






# Event Consultant Guide

# Girl Scouts offers the best leadership development experience for girls in the world.

The Girl Scout Leadership Experience (GSLE) is a one-of-a-kind leadership development program for girls, with proven results. It is based on time-tested methods and research-backed programming that help girls take the lead—in their own lives and in the world.


Research shows that girls learn best in an all-girl, girl-led, and girl-friendly environment. Girl Scouts is a place where she'll practice different skills, explore her potential, take on leadership positions—and even feel allowed to fail, dust herself off, get up, and try again.

Through Girl Scouts, girls:


-  **Discover** who they are and what they care about
-  **Connect** with others locally and globally to learn from others and expand their horizons
-  **Take Action** to make the world a better place.

Girl Scouts gain important skills in four areas that form the foundation of the GSLE:


STEAM/STEM




ENTREPRENEURSHIP








CIVIC ENGAGEMENT/  
LIFE SKILLS



OUTDOOR  
EXPERIENCES



By participating in the GSLE, girls walk away with 5 key outcomes:

-  Develop a strong sense of self.
-  Seek challenges and learn from setbacks.
-  Display positive values.
-  Form and maintain healthy relationships.
-  Learns to identify and solve problems in the community.



Service units are integral in bringing the GSLE to life and helping girls achieve these key outcomes. Thank you for all you do to grow the next generation of leaders!

GSKSMO serves 20,000 girls in Kindergarten–12<sup>th</sup> grade across its 47 county council.

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## Welcome to the Service Unit Team!

Thank you for agreeing to serve as an event consultant for your local service unit. Your role is important to the success of the Girl Scout movement. As an administrative volunteer, you help troop leaders bring the Girl Scout Leadership Experience to life!

When you complete your GSUSA registration this year, your Service Unit Support Manager (SUSM) will add or renew the position code “Event Consultant” to your membership. This will be used to keep a roster and facilitate communication with all of the event consultants across the council.

So much happens behind the scenes in Girl Scouts. Most girls have no idea how many adults it takes to keep our troops running smoothly. Thank you for taking on a role that supports troop leaders in building a great experience for girls.

Your job has 2 key components:

- Managing service unit events
- Promoting the Girl Scout Leadership Experience

There is a whole volunteer team around you—your service team. Your direct supervisor is the Service Unit Manager (SUM). There is a whole staff team behind you, too. Your SUSM is your service unit’s liaison to Girl Scout headquarters. The Troop Experience Manager team is also here to help.

# Event Consultant Volunteer Job Description

**Department:** Mission Delivery    **Appointed by:** Service Unit Manager (SUM)

**Purpose:** The events consultant oversees the creation, marketing, and execution of service unit events designed to meet the needs and interests of girls and further the GS mission.

**Term of appointment:** One Girl Scout year, with possibility for continued service

**Support:** Direct support is provided by the SUM and SUSM. She/he has access to relevant learning opportunities and materials that prepare for and support this role.

## Responsibilities:

- Meet with Service Team annually to determine event needs for the upcoming year.
- Review Volunteer Essentials and Safety Activity Checkpoints to make sure all planned events meet safety guidelines.
- Interpret the Girl Scout Leadership Experience and core national program materials into events that build community within the SU and achieve desired outcomes.
- Ensure that adequate insurance is purchased at least 4 weeks in advance of each event for any non- member participants.
- Ensure that all needed logistics are carried out, including site, fees, registration, clean-up, and materials needed for events.
- Recruit additional volunteers to assist with event planning & implementation. (All adults who work with girls must be approved GS volunteers)
- Evaluate SU events and use evaluations to plan for next year.
- Complete position training
- Remain informed about and comply with the most current policies, procedures, and guidelines of GSKSMO and GSUSA.

## Core Competencies:

- Girl focus: Empower girls to lead, learn by doing, and cooperate with others on current issues that involve their interests and needs, while having fun
- Personal integrity: Demonstrate dependability, honesty, and credibility
- Adaptability: Adjust, modify own behavior, and remain flexible and tolerant in response to changing situations and environments
- Oral communication: Express ideas and facts clearly and accurately
- Foster diversity: Understand, respect, and embrace differences
- Computer skills: Access to e-mail and the Internet

## Requirements:

- Must be a registered member of GSUSA
- Must pass a criminal background check
- Be guided in all actions by the girl scout Mission, Promise and Law
- Ability to keep accurate record
- Willingness to work effectively with other team members
- Demonstrate group and interpersonal communication skills
- Excellent organization and project-management skills

*This position description is not intended to be all-inclusive. Reasonable accommodations will be made to allow individuals with disabilities to perform volunteer jobs with the council whenever possible.*

# Part 1: Managing Service Unit Events

Service unit events provide unique opportunities for girls to participate in Girl Scouts beyond their individual troops. Events help girls and families understand Girl Scout sisterhood and expand girls' view of their community.

