emergency procedures for each camp!



**Girl Scout
Troops and
Service Units
receive 50% off
camp rentals
when they use
code:
GS50**



Self-Led Activities

Activity	Liberty	Little Cloud	L-Kee-Ta	Training Required
Archery & Slingshots	X	X	X	Archery Certification
Canoe	X			Small Watercraft & Lifeguard
Climbing Wall	Exclusive			Challenge Course Certification
High Ropes Course	Exclusive			High Ropes Training
Horseback Riding	Exclusive			Weekend Riding Available
Kayak	Exclusive			Small Watercraft & Lifeguard
Stand-Up Paddleboard	Exclusive			Small Watercraft & Lifeguard
Swimming Pool	X	X		Lifeguard
Zipline	Exclusive			Challenge Course Certification

A list of trained facilitators to lead the above activities is available through the Site Manager. Advanced reservations are required.

Facilitator-Led Activities

Activity	Liberty	Little Cloud	L-Kee-Ta	Training Required
Backpacking Kit	X	X	X	
Board Games	X	X	X	
Carpet Ball		Exclusive		
Croquet	X	X		
Dutch Oven Cooking	X	X	X	Outdoor Skills
Fire Building	X	X	X	Outdoor Skills
Frisbee Golf		Exclusive		
Gaga Ball	X	X	X	
Geocache Course	X	X	X	
Hiking	X	X	X	
Pocket Knife Kits	X	X	X	
Low Ropes Course	X			Low Ropes
Volleyball	X	X		
Outdoor Cooking	X	X	X	Outdoor Skills
Basketball	X	X	X	
Scavenger Hunt	X	X	X	
Snow Shoes	X	X	X	
Stargazing	X	X	X	
9-Square in the Air	X	X	X	
Challenge Activities		X	X	

Support & Resources

Council Support Team

Here are the council support teams ready to help you through each step of your event planning!

Community Engagement Managers

Partners with service units to support volunteers and grow Girl Scout membership

Product Program Team

Trains and supports Service Unit Product Managers to support troop leaders during the Fall Product and Cookie Program

Girl Experience Team

Provides program events for members, offers guidance and support for service units as they plan events and connect with community partners

Volunteer Development Team

Provides top-notch training and support for volunteers in all service unit and troop roles

Member Support Team

The go-to team for Girl Scout basics; they respond to Info@GirlScoutsToday.org inquiries, answer the phone at (800) 798-0833, and website chat requests

Marketing

Share troop photos and refer media inquiries to Marcomm@GirlScoutsToday.org

Grow your event by sharing it on our website! Complete the [Event Submission Form](#) at least 2 months prior to the event.



Create a budget for your event and stick to it with the [Event Budget Worksheet](#) template here!



gsLearn

Find volunteer training opportunities at [GirlScoutsToday.org/Online Learning](https://GirlScoutsToday.org/OnlineLearning).

Social Media

Facebook.com/GSEIWI
Instagram.com/GSEIWI
Pinterest.com/GSEIWI
Twitter.com/GSEIWI

Emergency

Report an emergency after business hours by calling 563-328-4718