Service Area
EVEN T GUIDE - PLANNING
EVERYTHING YOU NEED TO DELIVER HIGH-QUALITY EVENT EXPERIENCES FOR GIRL SCOUTS
GIRL SCOUT MISSION

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

GIRL SCOUT PROMISE

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

GIRL SCOUT LAW

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

GSNWGL

4693 N Lynndale Dr | Appleton, WI 54913
888.747.6945 | info@gsnwgl.org
gsnwgl.org
you’ve decided to host a Girl Scout service area event. Congratulations! You’ve just agreed to give girls in your community an opportunity to discover something new and connect with other girls to give them the best Girl Scout experience possible. You’re a go-getter!

BUT planning a large event is not always easy, and some people simply don’t have the time to plan on their own. That’s why we’ve put together this handy guide that lays it all out for you. You can choose to follow this guide exactly, or you can use it to get inspiration to enhance your already planned event. You may find that you jump back and forth between sections in this guide and don’t necessarily follow it page by page. That’s okay! Not everyone plans events in the same manner. Do what feels right for you and your planning team. We hope this guide makes your planning process a little easier and your service area event a smashing success!

WHAT’S IN THIS GUIDE THAT MAKES IT SO GREAT?

You’ll find everything you need plan, market, deliver, and evaluate your event. We’ll also give you some tips on how to secure (and thank!) your volunteers, provide an event planning checklist, and a budget template. Here’s a table of contents:

**THE BASICS AND BRAINSTORMING**
- Defining Events.................................4
- Girl Scout Leadership Experience...........5
- Tasks for Girls......................................6
- Timing....................................................7
- Themes....................................................7
- Event Locations.................................8

**PLANNING**
- Selecting Activities.............................10
- Budgeting................................................10-14
- Registering Participants.......................15
- Event Detail.............................................16
- Marketing.................................................17-18
- Securing Volunteers & Presenters...........19-20
- Favorite Fillers.......................................21-23

**TOOLBOX**
- Brainstorming Worksheet....................9
- Budget Checklist.................................12
- Budget Worksheet...............................13-14
- Marketing Checklist............................18
- Team Checklist.......................................19-20
- Planning Timeline...............................24
- Resources.............................................25
ADDITIONAL SUPPORT?
YES, PLEASE!

If you don’t find everything you need in this guide, we want to know! Contact us with questions, comments, or suggestions to make this resource as useful as it can be. Email program@gsnwgl.org to connect with one of our Program Managers!

LET’S GET STARTED...
WHAT’S A SERVICE AREA EVENT, WHAT’S A COUNCIL EVENT, AND WHAT’S THE DIFFERENCE?

Let’s get real here. Girl Scouts have lots of opportunities. Let’s make sure we know what we’re talking about.

<table>
<thead>
<tr>
<th>PROGRAM TYPE</th>
<th>WHO PLANS IT?</th>
<th>WHAT MAKES IT DIFFERENT?</th>
</tr>
</thead>
</table>
| Service Area Event                   | Volunteers             | • Events are typically only open to the service area or surrounding communities  
• Event is held in within the jurisdiction of the Service Area(s) hosting the event  
• Participants register directly to volunteer running event  
• Volunteer markets event                                                                                                           |
| Council Event                        | Council staff          | • Events are open to any registered Girl Scout in the council  
• Participants register at www.gsnwgl.org  
• Cookie Dough can be used to pay for program fee  
• Financial assistance is available  
• Events are marketed by GSNWGL                                                                                                     |
| On Your Own Partner Event or Member Perk | Community partners    | • Events are open to any registered Girl Scout in the Council  
• Participants may register directly to community partner or at www.gsnwgl.org  
• Some events allow for the use of cookie dough and financial assistance                                                             |
WHAT MAKES A GREAT GIRL SCOUT EVENT?

The Girl Scout Leadership Experience (GSLE) is what makes Girl Scouts the best leadership experience for girls. All our events should strive to give girls unique experiences they can’t get anywhere else.

GIRLS SHOULD: 🌈 sun ☀️

Discover something new they are interested in.

Connect with others and the world around them to learn more.

Take Action to make the world a better place based on what they now know.

These three processes together make for one life-changing program for girls. And the real magic happens when you add in these three keys to leadership:

Girl-led programming where girls make important decisions about their Girl Scout experience.

Cooperative learning that has girls working alongside their Girl Scout peers.

Learning by doing, or experiential, hands-on learning, which provides girls with memorable activities that will stick with them long after the event is over.

Input from girls should be an integral part of the planning process. Girl Scouts of any age can give you input on what they want to do, and older girls can be instrumental in planning and implementing stellar events.

ALL EVENTS SHOULD:

- Follow GSUSA and GSNWGL policies (see page 23 for handy links!)
- Follow the steps outlined in this packet
- Follow the Safety Activity Checkpoints
- Be appropriate for the grade levels invited and consider progression of skills
- Provide a positive learning environment
- Include as much girl-led input as possible
- Give girls an amazing experience unlike any other!
# Reasonable Tasks for Girls

