



Service Unit

Event Planning Resource

Top Five Benefits of Service Unit Events

1. They are fun to plan and fun to have
2. They foster sisterhood
3. They create stronger connections
4. They are an important part of progression
5. They give girls a comfortable place to explore new things

Service Unit Event Coordinator Position Description

Partnership: Service Unit Event Coordinators work in partnership with other volunteers in their service unit, community partners and girl experience specialist staff to provide fun and exciting learning opportunities for girls in your area.

Supported By: Service Unit Director (volunteer), Girl Experience Manager (staff)

Key Responsibilities:

- Help girls Discover, Connect, and Take Action through the Girl Scout Leadership Experience
- Plan top-notch, fun events and experiences for girls in your community
- Recruit passionate volunteers and community partners
- Create timelines and budgets that'll help you stay on track
- Promote opportunities to girls not yet in Girl Scouts with support from volunteers and staff
- Connect with people just like you at Leader Meetings to plan and promote events
- Accept differences and make accommodations to ensure inclusion of all girls

Thank you for your commitment!

Why should a service unit host events?

- These events complement council-wide events in order to support active and continued participation in Girl Scouting.
- A great way to meet potential Girl Scout adult volunteers, interact with families
- Present an opportunity for Girl Scouts to “bring-a-friend” by inviting a non-registered girl to explore new things and get excited about everything Girl Scouts has to offer.
- Daisy girls and leaders love going to local events— less travel and less stress for first year outings
- Excite and educate girls about other Girl Scout opportunities, such as camp, council-wide events, travel, the Cookie Sale Program, traditions and awards.

Don't do it alone!

- Reach out to volunteers and parents to see how they might be able to help.
- Invite people to share their skills, location, time and ideas with the planning committee.
- Planning service unit events can enrich the experience for Girl Scouts in your area and empower them to become more involved in every aspect of Girl Scouts.

*The most important part of the planning is to **ASK GIRLS** what they want to do!*

- The best events are those that have had girl input.
- Invite girls in your service unit to vote on some of your ideas or even be on the planning committee with you!



The Checklist

2-3 months prior to the event

Who

- **Form a committee to plan the event and decide the responsibilities of each person in the group.**
 - Possible members might include: a chairperson, accountant, registration coordinator, event promoter, volunteer recruiter, teen Girl Scouts
- **Get girl input on your event ideas**
 - Consider their thoughts and choose a purpose/theme for the event. Consider what Daisys would love!
 - Review [Safety Activity Checkpoints](#) for related standards and guidelines.
- **Determine pre-event details**
 - Who is eligible to attend?
 - How will non-registered girls be invited?
 - What is the maximum number of participants?
 - Will additional adults be needed?
 - How will troops and individual girls register?
 - What is the registration deadline, who is the contact person for questions? Will girls from nearby service units be invited?

What

- **Plan specific activities for event**
 - Whenever possible provide hands-on activities
 - Consider alternating between stationary activities and active ones.
 - Will people with specific experience/skills or specialized training be needed?
- **Plan a menu for event**
 - Will you serve a meal or just a snack? Will there need to be arrangements for girls with dietary restrictions?
 - If food will be sold at the event, check with the county board/Department of Health for local food handler regulations.
 - Be *SURE* to double check allergies and special dietary needs when purchasing food. If you are unsure of an accommodation to make, speak with the girls' parents or contact the Girl Experience team.

When

- **Select a possible date**
 - Consider other activities that may impact participation such as religious or national holidays, community or school events and council-wide Girl Scout events.
 - Contact the girl experience team to update them so they can support your event.
 - Consider if a rain/snow date is needed.
- **Decide start time and length of event, keeping in mind the age/grade when choosing how long the event should last.**

Where

- **Reserve a facility**
 - Consider if an alternate place is needed for rain/snow.
 - Keep in mind the potential number of girls and adults, specific needs for activities, bathrooms, accommodations for those with special needs, etc.
 - If a signed contract is required, submit it to your local leadership center for approval by a council senior staff member.

