

Service Unit Event Coordinator Guide

You're their hero — and ours too!

Service Unit events complement council-wide events by providing local opportunities for girls 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 girls and volunteers to the program without the stress of travel.

Benefits of planning Service Unit events:

1. Events give girls a comfortable space to explore new things
2. Events foster sisterhood
3. Events promote skill progression
4. Events build community connections through partnerships
5. Events are 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 girls and ask them which activities they want to try.

Girl Scout Program

As a volunteer in Girl Scouts, you know first-hand how much girls need to be heard, respected, and understood to fulfill their potential. And that's why girls for generations have enjoyed our program because we celebrate who they are as individuals.

To continue our tradition of inclusivity, we have a few tips and tools:

- Learn all troop members' names and correct pronunciations, including parents.
- Embrace the cultures and identities of troop members and respect differences.
- Respect diverse gender expressions and make conversations about pronouns matter-of-fact and positive in tone.
- Include members with different abilities by understanding their needs and modifying activities – this can be for girls with disabilities, learning differences, and neurodiversity.
- Commit to practicing anti-racism. Our team is actively evaluating policies and procedures so feedback and learning are welcome.

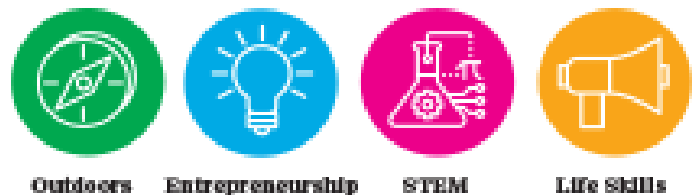
If you need help with navigating differences or if subjects come up that you are uncomfortable with, it is okay to let girls know. Then, reach out to our council team for guidance.

Family diversity will be embraced, respected and normalized at Girl Scouts. We make room for children, adults, and families to have the choice and opportunity to share their full selves with pride. Please refer to the official volunteer policies and procedures to learn more about our community values.

Our program centers around the Girl Scout Leadership Experience to achieve essential outcomes for girls:



All our programs are designed with a research-backed curriculum that centers around fun and friendship. To create engaging experiences, we focus on four core program areas to spark girls' interests.



As girls participate in STEM, the outdoors, life skills, they will discover who they are, connect with other people locally and globally, and take action to do something to make the world a better place – our mission!

As you are planning your Service Unit events, find connections to the Girl Scout Leadership Experience to build enriching opportunities.

Service Unit Team

The Service Unit Leadership team is composed of three main roles, each with a focus on an area of Service Unit responsibility. This 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.

Operations

Ensure the Service Unit is organized and on track

- Communication
- Finances

Program

Engage girls and volunteers in activities

- Events
- Mentorship
- Meeting Facilitation

Membership/ Volunteer Support

Track and reach membership goals

- Recruitment
- Registrar
- New Leader Support

Service Unit Operations Director

Provide leadership and management oversight for the Service Unit and troops including communication and finance.

Service Unit Program Director

Plan and host events and work with community partners to cultivate a positive experience for girls. Provide support and guidance on events and the Girl Scout program to leaders and volunteers.

Service Unit Membership/Volunteer Support Director

Provide support on engaging new and potential members and supporting renewal efforts.

Program Director



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.

Term Limit:
3 years

Supported By:
Service Unit Leadership Team, Girl Experience Director, and Community Engagement Manager

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

Skills Needed

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

Event Planning

Before beginning your Service Unit Events, consider your resources like safety guidelines, necessary forms, and council guides.

Safety Activity Checkpoints

Always check the Safety Activity Checkpoints while planning events. These guidelines will include safety standards and necessary precautions for Girl Scout activities.

Swimming Events

Swimming events are fun but require a few extra precautions. Consult the Safety Activity Checkpoints chart for the number of lifeguards and spotters needed per girl attending.

Volunteer Essentials

This document is a great reference for planning events with girls.

Travel

Review Volunteer Essentials for travel forms and documents needed for events.

Bus Transportation

If reserving buses, one adult must be assigned to each bus with a First Aid kit and a list of girls assigned to each bus.

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 girls.

Important Forms

Certain forms are required to inform the council of Service Unit plans. These forms ensure your Service Unit is hosting a safe event that is properly covered by insurance.

Trip Approval

This form is required for:

- travel outside of regular troop meeting location that is not a council-sponsored event
- travel exceeds a 100-mile radius
- a troop overnight

Overnight/Troop Readiness training also required

- troop camping on non-Girl Scout properties

Camp Skills training also required

Service Unit Event Submission

This form is required for:

- adding local Service Unit events to the events calendar on GirlScoutsToday.org
- travel exceeds a 100-mile radius
- events open to all girls in the council

This form must be submitted at least three weeks prior to the event deadline.

Supplemental Insurance

This form is required for:

- any event with non-registered girl and adult members
- activities three or more nights away
- travel exceeds a 100-mile radius

This form will purchase additional insurance for activities not covered by the general membership of Girl Scouts.