<table>
<thead>
<tr>
<th>Age Levels</th>
<th>Brainstorming Ideas</th>
<th>Planning</th>
<th>Execution</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Daisies or Brownies</strong></td>
<td>Girls this age will be able to think of:</td>
<td>Planning may be limited to follow-up &quot;voting&quot; or other simple decision-making methods. For example, if girls decide to have a hat-decorating workshop, they can decide what supplies to provide.</td>
<td>In preparation or on the day of, girls might be able to:</td>
</tr>
<tr>
<td>Adults facilitate with input from girls.</td>
<td>• General theme of events</td>
<td></td>
<td>• Prep some supplies</td>
</tr>
<tr>
<td><strong>Sample Event:</strong></td>
<td>• Nametags</td>
<td></td>
<td>• Help with decorating</td>
</tr>
<tr>
<td>A She-&amp;-Me Tea party at a nearby Girl Scout facility</td>
<td>• Snacks</td>
<td></td>
<td>• Greet attendees</td>
</tr>
<tr>
<td></td>
<td>• Decorations</td>
<td></td>
<td>• Light cleanup</td>
</tr>
<tr>
<td></td>
<td>• Activities</td>
<td></td>
<td>Mostly they’ll just attend!</td>
</tr>
<tr>
<td></td>
<td>• Flyers or invitations</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Juniors or young Cadettes</strong></td>
<td>Girls this age will be able to think of the above, plus more sophisticated elements:</td>
<td>Planning abilities at this age might include:</td>
<td>In preparation or on the day of, girls will be able to:</td>
</tr>
<tr>
<td>Adults guide girls to realistic decisions</td>
<td>• Location</td>
<td>• Moderate food prep</td>
<td>• Make the flyers/emails/invites</td>
</tr>
<tr>
<td>during creative process.</td>
<td>• Budgeting</td>
<td>• Creation of supply lists</td>
<td>• Help with check-in</td>
</tr>
<tr>
<td><strong>Sample Event:</strong></td>
<td>• Service component</td>
<td>• Comparison shopping</td>
<td>• Set-up booths and decorate area</td>
</tr>
<tr>
<td>An outdoor carnival at a local elementary</td>
<td>• Logistics</td>
<td>• Schedule creation</td>
<td>• Create kaper chart</td>
</tr>
<tr>
<td></td>
<td>• Kapers, cleanup tasks or responsibilities</td>
<td>• Layout of carnival</td>
<td>• Facilitate simple activities</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Review of safety needs</td>
<td>• Heavier cleanup</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Finding a first aider</td>
<td>• Review and debrief</td>
</tr>
<tr>
<td><strong>Experienced Cadettes,</strong></td>
<td>Girls this age can do the above (to a greater degree) plus:</td>
<td>Girls can play more of a role in the above planning and should work toward:</td>
<td>In addition to the above, girls will be able to:</td>
</tr>
<tr>
<td><strong>Seniors, or Ambassadors</strong></td>
<td>• Needs assessment</td>
<td>• Contacting vendors or community partners (adults monitor)</td>
<td>• Run the event</td>
</tr>
<tr>
<td>Adults advise girls as needed and check on</td>
<td>• Vision and overview</td>
<td>• Completing paperwork (adults review and sign)</td>
<td>• Supervise the staff</td>
</tr>
<tr>
<td>critical matters.</td>
<td>• Program development</td>
<td>• Safety management (adults review and support)</td>
<td>• Solve problems</td>
</tr>
<tr>
<td><strong>Sample Event:</strong></td>
<td>• Safety assessment</td>
<td>• Recruiting help and delegating tasks</td>
<td>• Review, debrief, and wrap-up</td>
</tr>
<tr>
<td>A badge workshop series for younger girls.</td>
<td>• Marketing plan</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
TIMING IS EVERYTHING!  
WHEN SHOULD WE DO THIS?

Any time is a good time for Girl Scout fun in our opinion, but you want to make sure your event is as successful as possible, right? **Green means go** in the grid below. **Gold months usually have more conflicts.**

![Timetable grid]

January - unless it’s a cookie rally, it’s a hard month to pull off a successful event.
February - in between the initial cookie sale and cookie booths? Yes, please!
March - it’s cookie booth season...it sure is hard to hold girls back from their cookie goals.
April and May - perfect for spring outdoor events!
June and July - an often-overlooked time because some troops sign off from Girl Scouting for the year. But this can be a great time to get girls to an event, especially one outdoors.
August and September - can be tough for newly formed troops, but really successful for established ones!
October and November - prime time! Let’s do it!
December - use this time to deck the halls. Everyone else will be, anyways.

THEME SUGGESTIONS

This is a great place to let the girl-led planning shine; have them think of a theme! If you need some suggestions, here are some typical events that are held throughout the year.

**JANUARY**
Cookie Rally

**FEBRUARY**
World Thinking Day (February 22)

**MARCH**
Girl Scout birthday (March 12)
STEAM (science, technology, engineering, art, and math) events

**APRIL AND MAY**
Bridging events, Earth Day (April 22)

**JUNE, JULY, AUGUST, AND SEPTEMBER**
Reserve a camp property and do something outdoors, Family Fun events, National S’mores Day (August 10)

**OCTOBER AND NOVEMBER**
Juliette Gordon Low’s birthday (October 31), Fall Festivals

**DECEMBER**
Holiday-themed events

OTHER IDEAS:

Talent show, sock hop, spa events, robotics programs, badge or journey workshops, career day, factory or business tours, me and my guy/gal events, ice cream social, historical and patriotic events, maker fairs, game show, fitness.
SELECTING A LOCATION FOR YOUR EVENT

Choosing the right location can make your vision for the perfect event come to reality. Likewise, choosing the wrong location can make an event flop, regardless of how awesome your planned activities are.

Consider these factors:
- Capacity of location
- Parking options
- Restrooms
- Accessibility
- If your event is outdoors, is there an inclement weather shelter on site?

Inquire about:
- Deposits and rental fees
- Usage guidelines (leave the glitter at home!)
- Available dates
- Is there a PA system?
- Tables and chairs
- When you would be allowed to come in and set up, and when you’d need to be out by

If possible, visit the site beforehand. Once you select the right venue for you, reserve it as soon as you can. Don’t get ahead of yourself and start marketing an event before you secure the basics (date, time, location, cost). It’s difficult to know how many people have already seen the wrong information if you need to change things.