How

- **Plan a publicity strategy**
 - How will this event be advertised? Will a flier be needed? If so, who will design, print, and distribute the flier?
 - If your service unit has a community information coordinator, s/he might be able to help.
- **Create a budget for the event.**
 - Include the cost of food, facility rental, materials, awards, etc. (see budget worksheet on page 9)
 - Determine cost of event for each participant and if necessary, set a minimum number of participants needed to hold the event.
 - If solicitation of donations will be necessary, contact a fund development manager for guidelines.
 - Be sure to fill out and return gift-in-kind forms if applicable. These can be found on our website.

Schedule your next meeting and determine what needs to be completed between then and now

1 ½ to 2 months prior to the event

Who

- Notify the local fire and police departments of the event details if appropriate.
 - Some towns require a uniformed firefighter and/or police officer present for events with a group over a specific number of people.

What

- **Develop a crisis management plan**
 - Plan for an emergency (such as a tornado, snow storm, fire, etc.). How will participants be notified if the event is postponed?
 - Who is responsible for bringing a first aid kit to the event? Will additional first aid supplies need to be purchased? What type of first aid certification is needed?
 - Review Safety Activity Checkpoints for guidelines.
 - Who will be responsible for keeping track of emergency contact and health info for participants?

How

- **If required by the location of your event, obtain a Certificate of Liability Insurance**
 - This can be obtained by emailing info@girlscoutstoday.org
- **If non-Girl Scout members will be present, be sure to purchase additional insurance**
 - Form can be found on the website. It should be returned with payment to the council accountant as soon as possible, or at least seven business days prior to your event.

Schedule your next meeting and determine what needs to be completed between now and then.



Tips and Tricks: We separate younger girl events and older girl events and have a coordinator for each. That coordinator recruits help for all their events. There is a sign up at the beginning of the year once all events are known and leaders are asked to sign up to help with at least one. Next year, our older girl troops (Cadettes and up) have been asked to each plan one event and letting the girls do the planning and execution with adult supervision. Each year we work over the summer to finalize dates and locations so we have the year set before school starts. -Lora, SU 897

1 month prior to the event

Who

- **Secure specialized volunteers and/or speakers**
 - Confirm event details (time, date, location, expectations) with all volunteers.
- **Delegate tasks that can be completed by volunteers**
 - Recruit Program Aides, leaders, and parents to volunteer during the event.
 - Confirm event details (time, date, location, expectations) with all volunteers.

What

- **What supplies are needed for the event**
 - Consider if it may be more cost effective to order in bulk. Can any of your supplies be borrowed from a Girl Scout leadership center, volunteers, etc.? Don't forget dollar stores as potential places to buy supplies.
- **Determine the awards or patches, based on the planned activities.**
 - Order official Girl Scout awards or custom participation patches, if needed.

Where

- **Decide on how the facility will be set up and draw a diagram**
 - Consider chairs, tables, decorations, food, first aid station, and parking.
 - Brainstorm possible problems and implement changes.
- **Confirm the location reservation. Decide on details**
 - Who will open and close the facility?
 - Is special equipment available on-site or will it need to be rented?

How

- **Check the event budget as supplies are being purchased and make any needed changes.**
- **Promote your event and collect registrations.**

Schedule your next meeting and determine what needs to be completed between now and then.



Tips and Tricks:

Take pictures of everyone! Sometimes it's easy to plan an event & only get pictures of your friends & family—make sure you get a picture of all the great stations, participants etc.



2 to 3 weeks prior to the event

Who

- Confirm that all committee members have begun to finalize their responsibilities.
- Continue to promote your event and collect registrations (until your registration deadline).
- Confirm the total number of people expected to attend (after registration deadline).

What

- Make final plans for event activities and assign volunteers.
- Purchase any materials needed for event, if not already ordered.
- Order or purchase food, if needed.