Your job is to lead the planning, execution and evaluation of service unit events in your area. How many events are needed? If you're starting from scratch, shoot for 2-4 events each year including a summer day camp or camporee program. (NOTE: You do not have to be the chair for every committee!)

Common service unit events include camporees, World Thinking Day Events, Girl Scout Week events, Juliette Low's Birthday events, service projects, family events, lock-ins, day camps, and more. Consider trying something new, too, like a service unit science fair, career day, bridging & awards ceremony...if girls can dream it, you can do it!

## STEPS TO EVENT MANAGEMENT:

### 1. Make a plan.

- Listen to girls—what kind of events do they want?
- Determine the number and type of events your service unit would like to plan during the year.
- Plan to make an impact in girls' lives. See "Identifying the Outcome of Service Unit Events" in the Event Planning Guide in the resource section of this guide for examples of fun events that meet GS leadership outcomes.

### 2. Build your team.

- Recruit volunteers or event committees to plan and execute each event.
- Make sure all volunteers follow safety guidelines and, if they will be working directly with girls or money, complete criminal background checks and volunteer applications.
- Use the "Event Planning Guide" found in the Resource Section of this manual. This guide will help you lead volunteers through the steps of event planning. It includes a step-by-step checklist as well as sample forms.

### 3. Maintain Girl Scout safety standards.

- Check Safety Activity Checkpoints for all events and activities that are planned. (If you have questions, ask your SUSM or the Troop Experience Team.)
- Review Volunteer Essentials chapter titled "Safety."
- Be sure to maintain correct girl to adult ratios in the safety section of Volunteer Essentials."
- Purchase additional insurance if needed. See the GSKSMO website for more information.
- If the event involves an overnight not on council property, please be in contact with your SUSM.
- Be wary of businesses that require waivers, hold harmless, or release of liability. Remember, you cannot sign such agreement on behalf of Girl Scouts. The parents of each girl must sign waivers and council staff must sign contracts or any other legal documents.

### 4. Get girls involved in the planning.

- Though it may be easier to plan an event yourself, empowering girls to help plan in partnership with you will give those girls the leadership experiences they need to grow.
- Remember that ours is a girl-led experience, made powerful through cooperative learning and learning by doing.

## Part 2:

# Promoting the Girl Scout Leadership Experience

Girl Scouting is fun with a purpose! The main way to ensure that events have a purpose is to utilize the Girl Scout Leadership Experience. Keep the GS mission and leadership experience in mind when you help event planners make events fun, friendly, safe environments where girls Discover, Connect, and Take Action to make the world a better place.

- Know the Girl Scout Leadership Experience (GSLE).
- Be a champion for the Three Girl Scout Processes.
- Start with the end in mind. When planning events, talk to leaders about what girls can gain from participating and how fun with a purpose builds leadership.
- Be knowledgeable in Girl Scout program materials. Incorporate some of the program materials (Journeys, proficiency badges) into service unit events.
- Showcase community service and Take Action! Maybe your unit can host a “Take Action Fair” (like a science fair) where troops share the community service/Take Action projects they’re working on.

### Be a leadership role model.

**Challenge up.** See something that needs fixed? Talk to your service unit manager, SUSM, and/or the troop experiences team about issues you’re having. If something isn’t working, we want to hear from you.

**Support down.** As a leader, it is important to support the entire Girl Scout program to other volunteers and girls.

### Resources to help you:

- Review the Girl Scout Leadership Experience overview in the Resources section of this manual.
- Review the Journey overview & Girl’s Guide to Girl Scouting overview in the Resources section of this manual. Get familiar with the program by visiting the Girl Scout Shop. Your service unit may own copies of program resources for you to use in event planning, too.
- The council website: [gsksmo.org](http://gsksmo.org)
- The GSUSA website: [girlscouts.org](http://girlscouts.org)
- GSKSMO age level Facebook Pages



### Did you know?

Girl Scouts is a not for profit 501 c 3 organization and receives important tax-deductible donations from individuals, foundations, corporations, United Way and Combined Federal Campaigns?

