



Service Unit Event Planning Guide

Dear Service Unit Events Planner,

Thank you for volunteering your time and providing the girls in your service unit with this program opportunity. Planning a service unit event requires organization, planning, and determination!

This Service Unit Event Planning Guide will provide you with the tools and guidelines needed to prepare a successful event. To ensure you receive the full benefit from this document, please read it through it in its entirety before you begin planning your event. Your service unit special events coordinator and service unit team are available to support you through this process.

Use the table of contents as your guide, and it will help you focus on key areas where you may have questions.

*This guide can be used whether you are an adult or a troop planning a meaningful experience for girls. It will help you with forming a committee, logistics and finances while following a timeline.

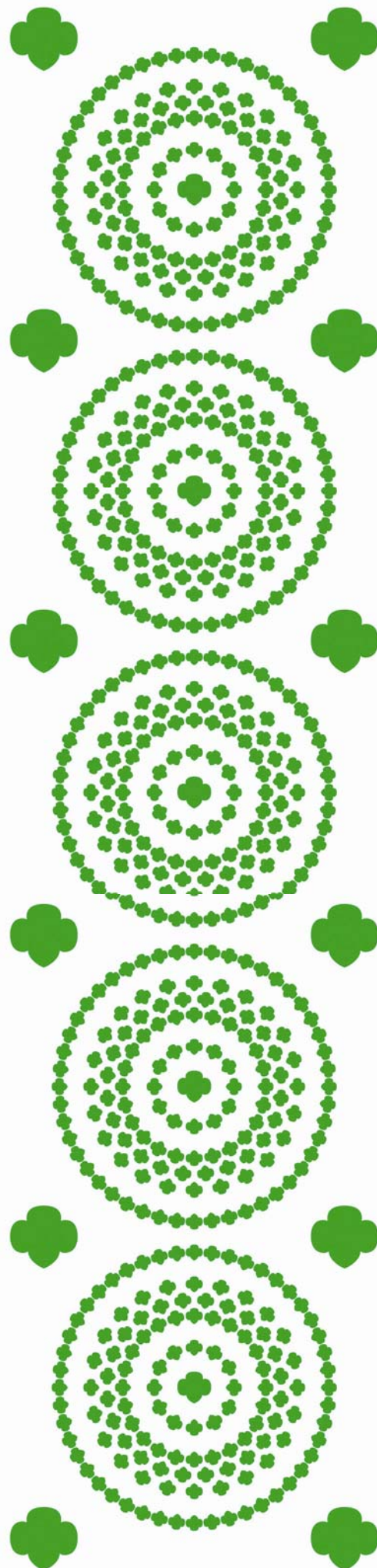


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Position Title and Description:

Service Unit Events Planner

Plans and executes a single service unit event following Safety Activity Checkpoints, the policies and procedures of GSGCNWI, and using the Girl Scout Leadership Experience.

Accountability: Appointed by and reports to the service unit special events coordinator

Term: One year; from Oct. 1 – Sept. 30, renewable upon appointment

Responsibilities:

- Plans single event according to SU Event Planning Guide
- Ensures the event follows the Girl Scout Leadership Experience model
- Plans event to be self-funding
- Develops a budget in conjunction with the service unit special events coordinator
- Completes and reviews Service Unit Event Financial Report
- Completes and reviews Event Evaluation
- Communicates information and updates on event to service unit special events coordinator for communication to leaders at service unit meeting
- In collaboration with the communicator/PR representative, arranges for local coverage of each event
- Promotes and supports council wide fundraising
- Submits all forms and reports to service unit special event coordinator within two weeks of completion of the event

Time Requirement:

For the duration of planning, execution, and post evaluation process for the event

Qualifications:

- Currently registered as a member of Girl Scouts of USA
- Keeps current and follows the Safety Activity Checkpoints from Girl Scouts of the USA and the policies and procedures of Girl Scouts of Greater Chicago and Northwest Indiana
- Detail-oriented and an ability to work within deadlines
- Works well in a team environment
- Models behavior consistent with the mission and purpose of Girl Scouting
- Maintains strict confidentiality when handling sensitive or privileged information
- Demonstrates an ability/willingness to advocate diversity; communicate and work effectively with girls and adults from diverse racial, cultural, social, educational, abilities and economic backgrounds
- Has no outstanding debt to the Girl Scout organization
- Completes training for the position
- Ability to devote sufficient time to fulfill responsibilities of the position and commitment to be a part of the transition process including mentoring a successor

How to Partner With Older Girls

The Girl Scout Leadership Experience (GSLE) allows girls to Discover, Connect, and Take Action. Encourage girls to get involved in planning events and provide them with the tools and guidance they need to succeed. Though it may be easier to plan an event yourself, empowering girls to help plan them in partnership with you will give those girls the leadership experiences they need to grow. Older girl troops consist of Girl Scout Juniors, Cadettes, Seniors, and Ambassadors. As the girls progress in their grade levels, they also will progress in the types and amount of planning they can accomplish.

Below are some examples of how to incorporate the GSLE when partnering with older girls.

Discover

Girls can help in the planning stages by investigating facilities that may be possible host sites. They can also help in setting the budget and researching past events' successes and failures. They are also a great resource for ideas of what girls want to do at an event.

Connect

Girls can communicate the event to the rest of the service unit by creating fliers, distributing them, and answering any questions regarding the event. They can connect with participating leaders through e-mail and relate event specific information.

Take Action

Girls can shop for event materials with the money budgeted. They also can help in the actual set-up of the event with tables and decorations. During the event they can run the stations and then help with the clean up. They can help finalize paperwork from the event and report the evaluations.

In addition to incorporating the GSLE, many service units also utilize their older girl troops in their events throughout the year to help retain Girl Scout Daisies and Brownies who look up to the older girls as role models. Younger troops can have a "Buddy Troop" that they partner with to do activities throughout the year. This "Buddy Troop" can be another Girl Scout Daisy or Brownie troop, and it also could consist of an older girl troop. Program aides are available to help assist younger troops or at events.

Contact the service unit special events coordinator to ask about older girl troops that are able to assist in any way.

Service Unit Event Timeline



4 to 6 months before your event

1. Involve girls in the planning process. Depending on their grade level, decide how to appropriately include them in providing input, planning or leading activities.
2. Determine the purpose and focus of your event and who will be invited.
 - Does your event support the Girl Scout Leadership Experience (GSLE) with its three keys of leadership – Discover, Connect, and Take Action – and its 15 leadership outcomes?
 - Does your event support the values in the Girl Scout Promise and Law?
 - Will the event provide for cooperative learning and personal growth?
 - Will the program be suitable to the age, group and experience level of those invited?
 - Will the event provide opportunities for hands-on activities?
3. **Research your event. Historical data may be available.**
 - What has been done before?
 - What are the possibilities?
 - If this is a repeat event, review evaluations from previous years. What needs to be improved?
 - Consult Safety Activity Checkpoints, and Volunteer Essentials to review council policies and procedures.
4. **Begin preliminary event planning, delegating as needed. Maintain communication with your SU special events coordinator as questions or problems arise.**
 - Do you need an event committee? Recruit volunteers.
 - Develop a timeline for this event.
 - When should this event be offered (what time of year)? Reference service unit, school, cultural and religious calendars. Consider expected weather conditions.
 - Are the activity choices culturally sensitive? Will girls be involved with people from diverse backgrounds?
 - Will a patch be offered? Does it need to be custom ordered?
 - Find an appropriate location or venue.
 - What is the total cost?
 - What is the break-even number? The event should be planned to break even.
 - How many girls can participate?
 - Are there provisions for girls with special needs?
 - What will be the cost per person?
 - Calculate the cost per person based on minimum participation.
 - Is it reasonable for what is being offered?
 - Is there a difference in the girl cost vs. the adult cost?
 - Is a deposit needed? By what date? Is it refundable?
 - Is there a minimum payment? Is it refundable?
 - Is a contract required? Check council procedures for authorized signer.
 - Are there participant waivers that need to be completed?
 - Make sure that the location is an approved facility and has an up-to-date Certificate of Insurance on file with council.
 - Using the flier template, create a draft version containing all the required information.
 - Is an event first aider needed? See Health and Safety Guidelines.