How

- **Make sure you have an appropriate plan for security.**
 - You should know if doors lock automatically in your building. If so, leave only one door open for attendees to enter through. For larger events or where increased security is needed, make sure you have a volunteer monitoring each exit.
- **Contact the girl experience team to obtain an evaluation form for participants.**

Tips and Tricks: *Develop an organized check-in procedure. Make sure you have a record of how many people and names of those who are at your event. In case of emergencies you need to know how many people need to be accounted for. Attendance lists are also great for your records and can help you plan for next year.*

Schedule another meeting and determine what needs to be completed between now and then, if needed.

1 week prior to the event

Who

- **Confirm specialized volunteers and/or speakers.**
- **Send out confirmations to participants, if necessary.**
 - Confirm start and end times, directions, and any special items they may need to bring.

What

- **Confirm that any materials needed for the event have been purchased.**
 - Be sure to have some kind of small activity for girls to do while others are checking in, it could be coloring sheets or a game with older girls.

How

- **Confirm the total number of people expected to attend with the caterer or food supplier, if applicable.**
- **Check the event budget and make any needed changes.**
- **Secure a cash advance from the treasurer or make out checks to pay bills due the day of event.**

Schedule another meeting for post-event wrap up so that you can review your event, celebrate your success and organize your notes for next year.

Tips and Tricks: *“Don’t let your budget get out of control. Stay within your means and order according to the number of girls that have signed up to attend the event.”*

Day of event

What

- **Buy any perishable supplies.**
- **Make sure to have at least two copies of the Accident Report Form**, which can be found on our website, and emergency numbers for reference during the event.
- **Other forms to have on hand**– extra copy of roster, insurance certificate, evaluation forms, health forms, permission forms

When

- **Arrive early to set up for the event.**
 - It can be helpful to begin set-up about 90 minutes before the event is scheduled to start. That way you can be finished setting up at least 30 minutes before event is scheduled to start, or before participants may begin arriving to check-in.

Who

- **As participants arrive, hand-out any check-in materials (such as schedules or nametags).**
 - Printed schedules or large posters that display the schedule can be helpful for adults and other participants.
 - Invite girls to join a check-in activity, like songs, games or coloring sheets as they arrive.
- **Thank the volunteers, participants, specialized volunteers and/or speakers.**

Tips and Tricks: Have participants evaluate the program at the end of the event. The girl experience team would love to share ours. Evaluating your event only helps you determine what girls really liked and what they want next time.

Things to complete after the event

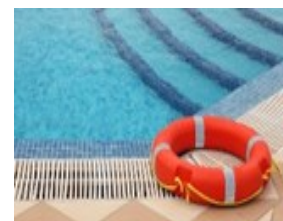
- **Meet** with the committee members.
 - Review the participants' evaluations, evaluate the event, and make recommendations for improving future events.
- **Send** thank you notes to all donors, speakers, volunteers and facility staff.
 - Think about using a picture from the event!
- **Turn in** any required forms in to the council.
 - Gift In Kind Forms, Accident Report Forms, Grants for Events, or Cookie Program Credit with the appropriate Cookie Program Credit Reimbursement form. All forms are available on our website.
 - Pay all outstanding bills.
- **Create** a final budget report and an event summary to file for future reference.



Things to Consider

Safety Activity Checkpoints – always check safety activity checkpoints for specific activities you may be doing. All are on our website at GirlScoutsToday.org

Pool: If swimming is part of an activity, check with Safety Activity Checkpoints for all related swimming activities. Follow chart on Swimming Checkpoint for number of life-guards and spotters needed per number of girls attending.



Volunteer Essentials: Always a great tool for any questions relating to Volunteer responsibilities, Hosting a Girl Led Event (Chapter 2, under Girl Scout Traditions and Celebrations), review Chapter 4: Safety-Wise, Chapter 5 on Managing Group Finances and the Appendix for Event Pathways and Travel Volunteers.