Financial support from our volunteers and others who care about girls is very important. One easy way to give is through our monthly giving club, Daisy’s Circle, that helps to support the mission of building girls of courage, confidence and character who make the world a better place.

Visit [daisyscircle.org](http://daisyscircle.org) to learn more!

# Event Planning Guide

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

This guide can be used whether you are a SU Event Consultant, an adult volunteer or a troop planning an event for girls. It will help you with forming a committee, logistics and finances while following a timeline. It 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 in its entirety before you begin planning your event.

Your Service Unit Event Consultant and Service Unit Team are available to support you through this process.

# **The Importance of Service Unit Events**

## **Benefits of Service Unit Events**

- 1) They are fun ways to show girls they belong to a big sisterhood.
- 2) They inspire girls to continue growing through Girl Scouts.
- 3) They create stronger connections with Girl Scout families.
- 4) They provide a great opportunity to include teen Girl Scouts in planning and hosting events. This gives them the opportunity to be leaders and role models.

## **Build a Team**

Reach out to volunteers and parents to see how they might be able to help. Invite people to share their skills, location space, 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.

## **How to Partner with Girls**

Why do we have service unit events? For the girls! So naturally a very important part of planning an event is getting girls' ideas on what they want the event to look like. How do you do this? Getting girl input and using older girls in the planning of the event.

Here are a few ways girls can partner with adults while planning events:

- Girls can help choose events. Before planning goes on, it is important to find out what kind of event girls would like to attend. You could invite girls to a service unit meeting and have them brainstorm. Have each troop brainstorm ideas at a troop meeting and then submit their top three.
- 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.
- 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 cleanup. They can help finalize paperwork from the event and report the evaluations.
- Start a girl planning committee. Encourage each troop to choose at least one representative to be part of the committee and recruit an adult to be the advisor. Having girls plan your event may seem daunting right now, but don't worry. You are not turning over the coordination of the entire event. You are getting their input on the various aspects of the event.
- Older girls can lead younger girls in some of the activities during the event.

! Remember that older girls love to help with events but they also like events specifically designed for them.



# The Checklist

Please note this is a sample timeline and checklist. Depending on the size and scope of the event the timeline and tasks might need to be adjusted.

## Two to three months prior to the event

- ☐ **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
- ☐ **Determine the purpose and focus of the event and who will be invited.** Below are a few possible questions for you to ask about your event.
  - Does your event support the Girl Scout Leadership Experience (GSLE) with its three keys to leadership – Discover, Connect and Take Action – and the 4 pillars of Girl Scouts (STEAM, Outdoors, entrepreneurship/Civic engagement or Life skills)?
  - Does your event support the Journeys or Girl's Guide to Girl Scouting?
  - Will the program be suitable to the age, group and experience level of those invited?
- ☐ **Get girl input on your event ideas.** Consider their thoughts and choose a purpose/theme for the event. Depending on their grade level, decide how to appropriately include them in providing input, planning or leading activities.
- ☐ **Review Safety Activity Checkpoints** for related standards and guidelines. Ensure that the event falls within all safety and council guidelines.
- ☐ **If the event is outside council boundaries or involves an overnight** that is not on GSKSMO's property, council approval is required. See the [Activity and Trip Application](#) for more information.
- ☐ **Research your event.** Historical data may be available.
  - What has been done before?
  - If this is a repeat, review evaluations from previous years. What needs to be improved?
- ☐ **Select a possible date.**
  - Consider other activities that may impact participation such as religious or national holidays, community events and council-wide Girl Scout events.
  - Consider if a rain/snow date is needed.
- ☐ **Create a budget for the event.**
  - Include the cost of food, facility rental, materials, patches, etc. (see sample report on page 14)
  - Determine cost of event for each participant and if necessary, set a minimum number of participants needed to hold the event.
- ☐ **Decide on a start time and end time,** keeping in mind the age/grade when choosing how long the event should last.
- ☐ **Reserve a facility.**
  - Is a deposit needed? By what date? Is it refundable? Who will pay it?
  - 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 for approval using the Activity and Trip Application.