5. Complete the SU Program and Event Planning Form and turn in with a draft of your flier, a plan for the day's activities, and the projected SU Event Financial Report to your SU special events coordinator. See the SU Program and Event Planning Form for details.
 - Consider arrival and departure plans, parking, collection of coats/outerwear, information/patch/T-shirt distribution, if applicable.
 - How will girl participation and responsibility be incorporated into the event?
6. Once your event plans are reviewed, work with your SU special events coordinator to finalize any necessary paperwork or contracts and obtain facility deposit from the SU treasurer. Confirm in writing that the facility is reserved for your event on your selected date.
7. Finalize your promotional flier. Flier distribution will be handled according to SU practices.
8. After flier distribution, be prepared for phone calls or e-mails requesting information about the event.

2 to 3 months before your event

1. Plan to speak, or have girls speak, at your service unit meeting to promote your event. Look for other opportunities for event promotion.
2. As registration forms and checks come in, create a participant roster by troop and maintain an accurate count. Have a process in place to prioritize registrations if you are expecting more participants than can be accommodated.
3. Turn in checks to your SU treasurer in a timely fashion and always before funds are needed. Check with your SU treasurer concerning service unit-specific practices.
4. Establish emergency procedures for the day of the event.
5. Plan for an easily communicated clean-up process after the event. How will the girls help?
6. Keep your SU special events coordinator apprised of any event changes or concerns.

1 month before your event / registration RSVP deadline

1. Review registrations received.
 - Are you close to the maximum or minimum number of participants?
 - Are there so few that you aren't going to cover your costs?
 - Work with your SU special events coordinator to find a solution.
2. Secure special event insurance, if necessary.
3. Determine patch order.

2 to 3 weeks before your event

1. Inform SU special events coordinator and SU treasurer of any anticipated overages or shortfalls of money.
2. Send registration confirmation to participating girls and troops, if appropriate.
3. Confirm number of participants with your facility and event committee.
4. Determine who is going to do what on the day of the event. Everyone should have a role.
5. Purchase any needed items. Keep receipts for reimbursement by SU treasurer.
 - If a snack is being provided, is it culturally sensitive and are food allergies being considered?
6. Prepare participant or troop evaluation forms for distribution on the day of the event.
7. Arrange for photographer or publicity coverage for the day of the event, ensuring all girls have photo permission clearance either through registration form or separate photo release.

Day of the event

1. Arrive early and check in with your facility contact.
2. Have your event committee all wear the same color or shirt, or identify them with a special nametag.
3. Post any needed directional signs or schedules.
4. Set up a first aid and/or refreshment station, if needed.
5. Set up an arrival/registration table.
 - Registration should be open 30 minutes prior to event start with multiple stations as necessary to accommodate number registered.
 - Have all the necessary supplies handy, i.e. pencils, name tags.
 - Is there written information that needs to be distributed to the participants i.e., schedule, map, evaluation forms, cleanup process?
6. Have a plan in place for late arrivals or early departures.
7. Collect Participant/Troop Evaluations as they leave.
8. Extend a “thank you” to the event planner and event committee, if appropriate and if possible.
9. Acknowledge any guests or dignitaries present at the beginning or end of the event.
10. Enlist girls to help tidy up. Girl Scouts always leave a place cleaner than they found it.

Within two weeks after your event

1. Turn in all receipts for reimbursement to SU treasurer. Make sure all bills have been paid.
2. Complete the SU Event Financial Report, Event Evaluation, and Participant Evaluation forms and turn in to your SU special events coordinator. Include any additional information that would be helpful to someone planning a similar event in the future.
3. Involve girl volunteers in the event evaluation process.
4. Write thank you notes as appropriate.
5. Return any reusable or borrowed materials.