Accident Report

This form is required for:

- reporting injuries at activities

Accident report forms must be submitted within 24 hours.

All forms can be accessed on GirlScoutsToday.org/Resources.

3-Mo. To-Do List

Who

Form a committee to plan the event and decide the responsibilities of each person in the group.

Consider involving teen Girl Scouts as volunteers and designate roles of event chair, treasurer, promoter, volunteer coordinator, etc.

Include girl input in planning activities and themes and making decisions.

Review the Safety Activity Checkpoints for planned activities.

Determine pre-event details:

- Who is eligible to attend? Will girls from other Service Units be invited?
- How will non-registered girls be invited?
- What are the minimum and the maximum number of participants?
- Will additional volunteers be needed?
- How will troops and individual girls register?
- How will participants register? What is the registration deadline?
- Who is the contact person for questions?

What

Plan specific hands-on activities for the event

When planning the schedule, consider alternating between stationary and active events.

Plan event food and drink needs

- Will you serve a meal or just snacks?
- If food will be sold at the event, check for local food handler regulations.
- Double-check allergies and special dietary needs when purchasing food. If you are unsure of an accommodation to make, speak with the girl's parents.

When

Select a possible date and consider activities that may impact participation such as holidays, community or school events, and other Girl Scout events.

- When you confirm a date, let the council program team know by emailing Info@GirlScoutsToday.org.
- Determine a rain/snow date, if needed.
- Consider the age of girls when selecting the start time and event length.

Where

Reserve a facility and consider if alternate locations for rain/snow are needed.

Keep in mind the potential number of girls and adults and specific needs for activities like bathrooms and accommodations for those with special needs.

If a signed contract is required, submit it to a Girl Scout Office for approval by council leadership.

How

Plan a publicity strategy and design marketing materials.

Create a budget for the event.

Complete the [GSEIWI Money Earning Application](#) if fundraising for this event.

Schedule your next committee meeting and determine what needs to be completed between then and now. Follow up through email and text to ensure event planning is on schedule.

2-Mo. To-Do List

Who

If necessary, alert local fire and police departments.

What

Develop a crisis management plan. Consider:

- Plan for an emergency such as a tornado, fire, snowstorm, etc., and determine how participants will be notified if the event is postponed.
- Determine who is responsible for bringing the First Aid kit and if additional supplies need to be purchased. Review the type of First Aid certification needed for the style or event.
- Review Safety Activity Checkpoints for activities.
- Designate who is responsible for tracking emergency contacts and health information for participants.

How

If required by the event location, obtain a Certificate of Liability of Insurance by emailing Info@GirlScoutsToday.org. If non-Girl Scout members will be present, purchase additional insurance through completing the [Supplemental Insurance Form](#).

Schedule your next committee meeting and determine what needs to be completed between then and now. Follow up through email and text to ensure event planning is on schedule.

1-Mo. To-Do List

Who

Confirm specialized volunteers and/or speakers by sending date, time, and location reminders and discussing expectations. Delegate day-of tasks to committee members, Program Aides, and parent volunteers.

What

Set supply list needed for the event and create a plan for picking up supplies.

Determine the badges, patches, awards, etc. that may be needed for the event. Call the Girl Scout Shop team at 800-798-0833 to order supplies.

Where

Decide how the event location will be set up based on planned activities and draw a diagram to help volunteers. Consider tables, chairs, decorations, food, First Aid station, parking, etc.

Confirm the location reservation and determine who is responsible for opening and closing the facility.

How

Check the event budget as supplies are purchased and make any needed adjustments.

Promote the event and communicate with registered participants.

Schedule your next committee meeting and determine what needs to be completed between then and now. Follow up through email and text to ensure event planning is on schedule.

2-Week To-Do List

Who

Confirm all committee members are on schedule for completing designated tasks.
Confirm the total number of expected attendees.

What

Make final plans for event activities and assign volunteers.
Purchase any non-perishable supplies for the event.
Order food, if needed.

How

Confirm appropriate security.

- Find out which doors automatically lock.
- Determine which doors will stay open for attendees.
- Confirm monitors for entrances and exits.

Develop check-in procedure that incorporates measures in case of emergencies.

Schedule your next committee meeting and determine what needs to be completed between then and now. Follow up through email and text to ensure event planning is on schedule.

1-Week To-Do List

Who

Confirm specialized volunteers and/or speakers.
Send out event confirmation details to participants.

- Date as well as start and end time
- Any additional costs
- Location and directions
- Supplies participants should bring
- If appropriate, clothing requirements

What

Confirm supplies are purchased or confirmed for pick up.
Set any games or activities that need to happen while girls are checking in like coloring sheets.

How

Confirm the total number of people expected to attend with the venue, caterer, volunteers, speakers, etc.
Check budget and make any adjustments.
Secure cash advance from treasurer or make out checks to pay bills due on the day of the event.

Schedule a post-event meeting to review the event and celebrate successes.