GSNWGL CAMP AND SERVICE CENTER PROPERTIES MAKE EXCELLENT (AND AFFORDABLE!) EVENT VENUES.

Reserve a GSNWGL camp property at www.gsnw.gl/doubleknot
## BRAINSTORMING

<table>
<thead>
<tr>
<th>WHAT</th>
<th></th>
</tr>
</thead>
</table>
| • What’s the purpose of the event?  
• What input did girls have in selecting this event?  
• What age levels are invited?  
• What activities will be part of this event? |  |

<table>
<thead>
<tr>
<th>WHEN</th>
<th></th>
</tr>
</thead>
</table>
| • When will the event take place?  
• When will the event start and end?  
• When will we need to start marketing the event?  
• When is the registration deadline?  
• When will we send out confirmation information? |  |

<table>
<thead>
<tr>
<th>WHERE</th>
<th></th>
</tr>
</thead>
</table>
| Where will the event be held?  
• Consider capacity, parking, restrooms, accessibility. |  |

<table>
<thead>
<tr>
<th>WHY</th>
<th></th>
</tr>
</thead>
</table>
| • Who is on the planning team?  
• Who will be conducting the activities and volunteering at the event?  
• Who will take the lead on each task in the planning checklist? |  |

<table>
<thead>
<tr>
<th>HOW</th>
<th></th>
</tr>
</thead>
</table>
| • How will we market the event?  
• How will participants register?  
• How will we evaluate the success of the event? |  |

OTHER QUESTIONS AND COMMENTS TO CONSIDER:


Now that you’ve narrowed down what type of event you want to host, let’s nail down the specifics!

SELECTING ACTIVITIES

You should have a basic idea of what activities you want to do in order to create your budget. Start from scratch scouring Pinterest, talk to another volunteer event planner for ideas, or visit gsnwql.org/SAResources to use a Service Area Event Activity Inserts if you’d like the plan laid out for you!

BUDGETING FOR YOUR EVENT

Every effort should be made to budget for your event to break even. If you are running an event as a fundraiser for troop or service area activities, be sure to budget for what would break even and then add on to the participant fee to meet a fundraising goal you have. Check out the Money-Earning Guidelines for more details.

Figure out how the event will be paid for. Does the service area have any money designated to put towards events? If so, ask your service area treasurer what that amount looks like and add it to the income portion of your budget.

Food: As a rough guide, plan on $.50-$1 per girl for a simple snack, or $2 per girl if the snack includes a beverage. Entrée costs will vary. Add extra for international or specialty food items. Include the cost of feeding non-paying participants in your fixed (group) costs.

Girl Scout T-shirts, patches, and awards: Include the cost of any petals, leaves, badges, Journey awards, patches, or T-shirts that you will give the girls. Be aware that custom patches may have a minimum order requirement that’s more than the number of attendees you’re expecting. Setup charges for screen printing and embroidery may also apply. Include these charges in your estimated expenses and plan on the smallest projected number of attendees so that you avoid an expensive hit to your budget if response to the event is less than expected.

Program supplies: These are supplies like art supplies or science experiment materials. Program supplies vary in cost depending on the activity and number of girls participating. Try these vendors for competitive prices on bulk craft and program supplies:

- Acorn Naturalists - Craft and ideas for outdoor program acornnaturalists.com
- S&S Worldwide - Sports, art, and craft supplies ssw.com
- Oriental Trading - Arts, crafts, party favors orientaltrading.com
- Michaels - (quantity purchases) General crafting items in bulk quantities michaels.com/buy-the-bunch
- Fun Express - (wholesale) Arts, crafts, party favors funexpress.com
- Nature Watch - Crafts and ideas for outdoor program naturewatch.com
- Dollar Days - “Dollar store” online with bulk quantities dollardays.com
- Discount School Supplies - Arts and learning supplies discountschoolsupply.com
Sites: Most sites charge a per building or per use fee. Site costs are usually a group expense, unless the site charges a per person fee.

Speakers/human resources: A fee for a naturalist, a life guard, speaker, or other professional is a group cost. An honorarium, which is a nominal payment to a professional for a service, is also a group cost. You may want to offer to pay speakers for gas if your event is distant.

Extra Activity Insurance: All registered Girl Scout Members are covered under Girl Scout Insurance at any Girl Scout activity. However, if you are traveling with girls, or if you’ll have anyone who is not a Girl Scout member at your event, you will need to order extra activity insurance. This is a minimal expense.

EVENT BUDGETING BASICS

• Estimate your number of paying and non-paying (i.e. volunteers and speakers) participants.
• Estimate your total expenses.
• Determine a fee to charge participants to break even, checking to make sure the estimated revenue covers the estimated expenses.
• If the event is approved as a fundraiser, set your fundraising goal and adjust the fee to participants accordingly.

Here’s an Example
You’re planning a Daisy Tea Party with fixed (group) expenses of $100 for a school auditorium and $50 for decorations. You plan to borrow teapots, cups, and tablecloths. And you’ve estimated tea, finger sandwiches, and cookies at $1 per person, which includes enough to feed your event volunteers. You want to make fancy paper bag hats as a craft, which will cost about $2 per person for supplies. You want to include a fun patch for $1.35 per person. The auditorium holds 100 people, but there are only 80 Daisies in your service unit. You estimate 50 will attend.