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**Plan specific activities for event.**

Whenever possible provide hands-on activities and consider alternating between stationary activities and active ones. Will people with specific experience/skills or specialized training be needed?

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**Determine pre-event details.**

Who is eligible to attend? 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? Will non-registered girls be invited? What is the maximum number of participants?

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**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 your membership manager.

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**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? Flier templates are available in the Brand Center on the website.

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**Complete the SU Program and Event Planning Form** and turn it in with a draft of your flier, a plan for the day's activities and project SU Event Financial Report to your SU Events Coordinator.

## One and a half to two months prior to the event

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**Develop a crisis management plan.**

- Plan for an emergency (such as a tornado, snowstorm, 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?

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**Promote your event and collect registrations.**

- Speak or have girls speak at your SU meeting to promote the event.
- Pass out fliers.
- Post on your SU web page and Facebook Page.
- Work with your SUSM for other options.

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**Determine the awards or patches, based on the planned activities.**

If ordering Girl Scout branded patches, orders must be placed through the council shop. Patches should be ordered *at least* a month before your event. If it is a custom design, it might take longer.

## One month prior to the event

- ☐ **Make a list of the supplies/materials needed for the event.**  
Consider if it may be more cost effective to order in bulk. Can any of your materials be borrowed other volunteers, etc.? Don't forget dollar stores as potential places to buy supplies.
- ☐ **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.
- ☐ **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.
- ☐ **Secure specialized volunteers and/or speakers.**  
Confirm event details (time, date, location, expectations) with all volunteers.
- ☐ **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?
- ☐ **Check the event budget** as supplies are being purchased and make any needed changes.
- ☐ **Continue to promote your event and collect registrations** (until your registration deadline).
  - As registration forms and checks or bank transfers are received, create a participant roster by troop and maintain an accurate count.
  - Ensure all girls that are participating are a currently registered member.
  - Have a process in place to prioritize registration if you are expecting more participants than can be accommodated.
- ☐ **If non-Girl Scout members will be participating, be sure to purchase additional insurance.**  
The Insurance Purchase Form can be found on the website ([gsksmo.org/forms](https://gsksmo.org/forms)). It should be returned with payment to the council as soon as possible or at least 2 weeks prior to your event.

## Two to three weeks prior to the event

- ☐ Confirm that all committee members have begun to finalize their responsibilities.
- ☐ Continue to promote your event and collect registrations (until your registration deadline).  
Are you close to minimum or maximum number of participants?  
Are there so few that you aren't going to cover your costs? If so, work with your SU Event Consultant to find a solution.
- ☐ Confirm the total number of people expected to attend (after registration deadline).

- ☐ 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.
- ☐ 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.
- ☐ Security: Make sure you have an appropriate plan. 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.
- ☐ Send out confirmations to participants, if necessary. Confirm start and end times, directions, and any special items they may need to bring.
- ☐ Design an evaluation form for participants. A sample is included in this guide.
- ☐ Purchase insurance for non-member participants.
- ☐ If checks are needed to pay bills or vendors on event day, request the checks via the online form.

## One week prior to the event

- ☐ Secure a cash advance if needed for the day of the event.
- ☐ Confirm that any materials needed for the event have been purchased.
- ☐ Confirm specialized volunteers and/or speakers.
- ☐ 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.

## Day of event

- ☐ Buy any perishable supplies.
- ☐ Make sure to have at least one copy of the Incident Form ([gsksmo.org/forms](https://gsksmo.org/forms)), and emergency numbers for reference during the event.
- ☐ Arrive early to set up. It can be helpful to begin set up about 90 min. before the event is scheduled to start. This way you'll be ready at least 30 min. before event starts, or before participants begin arriving to check-in.

- ☐ Have a plan in place for late arrivals or early departures.
- ☐ Review the general expectations and the crisis management plan with all event volunteers.
- ☐ 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.
- ☐ Have fun! Take photos of the girls participating in the activities.
- ☐ Have participants evaluate the program at the end of the event. You may want to create an evaluation form for all participants to fill out. A sample one is included in this guide.
- ☐ Thank the volunteers, participants, specialized volunteers and/or speakers.