Day Of To-Do List

Who

As participants arrive, hand out any check-in materials like schedules or nametags.

Printed schedules on large posters or displays can be helpful for volunteers and parents.

Thank the volunteers, participants, and specialized volunteers and/or speakers for making the event possible.

What

Buy any perishable supplies.

Make sure you have at least two copies of the [Accident Report Form](#) and confirm extra copies of rosters, health forms, emergency contacts, and permission forms.

When

Arrive early to set up for the event. It is recommended to begin set up at least 90 minutes before the event is scheduled to begin.

Create an evaluation for participants to review what they liked and disliked to help with future planning.

Post Event To-Do List

Who

Meet with committee members

- Review event evaluations
- Discuss successes
- Make recommendations for improvements

Send thank-you notes to all donors, speakers, facility staff, and volunteers who made the event possible.

What

Turn in any required forms to council staff like gift-in-kind forms, accident report forms, program credit, etc.

Pay outstanding bills.

Create a final budget report and event summary for future reference.

When

Schedule committee meetings to plan the event again.

Service Team Guide

girlscouts 
of eastern iowa
and western illinois

Event Resources

Planning Worksheet



This will help you plan the basics for your event, and the information can be used to confirm all necessary details are provided in marketing materials.

Event planning committee members: _____

Date: _____ Time: _____ Registration Deadline: _____

Location: _____

Name: _____ Theme: _____

Age level: _____ Service-Unit-Only or Council-Wide? _____

Cost: _____ Included in event cost: _____

First Aider: _____

Volunteers: _____

Activities: _____

Supplies: _____

Marketing Plan: _____

Schedule Planner



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

Schedule 1

Event date: _____ Event location: _____

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

Schedule 2

Event date: _____ Event location: _____

Start time for set up: _____ Start time for check-in: _____ Start time for the 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 that each activity needs to be the same length of time for rotations to work.

	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 the event: _____ End time for clean up: _____

Budget Worksheet

Event: _____

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) \$ _____

Event Ideas

Don't know where to get started? Find inspiration from Girl Scout holidays, traditions, and partners.

Celebrate Juliette Gordon Low's Birthday

October 31

Learn more about the founder of Girl Scouts!

Cookie Rally

December or January

Prepare for the Cookie Program and learn essential entrepreneurship skills.

World Thinking Day

February 22

Celebrate the global sisterhood of Girl Scouts.

Girl Scouts' Birthday

March 12

Celebrate the founding of our organization.

Girl Scout Leader's Day

April 22

Celebrate outstanding volunteers!

Bridging Ceremony

April or May

Cheer on the girls progressing to the next level.

Financial Institutions

Credit unions and banks can host financial literacy badge workshops for girls.

Florists

Flower shops make great mom-and-me workshop locations. Juniors can even earn the Flowers badge.

Local Restaurants and Grocery Stores

Earn cooking badges or make meals for those in need with the experts.

Mechanic

Teen Girl Scouts can learn basic car maintenance before hitting the road.

Sewing Shop

Take lessons and build gifts for loved ones before the holidays.

Animal Shelter

Earn Pets badge for Brownies and learn basic pet care or create a service project to benefit the animals.

Key Contacts

Name: _____

Role: _____

Phone: _____

Email: _____

Name: _____

Role: _____

Phone: _____

Email: _____

Name: _____

Role: _____

Phone: _____

Email: _____

Name: _____

Role: _____

Phone: _____

Email: _____

Name: _____

Role: _____

Phone: _____

Email: _____

Name: _____

Role: _____

Phone: _____

Email: _____

Name: _____

Role: _____

Phone: _____

Email: _____

Council

Reach council staff for expert info.

Info@GirlScoutsToday.org

800-798-0833

Emergency

Report an emergency after business hours.

563-328-4718

Marketing

Share troop photos and refer media inquires.

Marcomm@GirlScoutsToday.org

Email

Our council team will send monthly Troop Leader Update emails and Service Unit Top 10 to keep you informed.

Social Media

[Facebook.com/GSEIWI](https://www.facebook.com/GSEIWI)

[Instagram.com/GSEIWI](https://www.instagram.com/GSEIWI)

[Pinterest.com/GSEIWI](https://www.pinterest.com/GSEIWI)

[Twitter.com/GSEIWI](https://www.twitter.com/GSEIWI)

Volunteer Toolkit

The Volunteer Toolkit (VTK) is a digital resource that supports Troop Leaders, making the process of running a troop easier and more efficient. Access the VTK at [GirlScoutsToday.org](https://www.GirlScoutsToday.org) by clicking My GS.

gsLearn

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

Volunteer Essentials

Information, policies, and procedures to guide volunteers. Access in the VTK or at [GirlScoutsToday.org/Resources](https://www.GirlScoutsToday.org/Resources).

Safety Activity Checkpoints

Everything you need to know to be prepared to keep girls safe during activities. Access in the VTK or at [GirlScoutsToday.org/Resources](https://www.GirlScoutsToday.org/Resources).