Total Group Expenses + (Per Person Expenses x Expected Participants) = Estimated Expense

$150 + ($4.35 x 50) = $367.50

Estimated Expense / Expected Participants = Amount to Charge

$367.50 / 50 = $7.50 per person
## BUDGET LIKE A PRO

Follow these best practices to ensure that your budget is on target.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>□</td>
<td><strong>Know which bank account you’ll write checks from.</strong> Will you be funding from a troop or service unit account?</td>
</tr>
<tr>
<td>□</td>
<td><strong>Consider non-paying guests.</strong> How many non-paying people will participate? Include team members, volunteers, speakers, experts, lifeguards, etc. Also determine how many girls you can include who cannot afford to pay. Figure the cost of these meals, admissions, etc., into your budget plans in the group costs category.</td>
</tr>
<tr>
<td>□</td>
<td><strong>Monitor registration numbers closely.</strong> Keep an eye on meeting your break-even number of attendees. If response is low, consider marketing to neighboring service units or cancelling the event. Events should be self-sustaining.</td>
</tr>
<tr>
<td>□</td>
<td><strong>Decide what will happen if income unexpectedly exceeds expenses.</strong> Some ideas: contribute to the council campership/opportunity fund, donate to the Juliette Low World Friendship Fund, or purchase equipment to be loaned to troops in the service unit or council. You may also choose to retain money to be used as start-up funds for another, similar event or encampment.</td>
</tr>
<tr>
<td>□</td>
<td><strong>Communicate budget developments to the rest of the planning team.</strong> If one expense goes over budget, adjust your plan so that you spend less elsewhere. Avoid surprises!</td>
</tr>
<tr>
<td>□</td>
<td><strong>Have those making purchases or financial commitments get your approval before paying.</strong></td>
</tr>
<tr>
<td>□</td>
<td><strong>Keep receipts for all transactions and have the treasurer on your team record them.</strong></td>
</tr>
<tr>
<td>□</td>
<td><strong>Do not write checks to yourself.</strong> Work with the event or encampment treasurer to seek a refund, rather than write checks to yourself.</td>
</tr>
<tr>
<td>□</td>
<td><strong>Coordinate payments with the team treasurer.</strong> Provide the treasurer with receipts for all purchases and direct the treasurer to track and record each payment. Suggest that the treasurer update the service unit regularly about the budget and spending.</td>
</tr>
</tbody>
</table>
## Event Budget Worksheet

### Step 1: ESTIMATE your EXPENSES - use this table to estimate how much you will spend.

Enter all expense estimates. Group expenses are the same no matter how many participants attend. Per-person expenses are items you pay for based on the number of people attending. Estimate the number of paying participants. If you’re having a repeating event that usually draws 50 people, plan for 50. But if you’re holding a new event, be more conservative in your estimate.

<table>
<thead>
<tr>
<th>Type of Group Cost</th>
<th>Notes</th>
<th>Cost for the group</th>
<th>Type of Per-person Cost</th>
<th>Notes</th>
<th>Cost per person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site rental</td>
<td>$</td>
<td></td>
<td>Food</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Equipment rental</td>
<td></td>
<td></td>
<td>Admission fees or tickets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event insurance</td>
<td></td>
<td></td>
<td>Program supplies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lifeguards or instructors</td>
<td></td>
<td></td>
<td>Badges or patches</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost of hosting non-paying individuals*</td>
<td></td>
<td></td>
<td>Other</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td>Other</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td>Other</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td>Other</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td>Other</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total of above group costs (A)</strong></td>
<td>$</td>
<td></td>
<td><strong>Total of above per-person costs</strong></td>
<td>$</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Multiply by # of paying persons</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>=</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Plus total group costs (A)</td>
<td>+</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td>$</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Guests, event volunteers or others who do not pay. Include the cost of hosting them in the Group Costs category.
Step 2: ESTIMATE your INCOME

Consider any adjustments as you think about how much to charge. Sponsorship will reduce the fees you charge participants. Profit will increase the fee you will charge.

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Will the troop/group or service unit/cluster provide sponsorship? If so, how much?</td>
<td></td>
</tr>
<tr>
<td>Is this a money-earning activity? If so, how much profit is intended?</td>
<td></td>
</tr>
</tbody>
</table>

Determining how much you should charge (if anything):

If the balance is negative, who will make up the difference?

If there’s a surplus, where will the money go?

Use this tool to calculate participation income:

<table>
<thead>
<tr>
<th>Activity fee per person</th>
<th># of paying participants</th>
<th>Activity fee income</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>x</td>
</tr>
</tbody>
</table>

What’s the minimum you will collect (fee x minimum = income)?

What’s the maximum you will collect (fee x maximum capacity = income)?

What is your break-even point? How many registrations must you have to hold the event?

Step 3: BALANCE your BUDGET – total expenses should equal income, to show a “zero” balance.

If your subtotal income doesn’t equal subtotal expense, you have a profit or a shortfall.

Use the “budgeted” columns when estimating. Complete the “actual” columns after the event is over.

<table>
<thead>
<tr>
<th>Description</th>
<th>Budgeted</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Income</td>
<td>Expense</td>
</tr>
<tr>
<td>Site rental</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equipment rental</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event insurance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lifeguards or instructors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost of hosting non-paying individuals*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Admission fees or tickets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program supplies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Badges or patches</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (specify)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (specify)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (specify)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (specify)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (specify)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Activity fee income</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsorship</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other income (ex: return of unused supplies)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subtotals</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Profit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shortfall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grand total (income should equal expenses)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Step 4: REPORT your SUCCESS (or lessons learned) by providing this worksheet with your year-end financial statement. Discuss the experience with the girls and help them learn how to improve next time.
REGISTERING YOUR PARTICIPANTS

Appoint a volunteer to fill the role of registrar. Ask the registrar to update the planning team on registration progress. Use the updates to make decisions about increasing marketing, closing registration, or cancelling the event if necessary.