Health and Safety Guidelines



Meeting the health and safety needs of ALL participants at an event must be the number one priority of an event planner. Please review the areas listed below in order to ensure that all safety guidelines have been met.

Note: *Safety Activity Checkpoints, now available online at www.girlscoutsgcnwi.org, is replacing Safety-Wise as the preferred primary reference for safety and contains the most up-to-date information.*

Safety Activity Checkpoints – Volunteer Essentials

- Ensure adult-to-girl ratio
- Review and follow Safety Activity Checkpoints for event
- Provide additional insurance if needed; ask service unit special event coordinator for information and assistance
- When using vehicles other than personal ones, check with council for required coverage
- Establish emergency plan for participants and communicate information (including nearest hospital)

Site Considerations

- Tour site to examine exits, restrooms, cooking and serving areas, equipment that may be used, location of telephone, plus handicap accessibility
- Determine traffic flow to avoid congestion and safety issues
- Establish that site has required certificate of insurance on file

Responsibilities of First Aider – (if required, refer to Safety Activity Checkpoints or Volunteer Essentials)

- Level 2 training required if event has more than 200 participants or is considered unusual or high risk
- Has current required training
- Has examined and determined that first aid kit is fully stocked
- Completes accident/incident report as needed (form can be found at www.girlscoutsgcnwi.org under Current Volunteers, Resources and Forms)
- Establishes first aid area

Responsibilities of Troop/Group Leader

- Has collected permission slips for all girls present
- Has correct ratio of adults to girls
- Has current health histories/emergency contact info for all girls and adults at event
- Refers to trip and travel overview in Volunteer Essentials for appropriate notification guidelines
- When an accident or illness occurs, informs event planner
- Communicates any special needs to event planner



Service Unit Program and Event Planning Form

Instructions:

Complete this form and return to your SU special events coordinator along with your itinerary/agenda and draft promotional flier, at least four months before your event. Along with your agenda, please include a logistics plan with a schedule of activities, arrival/departure details, how to set up registration, etc. You may not promote this event, collect fees, and/or registration prior to review by the service unit special events coordinator.

Name of Event _____ Date of Event _____ Time _____

Service Unit _____ Promote outside of service unit? _____

Event Chair _____ Troop Number _____

E-mail Address _____ Phone Number _____

Event Site _____ Address _____

Approved certificate of insurance? _____ Yes _____ No Waiver required? _____ Yes _____ No

Contract required? _____ Yes _____ No Deposit required? _____ Yes _____ No

Total cost _____ Estimated cost per girl _____ Estimated cost per adult _____

Program age level(s) that will be attending _____

Participants: Maximum _____ Minimum _____ Break-even _____

Are non-Girl Scouts (parents, siblings, special guests) invited to participate? _____ Yes _____ No

If yes, you will need additional insurance. See Volunteer Essentials for details.

What is the proposed outcome or purpose of this event? How are you incorporating the GSLE with its three keys to leadership – Discover, Connect, Take Action? Will the girls DISCOVER? Will the girls CONNECT? Will the girls TAKE ACTION? Which of the 15 leadership outcomes will the girls achieve from this event?

Service Unit Event Financial Report

SU # _____ SU Name _____ Event Name _____

Event Planner _____ E-mail Address _____

Phone Number _____ Event Date(s) _____

Submit this form TWICE. Turn into SU special events coordinator before the event with projected information, the Event Program and Planning Form, and Event Flier draft. It will be reviewed before the event can be publicized. Once the event is complete, submit with the actual information and the Event Evaluation within two weeks. Please keep a copy.