## **1 to 2 weeks after the event**

- ☐ Meet with the committee members to review the participants' evaluations, evaluate the event, and make recommendations for improving future events.
- ☐ Complete the SU Event Financial Report and Event Evaluation form. Turn in to SU Event Consultant.
- ☐ Send thank you notes to all donors, speakers, volunteers and facility staff.
- ☐ Create a final budget report and an event summary to file for future reference.
- ☐ Turn in all receipts for reimbursement.
- ☐ Make sure all bills have been paid.

# 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.

## **Safety Activity Checkpoints – Volunteer Essentials**

- Ensure adult-to-girl ratio
- Review the Chapter 4: Safety section of [Volunteer Essentials](#)
- Review and follow [Safety Activity Checkpoints](#) for event
- Purchase [additional insurance](#) if needed
- 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

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

- Has current required training
- Has examined and determined that first aid kit is fully stocked
- Completes Incident Form as needed
- Establishes first aid area
- If the event has over 200 participants, an additional first aider is required

## **Responsibilities of Troop/Group Leader**

- Has copies of the health history and annual permission form for all girls present.
- Has correct ratio of adults to girls – These are approved adults who must always be responsible for the girls and do not have tags present.
- When an accident or illness occurs, informs event planner
- Communicates any special needs to event planner

## **Council Approval**

- Council approval is needed for service unit events involving overnights not on council properties, activities outside of council boundaries and high-risk activities, contact your SUSM for more information.
- To receive permission, contact your service unit support manager at least 6 weeks prior to the event. Individual troops do not need to submit an application if participating in a Service Unit event.

## **Non-members and Additional Insurance**

- Most service unit events are typically planned for registered Girl Scouts and their adult volunteers. For those events, all girls must be registered in order to participate. Adults must have completed background checks and volunteer applications. Additional insurance must be purchased for any non-member adults volunteering.
- Some events, like father/daughter dances, bridging ceremonies or family picnics, are open to family members. For these events, additional insurance must be purchased to cover all non-registered adults or tags.
- Tags are able to participate in events where age-appropriate activities are provided for them. They must have proper supervision outside of approved adults who are responsible for their Girl Scout troops.

# Contracts

When planning events, you might encounter contracts that need to be signed. Some common contracts include facility rental or equipment rental agreements. Contracts must be signed by an authorized GS staff person. To submit a contract for review and to be signed, contact your SUSM.

## Event Promotion

Most events are promoted directly to a service unit through SU meetings, distribution of fliers or posting on SU web pages. Here are a few things to keep in mind when promoting events.

- Timeline – allow plenty of time for leaders to talk to their troops and collect money. We recommend starting at least 8 weeks prior to the event or registration deadline. If you aren't ready to start registration you can at least promote the date.
- Fliers – see “Using the Council Brand Center” below for guidelines and artwork.
- One promotional event email may be sent to all girls/families registered in your SU using the council's Constant Contact account. Work with your service unit manager and SUSM to utilize.
- Individual girls – you might have girls in your service unit that are not connected to a troop or have entered through a pathway other than the troop. Work with your SUSM to invite these girls to SU events.
- Regional events – sometimes events are promoted to multiple service units. Work with your SUSM to reach out to service units around you.

## Using the Brand Center for Fliers

Fliers can be a helpful way to promote your event. When using the Girl Scout brand (name, logo, etc.) there are a few guidelines we ask that you follow. The [Brand Center](#) provides some graphic elements for download and the required guidelines.

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.
- Registration – 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. Don't forget that you will need to purchase additional insurance when they attend.
- 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.

Work with your SUSM if you need your flier printed. It is also helpful to have your flier as a PDF. This allows you to email it to troop leaders.



# Events as Money Earning Projects

Service unit activities should not be money earning events. They are meant to be inclusive of all girls in the service unit. Service unit events should be budgeted to breakeven. However, it is not an issue if a little money is made after the event is over due to decreased expenses.

If a troop or Service Unit, would like to offer an event to raise money the following guidelines should be followed:

- Permission is sought using the [Money Earning Application](#) prior to the planning of the event.
- The event can be advertised to the service unit but cannot be marketed as a service unit event. The flyer should clearly state that the event is a money earning activity, who is hosting it and how the money will be spent.
- If the event involves your fellow Girl Scouts, prices should be realistic, and the profit margin is minimal.