Registration forms. The registration form may be part of the marketing flyer or a separate form. Or, you may choose to use an online resource like Evite or SurveyMonkey. Watch a current video tutorial online so that you can choose one that fits your needs. Whether you use a paper or an online resource, plan to collect this information:

- Name of troop leader or Individually Registered Member parent. Ask for the names of girl participants.
- Phone number, email, address
- Troop number and Girl Scout program level
- Cost of event and how to make payment (be sure to state whether adults pay)
- Parent and guardian permission for participation and photo use
- Any food allergies, dietary restrictions, health concerns, or accessibility accommodations needed
- Choice of food, activity, or session (if applicable)

Cancellations and refunds. Determine the cancellation/refund policy well in advance of registration. Often, if an individual or troop cancels, the registration fee is not refunded unless the spot can be filled by someone from the waiting list. Whatever policy the planning team creates, state it clearly on the registration form.

Waitlists and deadline. Decide whether to accept late registrations or keep a waitlist. Include a deadline on your registration form.

Payments. The registrar should submit payments to the service unit treasurer promptly. Follow guidelines in Volunteer Essentials about accepting payments from card readers like Square and online resources like PayPal. Protect girls’ interests and be a careful consumer when using these. You may collect deposits with registration and collect final payments later. Or, collect full payment up front. Make deadlines clear and follow up as needed.

Rosters. Create a roster of the participating troops or individuals. Include contact info, troop number, and the number of girls and adults attending. Include important dietary, health, or other needed accommodation on the roster.
PLANNING YOUR EVENT

DETAILS

Sure, roller skating is fun and the girls will have a great time, but if you don’t add **depth** to your event plan, the girls aren’t getting anything special (*refer back to the GSLE section on page 5*). And Girl Scout events *should* be special! Girls want to leave having done something that they can go back and tell their friends about. And yes, maybe make those non-Girl Scout friends a bit jealous!

**Be prepared.** There’s a reason this is the Girl Scout motto. It’s hard to gauge how long activities will take until you’re actually delivering them to a group of squirrely Girl Scouts. Generally, things will take a bit longer than you think they will. However, if you prepare yourself in advance with some tried and true songs and games to occupy the girls should an activity end early, you’re doing yourself (and the girls!) a major favor. See the Toolbox for some of our favorite fillers!

**Don’t overschedule.** Overscheduling an event is much different than preparing filler activities. Overscheduling tends to stress out both the volunteers and the girls. No one likes to rush from one thing to the next; it leaves volunteers frazzled and girls feeling confused about what they’re really supposed to be experiencing. Plan plenty of time in between activities for transition and bathroom breaks.

**Give them the Girl Scout traditions they love!** Is the friendship circle your girls’ favorite part of their meetings? Imagine how much they’ll love a friendship circle made up of 100 or more Girl Scouts! Open your event with the large group stating the Girl Scout Promise and Law. Do a flag ceremony. Girls should know that they’re at a Girl Scout event, and incorporating these traditions will make sure that happens.

**Take the time.** Yes, it takes extra time and effort from your planning team to draw up colorful posters, create a kid-friendly playlist to amp up the excitement, prepare schedules for each adult, and prepackage those snack bags, but these details really make an event stress free for you and a positive experience for your guests. It’s a win-win when you delegate these jobs to your committee!

ARE THE ACTIVITIES:

- Safe?
- Fun?
- Flexible?
- Affordable?
- Challenging?
- Positive learning experiences?
- Appropriate for age levels?
- Led by the appropriate volunteers based on their skill set?

Visit, [gsnwgl.org/SAResources](gsnwgl.org/SAResources) and check out our [Service Area Event Activity Inserts](gsnwgl.org/SAResources) to see if they fit your theme.

We’ve done all the research for you; materials lists, timing, and scripts!
MARKETING YOUR EVENT

Don’t get ahead of yourself and start marketing an event before you secure the basics (date, time, location, cost). It’s difficult to know how many people have already seen the wrong information if you change things.

Girl Scouts is for every girl. Keep these considerations in mind when you plan dates and activities and notify girls and their families about your gathering:

**Pluralism.** Girl Scouts encircles people of different social classes, religions, races, etc., in our sisterhood and recognizes and honors the different traditions and interests of our members. Keep in mind how decisions you make might affect people with backgrounds or points of view different from yours. A diverse, robust planning team helps ensure this!

**Family circumstances.** Be sensitive to family situations that may exist. Rather than a Father-Daughter Dance, consider a He-and-Me or VIP-and-Me event. Choose words and images in your marketing that are all-inclusive.

**Availability.** Avoid significant religious holidays whenever possible.

**Ability.** Consider accommodations that might be necessary to include girls with physical, developmental, or other disabilities. Kids Included Together ([www.kit.org](http://www.kit.org)) and the National Inclusion Project ([www.nationalinclusionproject.org](http://www.nationalinclusionproject.org)) are great sites with online videos and ideas to offer inclusive programming. If you’d like to arrange a consultation with a program staff member at GSNWGL, contact info@gsnwgl.org.

General ability may also come into play. For example, if you’re planning an aquatics series that includes surfing, arrange a fun alternate activity for girls whose swimming ability isn’t yet strong enough for surfing.

**Financial.** Be aware of the cost of your event, series, or encampment. Are there creative ways to achieve your goals with less expense? Is the timing such that troops can use cookie funds in order to participate? Is there time for groups to raise or collect funds for high fees? Can your team budget in order to support some girls who cannot pay?