	<u>Projected:</u>	<u>Actual:</u>
# of Participants		
Adults		
Girls		
Additional Guests		
Min/Max # of Participants		
<u>Income</u>		
Event Fees		
Collected before event		
Collected at event		
Patch Fee (if separate)		
Other (in-kind donations)		
Misc		
<i>Total Income</i>		
<u>Expenses</u>		
Rental Fees (site/equipment)		
Custodial Fees		
Fees (Speaker, babysitter, etc.)		
Program (supplies/equipment/crafts)		
Copies/Printing		
Food		
First Aid Supplies (200+ requires Level 2 FA)		
Postage		
Transportation		
Recognition (Patches/T-Shirts/Thank You)		
Non-Member Insurance(11¢/person-\$5 min)		
Miscellaneous		
<i>Total Expenses</i>		
<i>Net Profit/Loss</i>		

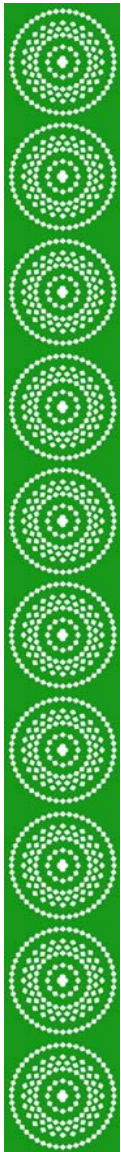
Using the Council Event Flier Template



We encourage you to use the following council/service unit flier template as you prepare for your event. The form is available as an interactive PDF into which you may directly fill your specific information.

Helpful Hints for a Successful Flier:

- **Filling out the “What”** – be sure to include what kind of event it is (a dance, a Thinking Day event, etc.) and what journeys or badges may be earned or partially earned by participating.
- **Filling out the “When”** – include month, day, time (including a.m. or p.m.)
- **Deadline** – Keep in mind that if the event is “first-come, first-served” then you will want to communicate that. Establishing a deadline well in advance of the actual event will help you with your planning, especially if there is a minimum of participants in order for the event to take place. Have a process in mind to handle the registration priorities by postmark, if necessary.
- **RSVP** – Include how the registration should be submitted (mail or e-mail or both) and to whom, including specific name or troop.
- **Siblings and non-Girl Scouts** – Please be sure to specify whether siblings are invited to the event or if it is positioned as a recruitment event which may attract non-Girl Scouts.
- **Costs** – Please be specific and clear about the costs associated with the event, as well as whether fees are non-refundable and under what conditions.



Service Unit:

Event Name:

Who:

What:

Date:

Time:

Where:

Siblings welcome:

☐ Yes

☐ No

Non-Girl Scouts invited:

☐ Yes

☐ No

Registration Deadline:

RSVP to:

Cost:

Bring:

Direct questions to:

Note: Please do not contact the facility. This event is being run by Girl Scouts, not the facility.

Event Name: _____

Registration Deadline: _____

Troop #: _____ E-mail: _____

Leader Name: _____ Phone: _____

Number of girls attending _____ @ \$ _____ = _____

Number of adults attending _____ @ \$ _____ = _____

Number of patches _____ @ \$ _____ = _____

Total \$ _____

Food allergies/special needs _____

Please submit ONE troop check per troop for all participants. Please do NOT submit individual checks unless you are registering as an individual girl member. (Individuals must attend with an adult.) Make sure to fill out parent permission slips and request appropriate approvals.



Event Evaluation

This form is to be filled out by the service unit event planner. Please return to the service unit special event coordinator.

Event: _____ Date of Event: _____

SU Event Planner: _____ E-mail: _____

Number of girls on committee: _____ Age Groups: _____

Number of adults on committee: _____

Number of girls attending: _____ Age Groups: _____

Number of adults attending: _____ Additional attendees: _____

Were you pleased with the event and the plans? _____

Describe what went well:

What would you change?

What was the favorite activity? _____

Have you sent thank-you notes to groups, people, or organizations who helped? ☐ Yes ☐ No

Other suggestions?

Please attach summary of participant surveys and any site specific information like a schedule, contact information, shopping lists, etc.



Participant Evaluation

Event Name: _____ Date: _____

Troop/Individual (optional): _____ Level: _____

Things I liked: _____

Things to change: _____

Other suggestions: _____



Participant Evaluation

Event Name: _____ Date: _____

Troop/Individual (optional): _____ Level: _____

Things I liked: _____

Things to change: _____

Other suggestions: _____