## Identifying the Purpose/Outcome of SU Events

- Achieve one (or more) of the 15 leadership outcomes.
- Provide opportunities for girls to Discover, Connect and Take Action.
- Incorporate the three Girl Scout processes: girl-led, learn-by-doing, cooperative learning.
- Are fun, engaging, affordable and age-appropriate for your target audience.

### Event Examples

Outcome	Event Theme	Ideas
Girls advance diversity in a multicultural world.	Thinking Day	Use Journeys with multicultural themes like Brownie World of Girls, Senior Girltopia and Daisy 3 Cheers for Animals to help you choose activities. Visit the World Thinking Day page of GSUSA's website for activities and materials.
Girls develop a strong sense of self.	It's Your Story Day	Choose activities from the It's Your Story Journeys. Have a storyteller attend. Use activities from the Dove Real Beauty campaign.
Girls can identify community needs.	Father/Daughter Planet Day	Choose activities from the It's Your Planet Journeys. Have the event at a council camp and let them explore nature. Involve a nature related service project or Girl Scouts Forever Green.
Girls gain practical life skills.	Cookie University	To kick-off the cookie program, plan a day event that teaches girls about the cookies, financial literacy and basic business skills. Consider incorporating activities from the cookie or financial literacy badges.



# Event Ideas:

## **Juliette Gordon Low's Birthday (Oct. 31) or Girl Scout Birthday (March 12)**

- Purpose: Juliette Low's Birthday - To learn about and remember the founder of Girl Scouting in the USA, Juliette Gordon Low. Girl Scout Birthday - To celebrate the birthday of Girl Scouting in the USA that began on March 12, 1912. Girl Scout Week begins on the Sunday prior to March 12 and ends on the Saturday following March 12.

### Activity Ideas:

- Complete a few steps of the Girl Scout Ways Badges
- Birthday party with a Take Action or service project

### Additional Resources:

- The Girl's Guide to Girl Scouting
- Girl Scouts of the USA web site: [www.girlscouts.org](http://www.girlscouts.org)

## **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 official holiday is February 22.

### Activity Ideas:

- A Worlds of Girls event with international songs, stories, food and games including stories from girls in other countries incorporating activities from the Journeys.
- Work on the GSUSA World Thinking Day Patch or the Global Action Patch
- Presentations and demonstrations by people from other countries

### Additional Resources:

- Journeys with international themes
- The Girl's Guide to Girl Scouting
- Girl Scouts of the USA web site: [www.girlscouts.org](http://www.girlscouts.org)
- World Association of Girl Guides and Girl Scouts web site: [www.wagggs.org](http://www.wagggs.org)

## **Family Event**

- Purpose: To welcome families to Girl Scouts and to show them why Girl Scouts matters.

### Activity Ideas:

- Father/Daughter STEM Day involving various science experiments
- Mother/Daughter Japanese Tea
- Court of Awards and Bridging Ceremony with a picnic

### Additional Resources:

- Girl Scout Journeys
- The Girl's Guide to Girl Scouting
- Girl Scouts of the USA web site: [www.girlscouts.org](http://www.girlscouts.org)

## **Journey Event**

- Purpose: To guide girls to develop as leaders.

### Activity Ideas:

- Focus on Daisies and host a caring for animals fair
- For Brownies host a Wonders of Water Event.
- For all ages host an It's Your Planet Event using activities from the entire Journey series
- It's Your Story Day with story tellers or self-esteem activities

### Additional Resources:

- Girl Scout Journeys
- Girl Scouts of the USA web site: [www.girlscouts.org](http://www.girlscouts.org)

## **Community Service Project**

- Purpose: To empower girls to make a difference in their communities.

### Activity Ideas:

- Service Unit wide collection drive (food, animal supplies, clothes, etc.)
- Park clean up

### Additional Resources:

- Girl Scouts of NE KS & NW MO website: [www.gsksmo.org](http://www.gsksmo.org)

# Best Practices for Journey and Badge Workshops

Badges and Journeys are important parts of the Girl Scouts experience. We want girls to have quality experiences where activities are girl-led, they can learn by doing and work in partnership with each other. Events are great ways for girls to earn parts of a Badge or Journey Award. Below are some best practices for planning events around Journeys and Badges.