Travel: Specifically review all information in Volunteer Essentials under the *Appendix: For Travel Volunteers*. It includes all forms needed, safety issues, and travel security.

Bus transportation – if transporting girls to an activity away from or two your events site, a bus may be needed. Check with your local school bus company for a quote.



- You have an adult assigned to each bus with first aid kit, list of girls (assigned a head of time) and a copy of pick up and drop off times and locations and a plan for communication in case the bus is delayed.
- Confirm with bus company: 1) Bus pick up time(s) and place(s) and anticipated drop off time (s) and places(s). 2) The bus company's policy on food and beverages.

Community Resources: Need ideas or help with an idea? There are frequently many untapped resources right in your own back yard. It never hurts to ask community businesses and non-profits to team up with your Service Unit to help you with your event.

Ideas:

Local financial institutions – banks/credit unions (Financial Literacy badges)

Area community colleges – school service organizations always looking to volunteer (check in, help with activities)

Flower Shops (Mom and Me event for Daisys, flower badge for Juniors)

Local restaurant or grocery store that offers cooking classes (Cooking badges for various age levels)

Auto-body business (Basic car maintenance)

Cycling Shop (all things bicycling related)

Sewing shop (typically offers sewing classes)

Humane Society/Pet Store (Pet Badge for Brownies, basic pet care)



Inspiration!

Here are the dates of special Girl Scout days for the whole year. Host an event with girls in your area to generate excitement for our heritage and traditions.

Juliette Gordon Low's Birthday (October 31)

Purpose: To learn about and remember the founder of Girl Scouting in the USA, Juliette Gordon Low. This day is also known as Founder's Day.

Cookie Rally (December or January)

Purpose: To learn about and get excited for the largest financial literacy program around– the cookie sale program.

World Thinking Day (February 22)

Purpose: To celebrate international friendship and world peace and to learn about Girl Scouts and Girl Guides in other countries (The council holds an annual World Thinking Day event in the spring. The official holiday is February 22).

Council Event Collaboration:

- Join us at Journey the World in the spring, and celebrate with the council by having your own country booth!

Girl Scout Birthday (March 12)

Purpose: To celebrate the birthday of Girl Scouting in the USA, which began on March 12, 1912. Girl Scout Week begins on the Sunday prior to March 12 and ends on the Saturday following March 12.

Girl Scout Leader's Day (April 22)

Purpose: To recognize and thank adult Girl Scouts for their efforts as volunteers.

Bridging Ceremony (April or May)

Purpose: To welcome girls in to the next level of Girl Scouting.

Court of Awards (April or May)

Purpose: To recognize and honor girls who have accomplished something, such as completing a service project or earning awards. Court of Awards may be combined with a bridging ceremony when the girls are ready to bridge to the next level of Girl Scouting, or a Green and White Banquet.

Resources:

- The Girl's Guide to Girl Scouting
- Patches found at local Girl Scout shops
- Girl Scouts of the USA web site: www.girlscouts.org
- World Association of Girl Guides and Girl Scouts web site: www.wagggg.org



Event Worksheet

This will help you plan the basics, and the information can be used to help create a flier (if needed) for your event. Be sure to look at the checklist (pgs. 4-7) for complete details on how to plan your event.

Event planning committee members: _____

Event date: _____ **Time:** _____ **Registration deadline:** _____

Event location: _____

Theme/name of event: _____

Age level: _____ **Is it:** Service unit only? Regional?

Cost: _____

First Aider: _____

Event volunteers: _____

Activities during event:

Supplies needed: (include tables, chairs, etc.)

Marketing/publicity: (newspapers, radio, etc.)

Event Schedule

Here are two possible schedule templates. The top one can be used for events where all participants complete the same activity at the same time. The bottom one can be used for events if girls will be rotating through stations.