**Individual Girl Member (IGM) or girls in other Girl Scout delivery programs.** Have a plan for marketing to and including girls who are not part of a troop. If your event is troop-based, ask attending leaders if they can welcome extra girls, or consider recruiting an adult to lead a group of IRMs through the event.

**New team members and participants** can bring energy and innovation to your events. You can help them feel welcome by giving information in a way that demystifies Girl Scout lingo.

**Marketing channels.** Service units have a good sense of what kind of marketing works in their area. Check with your service unit for guidelines. Most events are promoted through a combination of announcements at service unit meetings and posts on the service unit website. Flyers can also be distributed in person and via email. When an event goal is to recruit girls, you can also advertise at schools, community centers, and churches. Talk to your Membership Engagement staff member to learn more about your Service Area contacts.

**Brand Style Guide for Volunteers.** Girl Scouts across the country are working together to speak with one voice! Join the movement by following specific style guidelines and using this resource when creating Girl Scout materials.
MAKING THE MOST OF MARKETING

Follow these best practices to ensure that your service unit community knows about your event or encampment.

| □ | Include all troops at the appropriate grade levels (e.g., For a Brownie event, market to all troops and groups that have Brownies). |
| □ | Be sure to include individually registered members (IGMs) in your marketing. |
| □ | Begin advertising as soon as you have all of the necessary information. This may be four to six months before the event. Issue a “save the date” announcement for events far in the future. |
| □ | Involve the girls when creating flyers and other marketing materials. The artistic elements can be fun. Developing flyer content is also a good exercise in thinking the event through and communicating info clearly. |
| □ | Ensure that your flyers and communications are accurate, clear, and inclusive so that they reflect the Girl Scout movement as a whole. |
| □ | Old-fashioned personal phone calls to troop leaders net good results from busy leaders. |
| □ | Contact your Membership Engagement staff member for ideas about reaching Girl Scouts outside of your service unit. |
**SECURING VOLUNTEERS & PRESENTERS**

It takes a village to put on a great event. Use this table to figure out what volunteer positions you need to fill. If you need help finding volunteers or speakers, ask other volunteers at leader meetings, check out the On Your Own Tab at gsnwgl.org/OnYourOwn, or scour the yellow pages!

**TEAM ROLES - EVENTS**
Check the roles you’ll need on your team

<table>
<thead>
<tr>
<th>POSITION</th>
<th>RESPONSIBILITIES</th>
<th>ASSIGNED TO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director</td>
<td>Coordinates tasks by delegating to the planning team and coaching others from start to finish.</td>
<td>Director</td>
</tr>
<tr>
<td>Required: Adult or older girl with strong adult support</td>
<td></td>
<td></td>
</tr>
<tr>
<td>First Aider</td>
<td>Provides First Aid services to participants at the event. Needs to have current first aid/CPR certification.</td>
<td>First Aider</td>
</tr>
<tr>
<td>Required: Adult</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expert Instructor or Lifeguard</td>
<td>Provides necessary instruction or expert supervision, according to set instructor/learner or participant/lifeguard ratios.</td>
<td>Expert Instructor or Lifeguard</td>
</tr>
<tr>
<td>Required if indicated in Safety Activity Checkpoints</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult required in most cases</td>
<td>Examples: lifeguard, archery instructor, high ropes facilitator, etc.</td>
<td></td>
</tr>
<tr>
<td>Ceremonies Coordinator</td>
<td>Responsible for opening and/or closing ceremonies like Girl Scouts’ Own, etc., as needed</td>
<td>Ceremonies Coordinator</td>
</tr>
<tr>
<td>Childcare Supervisor</td>
<td>Provides supervision and activities for children of volunteers working the event.</td>
<td>Childcare Supervisor</td>
</tr>
<tr>
<td>Adult</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equipment Coordinator</td>
<td>Reserves, picks up, and returns borrowed equipment and supplies.</td>
<td>Equipment Coordinator</td>
</tr>
<tr>
<td>Event Co-Chair</td>
<td>Prevents you from talking to yourself and trying to take on too much.</td>
<td>Event Co-Chair</td>
</tr>
<tr>
<td>Food Coordinator</td>
<td>Purchases, prepares, or arranges for meals or snacks in accordance with Girl Scout or county standards; manages food, food area, and cleanup.</td>
<td>Food Coordinator</td>
</tr>
<tr>
<td>Freelancers</td>
<td>Help out as needed on event day.</td>
<td>Freelancers</td>
</tr>
</tbody>
</table>
# TEAM ROLES - EVENTS CONTINUED