## Badge Workshop

- The badges for Brownies through Ambassadors are proficiency badges and are meant to take time as girls develop their skills and discover more about a topic.
- To complete a badge, girls must complete one option from each of the steps. Steps should not be combined or skipped. Each step can usually be completed in 45 minutes to an hour.
- It is not recommended that all steps are completed in one setting. Work on badges should take several hours and girls should visit the skill multiple times. If you host an event for 2 hours, you can accomplish 2 to 3 activities. This allows for sign in, an opening, saying the promise, moving to a new “station”, clean up and a closing. Activities cannot be rushed, as girls must acquire the relevant skill associated with that badge and understand how the activity relates to that particular badge.
- Working on more than one or two badges in a day is discouraged.

## Journey Workshop

- Journeys are leadership experiences and are designed to take time. Girls are applying their skills in various leadership situations and should have time to Discover, Connect and Take Action. Each of components is important to the process and should not be skipped during an event.
- Journeys should not be completed in one day or a few hours.
- If doing a Journey in a condensed amount of time, like a weekend or an event, girls should complete some pre-Journey work and post-Journey work on their own.
- The take action projects should be girl-led. They can plan a take action project during the event and then carry it out at a later time.





# Service Unit Program and Event Planning Form

## Instructions:

Complete this form and return to your SU events consultant along with your itinerary/agenda and draft promotional flier, at least three 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 SU events consultant.

Name of Event \_\_\_\_\_

Date of Event \_\_\_\_\_ Time \_\_\_\_\_

Promotion Plans \_\_\_\_\_

Do you want to promote outside of service unit? ☐ Yes ☐ No

Event Chair \_\_\_\_\_ Troop Number \_\_\_\_\_

Email Address \_\_\_\_\_ Phone \_\_\_\_\_

Event Site \_\_\_\_\_ Address \_\_\_\_\_

Waiver required? ☐ Yes, ☐ No Contract required? ☐ Yes ☐ No

Deposit required? ☐ Yes ☐ No If yes, how much? \_\_\_\_\_

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?

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# Service Unit Event Financial Report

SU# \_\_\_\_\_ SU Name \_\_\_\_\_ Event Name \_\_\_\_\_

Event Planner \_\_\_\_\_ Event Date(s) \_\_\_\_\_

Email Address \_\_\_\_\_ Phone \_\_\_\_\_

Submit this form TWICE. Submit to SU event consultant 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.

	Projected:	Actual:
# of Participants		
Adults		
Girls		
Additional Guests		
Min/Max # of Participants		
<b>INCOME</b>		
Event Fees		
Collected before event		
Collected at event		
Patch Fee (if separate)		
Other (in-kind donations)		
Misc		
Total Income		
<b>EXPENSES</b>		
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		
Total Expenses		
Net Profit/Loss		





# SU Event Evaluation

*This form is to be filled out by the service unit event planner.  
Please return to the SU event consultant.*

Event: \_\_\_\_\_ Date of Event: \_\_\_\_\_

SU Event Planner: \_\_\_\_\_ Email: \_\_\_\_\_

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? \_\_\_\_\_

Purpose of event: \_\_\_\_\_

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Describe what went well: \_\_\_\_\_

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What would you change? \_\_\_\_\_

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What was the favorite activity? \_\_\_\_\_

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

Other suggestions? \_\_\_\_\_

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





# Participant Evaluation

Event: \_\_\_\_\_ Date: \_\_\_\_\_

Troop/Individual (optional): \_\_\_\_\_ Level: \_\_\_\_\_

I can do most things I try: ☐ Always ☐ Most of the time ☐ Some of the time ☐ Never

In Girl Scouts, I get to do things myself: ☐ Always ☐ Most of the time ☐ Some of the time ☐ Never

What was your favorite part of the program? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What would you change about the program? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Would you recommend the program to your friends? ☐ Yes ☐ No *Why or why not?* \_\_\_\_\_

\_\_\_\_\_

# Participant Evaluation

Event: \_\_\_\_\_ Date: \_\_\_\_\_

Troop/Individual (optional): \_\_\_\_\_ Level: \_\_\_\_\_

I can do most things I try: ☐ Always ☐ Most of the time ☐ Some of the time ☐ Never

In Girl Scouts, I get to do things myself: ☐ Always ☐ Most of the time ☐ Some of the time ☐ Never

What was your favorite part of the program? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What would you change about the program? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Would you recommend the program to your friends? ☐ Yes ☐ No *Why or why not?* \_\_\_\_\_

\_\_\_\_\_