Event date: _____ Event location: _____

Start time for load-in and set up: _____ Start time for check-in: _____ Start time for event: _____

Event schedule:

Start time for opening activities: _____
 Start time for activity 1: _____ Activity title: _____
 Start time for activity 2: _____ Activity title: _____
 Start time for activity 3: _____ Activity title: _____
 Start time for activity 4: _____ Activity title: _____
 Start time for activity 5: _____ Activity title: _____
 Start time for snack and break: _____
 Start time for closing activities: _____

Time of parent meeting: _____ End time for event: _____ End time for clean up and load-out: _____

Event date: _____ Event location: _____

Start time for load-in and set up: _____ Start time for check-in: _____ Start time for event: _____

Fill in the activity titles in the left column. Fill in the time ranges for each station in the top row. Keep in mind, for rotations to work, each activity needs to be the same length of time.

	Time:	Time:	Time:	Time:	Time:	Time:
Opening Activities	ALL					
Activity 1		Group 1	Group 5	Group 4	Group 3	Group 2
Activity 2		Group 2	Group 1	Group 5	Group 4	Group 3
Activity 3		Group 3	Group 2	Group 1	Group 5	Group 4
Activity 4		Group 4	Group 3	Group 2	Group 1	Group 5
Activity 5		Group 5	Group 4	Group 3	Group 2	Group 1
Closing/ Evaluations	ALL					

Time of parent meeting: _____ End time for event: _____ End time for clean up and load-out: _____

Budget Worksheet

Event name _____

of girl participants: _____ # of adult participants: _____ # of event volunteers: _____

Site:

Rental \$ _____
 Cleaning fee \$ _____
 Admission fees \$ _____
TOTAL \$ _____

Printing/mailing:

Fliers \$ _____
 Schedules/site maps \$ _____
 Confirmations \$ _____
TOTAL \$ _____

Food:

Meals \$ _____
 Snacks/drinks \$ _____
 Other: \$ _____
TOTAL \$ _____

Program supplies:

Crafts \$ _____
 Nature \$ _____
 Presenter fees \$ _____
 Other \$ _____
TOTAL \$ _____

Housekeeping:

Soap \$ _____
 Paper towels \$ _____
 Toilet tissue \$ _____
 Trash bags \$ _____
 Plates/cups/utensils \$ _____
 Napkins \$ _____
TOTAL \$ _____

Misc:

Thank you gifts \$ _____
 Patches/pins/T-shirts \$ _____
 Folders/paper \$ _____
 Pencils, tape, etc. \$ _____
 Name tags \$ _____
 Other \$ _____
TOTAL \$ _____

First Aid supplies

\$ _____

Insurance

\$ _____

Transportation

\$ _____

Equipment rental

\$ _____

A. TOTAL projected cost

\$ _____

B. Number of paying participants

\$ _____

C. Projected event fee (A ÷ B)

\$ _____

Important Forms You Need To Know

All forms can be found at GirlScoutsToday.org

[Trip approval](#)

This form is required for:

- A trip outside of the regular troop place/time that is not a council-sponsored event or collaborative event and exceeds a 100 mile radius.
- A troop going on an overnight, such as to a camp lodge or a lock-in, an adult trained in "Overnight/Troop Readiness" is required.
- A troop going camping on any property that is not owned by council, an adult trained in "Camp Skills" is required.

[Service Unit Event Submission](#)

This form is used for adding local service unit events to the activities calendar on the website.

To be included on the activities calendar the event needs to:

- Be available to all girls in the council
 - Submitted at least 3 weeks' prior to the deadline
- The event date does not conflict with any large scale events already planned for Girl Scouts in the area.

[Supplemental Insurance](#)

Needs to be purchased anytime your event will have non-registered girls or adults in attendance or if you are doing a high risk activity. You will also need to purchase if your spending 3 or more nights away or traveling over 100 miles to a non-council owned property.

[Accident Report](#)

In the event of injury this form needs to be filled out and submitted within 24 hours. It is a good idea to always carry a minimum of 2 with you at all times during events.