Check the roles you’ll need on your team

<table>
<thead>
<tr>
<th>POSITION</th>
<th>RESPONSIBILITIES</th>
<th>ASSIGNED TO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Girl Planning Group/ Camper Council</td>
<td>Plans and organizes the activities and program for the event.</td>
<td></td>
</tr>
<tr>
<td>Greeter</td>
<td>Greets arriving participants and directs them to the appropriate location.</td>
<td></td>
</tr>
<tr>
<td>Logistics</td>
<td>Creates signage, communicates parking info to driving adults, supervises parking and supply delivery; arranges for buses, etc., as needed.</td>
<td></td>
</tr>
<tr>
<td>Maintenance/Clean Up</td>
<td>Performs clean-up tasks throughout the day and leads final clean-up tasks.</td>
<td></td>
</tr>
<tr>
<td>Marketing/Publicity Coordinator</td>
<td>Works with registrar to create flyer and registration materials; promotes the event.</td>
<td></td>
</tr>
<tr>
<td>Photographer</td>
<td>Takes pictures; keeps track of any girls whose parents did not give photo permission; shares photos or video with group.</td>
<td></td>
</tr>
<tr>
<td>Program Specialist</td>
<td>Plans and delivers age-appropriate activities; implements any badge, Journey or Take Action goals.</td>
<td></td>
</tr>
<tr>
<td>Registrar</td>
<td>Purchases, prepares, or arranges for meals or snacks in accordance with Girl Scout or county standards; manages food, food area, and cleanup.</td>
<td></td>
</tr>
<tr>
<td>Risk Manager</td>
<td>Visits site to determine safety issues so event planners can make adjustments in activities, training, signage, etc.; reviews activity plans and creates Safety Management Plan. Check Safety Activity Checkpoints for safety standards.</td>
<td></td>
</tr>
<tr>
<td>Secretary or Scribe</td>
<td>Takes meeting notes and distributes copies to planning team members; handles correspondence such as thank you letters.</td>
<td></td>
</tr>
<tr>
<td>Set-Up Crew</td>
<td>Sets up the site in preparation for the event.</td>
<td></td>
</tr>
<tr>
<td>Shopper</td>
<td>Purchases supplies and equipment as directed by the planning team; works with Treasurer to account for funds and remain within budget.</td>
<td></td>
</tr>
<tr>
<td>Souvenir Coordinator</td>
<td>Collaborates with team to choose, purchase and distribute desired mementos such as patches or T-shirts.</td>
<td></td>
</tr>
<tr>
<td>Transportation</td>
<td>Arranges for buses, etc., as needed.</td>
<td></td>
</tr>
<tr>
<td>Treasurer</td>
<td>Manages event finances; prepares Event Budget Worksheet; monitors income and expenditures.</td>
<td></td>
</tr>
</tbody>
</table>
SEND CONFIRMATION PACKETS

Send a confirmation packet to those who have registered around two weeks before the program date. Include these items:

- A welcoming message
- A map with directions to the location and any parking instructions
- Check-in and check-out times and locations
- Location of first aid and any safety info to be followed
- List of equipment or supplies to bring
- List of paperwork to bring (permission forms, health histories, etc.)
- Information about food (if applicable)
- Schedule of activities
- Any other actions required of participants
- Contact information in case of questions

FAVORITE FILLERS

GAMES

Follow the Leader (Extreme)

- How to Play: Girls line up, single file. The first person is the Leader and everyone behind her must mimic her movements.
- Variations: For Extreme Follow the Leader, the Leader should make her movements as much like exercise moves as possible, like jumping jacks, lunges, hopping, jumping, arm circles, etc.

Killer Frog

- How to Play: Girls sit in a large circle. One girl is chosen to be the Detective and must leave the room temporarily. While the Detective is out of the room, the girls in the circle (who should be considered "Flies") must close their eyes and put their heads down. This is when the Killer Frog is chosen (someone must walk around the circle and tap whoever she chooses to be the Killer Frog on the head). When the Killer Frog has been chosen and all the girls are ready, call the Detective back in. The Detective must stand or sit in the middle of the circle. Meanwhile, the Killer Frog is trying to "catch" Flies, without being seen by the Detective. In order to catch Flies, the Killer Frog must make eye contact with a Fly and stick her tongue out. When a Fly sees someone stick her tongue out directly at her, she must pretend to "die." All caught Flies must lie down so the Detective knows they've been caught. The Detective gets three guesses to figure out who is the Killer Frog. Once the round is over, pick two new people to be the Detective and the Killer Frog, and play again!

Screaming Toes

How to Play: Stand in a circle, shoulder to shoulder. Put your arms around everyone’s shoulder, like a huddle. Look down at someone’s shoes. When the leader counts to three, look that same person in the eyes. If any two people are looking into each other’s eyes, they must scream. Repeat.
FAVORITE FILLERS

Crazy Kickball
• Materials: A kickball
• Set Up: Divide group into two teams
• How to Play: A person from the Kicking Team kicks the ball and then runs around her own team (who are standing in a single file line) as many times as she can. Meanwhile, the Outfield Team must retrieve the ball and stand in a single file line. Once they retrieve the ball, they must pass the ball through the line by alternating over one person’s head, then through the next person’s legs, all the way down the line. When the outfield team completes their passing, the person on the kicking team must stop running. However many times she circled her team is how many runs she scored. Each team kicks 5 times per inning.

Kicking Team: Girl kicks ball, then runs around her team (who are standing in a single file line) as many times as she can before the Outfield Team finishes.

Outfield Team: Girl retrieves ball, then joins the rest of her team in a single file line. They must pass the ball through the line by alternating over people’s head and through people’s legs until it gets all the way through the line. When they’re done, the Kicker must stop running.

Name Juggle
• Materials: At least one ball (any size, as long as participants can throw and catch it/them)
• How to Play: Stand in a circle. The object of the game is to learn everyone’s names.
  1. Say your name. Throw the ball to someone else (not the person next to you). Repeat until everyone has said her name and the ball has returned to the first person.
  2. Repeat Step 1.
  3. Now, throw the ball to someone else and say HER name (not your own). Repeat until everyone has caught the ball and said someone else’s name (and the ball has returned to the first person).
  4. Repeat Step 3 in the same order.
  5. Repeat Step 3 in reverse order.
• Variations: Go faster. Add another ball. Add several balls. Make one ball forward order and a second ball reverse order.

Human Knot
• How to Play: Stand in a circle. All together, raise your right hands. Grab someone else’s right hand, but not the person’s next to you. If there is a “leftover” right hand, don’t worry yet. All together, raise your left hands. Grab someone else’s left hand, but not the person’s next to you. If there is a “leftover” left hand, grab the “leftover” right hand. Before you move at all, remember: you are allowed to change grips, but not let go of hands; if something hurts, stop immediately and let the leader help you; if you are uncomfortable at any time, please say so right away. Now, untangle yourselves while holding hands at all times. Do not let go. Be careful and have fun.
FAVORITE FILLERS

SONGS

On My Honor

Chorus:
On my honor, I will try
There’s a duty to be done
And I say I.
There’s a reason here
For a reason above.
My honor is to try,
And my duty is to love

People don’t need to know my name.
If I do any harm, then I’m to blame.
If I help someone, then I help me.
If I open up my eyes to see.

Chorus:
Tucked away a song or two
If you’re feeling low there’s one for you.
If you need a friend then I will come
And there’s many more where I come from.

Chorus:
Come with me where the fire burns bright
You can even see better by candle’s light
You can find more meaning in a campfires glow
Then you’ll ever learn in a year or so.

Chorus:
May a promise to always keep
To pray softly before I fall asleep
We’ll be Girl Scouts together and when we’re done
We’ll still be tryin’ and sing this song.

Chorus:

Surfer Song

(repeat song over and over getting louder and faster)

Because I was afraid to surf when I was just a lass,
My father took my board away and told me I was bad.
But then one day I heard a word that every surfer knows.
The longest word you ever heard and this is how it goes.
Oh...Super-California-surfer-expert-on-the-ocean-even-
though-most-of-them-do-not-wear-suntan-lotion-if-they-
hit-a-wave-too-hard-they’re-always-in-a-motion-Super-
California-surfer-expert-on-the-ocean.
Hum-dillittle, hum-diddlie (2x)

Princess Pat

The Princess Pat, light infantry
She sailed across the seven seas
She sailed across the channel, too
And she brought with her, a rig-a-bam-boo

Chorus:
A rig-a-bam-boo, now what is that?
It’s something made by the Princess Pat
It’s red and gold and purple, too

That’s why it’s called a rig-a-bam-boo
Now Captain Jack had a mighty fine crew
They sailed across the channel, too
But their ship sank, and yours will, too
If you don’t have a rig-a-bam-boo

Chorus:

The Littlest Worm

(repeat each line)

The littlest worm; I ever saw
Got stuck inside; my soda straw
(repeat above together)
He said to me; don’t take a sip
Cause if you do; you’ll really flip
(repeat above together)
I took a sip; and he went down
All through my pipes; he must have drowned
(repeat above together)
He was my pal; he was my friend
But now he’s gone; and that’s the end
(repeat above together)
The moral of; this little tale
If you see a worm; just don’t inhale
(repeat above together)
EVENT PLANNING TIMELINE

No two events are planned the same way, but this sample timeline gives you a general idea of what you should be doing in the months and weeks leading up to your event. Practice makes perfect, and don’t worry if you need to modify this information a bit to fit your planning personality.

| 6 months prior | • Determine you want to host a Service Area Event  
• Read through this guide  
• Develop an event budget  
  • Fundraiser? Get Council approval ([Money-Earning Guidelines](#))  
• Assemble your event planning team and hold an initial meeting  
  • Discuss reason for holding event, what volunteer areas need to be covered, assign tasks and deadlines  
• Create an event agenda  
• Secure an event venue and visit the site |
| 4 months prior | • Begin marketing and promoting the event  
• Meet with your event planning team  
  • Dig deeper into activities and what materials or experts you need to secure |
| 1-3 months prior | • Monitor registrations coming in  
  • As registrations come in, add them to your registration tracking spreadsheet. Be sure to include the participant’s name, troop number, city, and contact information. Record any dietary or special needs for accommodations.  
• Secure any day-of volunteers you’ll need (volunteers who aren’t on the planning team)  
• Meet with your event planning team at least twice during this period |
| 3-4 weeks prior | • Divide girls into groups if program includes rotating through activities  
• Order any extra activity insurance  
• Test activities to make sure they fit with your event timing |
| 2 weeks prior | • Registration deadline  
  • Close out registration process, extend deadline or create waitlist if needed  
• Send out confirmation email to all registered participants with the details needed for the event  
• Touch base with all planners and volunteers. Confirm everyone’s roles for the day.  
• Finalize your list of supplies needed  
• Meet with your event planning team |
| 1 week prior | • Purchase all supplies  
• Pack materials  
• Prepare schedules and handouts as necessary  
• Tie up loose ends |
| Day of event | • Arrive plenty early to set up. Remember that some people will show up as early as half an hour before the start of your event.  
• Provide last minute instructions to your volunteers  
• Check-in your participants, if necessary. Give them instructions on where to go and when you’ll start.  
• Knock it out of the park! Keep your attitude positive, be flexible when unanticipated changes need to be made, and have fun!  
• Evaluate your program  
  • Get feedback directly from your participants to see if your event hit the mark. Paper evaluation forms provide immediate feedback at the event, or you could choose to send out a survey via email after the event.  
  • After the event, make sure you leave the place better than you found it. |
| 1 week post event | • Send thank you notes to all volunteers  
• Review income and expenses on your budget  
• Pay invoices  
• Submit photos and success stories to program@gsnwgl.org  
• Hold a debrief meeting with your planning team. What went well? What could have been better?  
• Celebrate your success and start planning the next great event! |
• **Safety Activity Checkpoints**

• **Money-Earning Guidelines** – submit the Money Earning Application to info@gsnwq1.org if you are planning an event that is intended as a fundraiser.

• **Health history form** – have your participants bring a completed health history form if parents/guardians will not be present at the event.

• **Troop Trip Planning Guide**

• **Extra Activity Insurance order form**