



Service Unit Event Planning Guide



GIRL SCOUTS – DIAMONDS OF ARKANSAS, OKLAHOMA, AND TEXAS
VOLUNTEER POSITION DESCRIPTION

VOLUNTEER POSITION: EVENT COORDINATOR

PURPOSE OF POSITION: Supervise the coordination of Service Unit events to ensure safety, risk management, adherence to Girl Scout policies and procedures. Ensures that program have the key elements of helping girls discover, connect, and take action.

ACCOUNTABILITY: Appointed by and accountable to the Service Unit Director for a one year term (June 1-May 31).

QUALIFICATIONS:

- Must be in good standing with Girl Scouts – Diamonds of Arkansas, Oklahoma, and Texas.
- Be a registered adult member of Girl Scouts of the United States of America (GSUSA) and have a Volunteer Application / Criminal Background Check on file at the Council.
- Accept and adhere to the purpose and principles of the Girl Scout movement and the goals of GSUSA and the Diamonds Council.
- Have a working knowledge, acceptance, and willingness to promote Council's goals, objectives, and policies.
- Ability and willingness to make decisions, delegate responsibilities, organize materials, accurately maintain records, and work with adults from diverse backgrounds.
- Demonstrate excellent group and interpersonal communication skills.
- Ability to organize and coordinate events/programs.

RESPONSIBILITIES:

- Attend required Service Unit position training.
- Work with the Service Unit Director to recruit volunteers/committees to plan, implement and evaluate Service Unit events.
- Coordinate and/or support all events held within the Service Unit, either by direct planning, or by supervising and supporting those volunteers that have been recruited to plan and implement the event.
- Work to ensure that all Service Unit program supports the Girl Scout Leadership Experience.
- Maintain accurate records/files for each event
- Provide an Event Summary form; Evaluation forms to Service Unit Team after SU events.
- Ensure that all Service Unit events are open and accessible to all girls.
- Maintain positive working relationships with Service Unit Team members, parents, leaders, and community partners.
- Maintain continuous communication with Council, and Service Unit.
- Encourage and promote Council programs within Service Unit.
- Assist with the continued growth and development of the Service Unit and Service Team by being an active member.

I understand and agree to the terms of the position as stated above.

SU Event Coordinator

Service Unit Director

Date

THANK YOU for agreeing to serve as Event Coordinator for your Service Unit! Through your dedication to offering quality programs locally, girls and volunteers in your community will benefit greatly.

The events you plan can be fun, educational, service-oriented or all of the above. The following information will provide you with the basic steps of facilitating events, but keep in mind that some programs may need to be adjusted for specific needs.

Important points to remember are PLANNING, PROMOTING and ORGANIZING – it is nearly impossible to be overly prepared! Service Unit Event Coordinators should work closely with the Service Unit Director throughout the process.

Never forget that if you *believe* it and believe *in* it, it *will* happen!

The first step in your planning process should be to understand the Girl Scout Leadership Experience and how you it will benefit you in planning.

THE GIRL SCOUT LEADERSHIP EXPERIENCE

The term “Girl Scout Leadership Experience” refers to *what* girls do in Girl Scouting, *how* they do it, and how they will *benefit*. This approach engages girls in *discovering* themselves, *connecting* with others, and *taking action* to make the world a better place.

Discover + Connect + Take Action = LEADERSHIP!

The Girl Scout Leadership Experience identifies three “keys” to leadership; all experiences in Girl Scouting should incorporate these **Three Keys to Leadership**:

- ◆ **Discover:** Girls understand themselves and their values and use their knowledge and skills to explore the world.
- ◆ **Connect:** Girls care about, inspire and team with others locally and globally.
- ◆ **Take Action:** Girls act to make the world a better place.

Girl Scout Processes

Girl Scout experiences should be, as much as possible, *girl led* and encourage *learning by doing* (experiential learning) and *cooperative learning*. These three processes promote the fun and friendship that have always been an integral part of Girl Scouting.

Follow this planning model to best incorporate the three processes into what girls do:

- ◆ **Girl led:** Ask girls what they want to do/attend. “Girl led” means girls play an active role in deciding the what, where, when, why and how of their activities.
- ◆ **Learning by doing:** Girls learn best when they are actively engaged in what they are doing. Learning happens when girls take part in an activity, share experiences and then reflect on what they have learned and how it applies to future experiences.
- ◆ **Cooperative learning:** Sharing knowledge, skills and learning promotes trust, respect, teamwork and cooperation.

Outcomes in the Girl Scout Leadership Experience

Logically, discovering, connecting and taking action are different for each level of Girl Scouting. How do you know that girls are having an effective leadership experience?

Outcomes are the signs that let us know if girls at each level are achieving leadership skills. Checking outcomes is like noting road signs on a journey – the signs that let you know you’re getting closer to your destination. Seeing the age-appropriate signs during Girl Scout activities lets adult know that girls are achieving the intended outcomes.

Outcomes describe what girls gain as a result of their Girl Scout experience. Outcomes are detailed further in the book *Transforming Leadership*, which is available for download at www.girlscouts.org/research.

Discover Outcomes:

1. Girls develop a strong sense of self.
2. Girls develop positive values.
3. Girls gain practical life skills.
4. Girls seek challenges in the world
5. Girls develop critical thinking.

Connect Outcomes:

1. Girls develop healthy relationships.
2. Girls promote cooperation and team building.
3. Girls can resolve conflicts.
4. Girls advance diversity in a multicultural world.
5. Girls feel connected to their communities, locally and globally.

Take Action Outcomes:

1. Girls can identify community needs.
2. Girls are resourceful problem solvers.
3. Girls advocate for themselves and others, locally and globally
4. Girls educate and inspire others to act.
5. Girls feel empowered to make a difference in the world.

Long-term Outcomes:

Over time, the measurable short-term and intermediate outcomes will set girls on a life-long path to....

- ◆ Lead with *courage* by speaking out on issues they care about and taking active roles in their communities.
- ◆ Lead with *confidence* by making the most of their strength and feeling empowered to make a difference in their lives and beyond.
- ◆ Lead with *character* by acting with integrity and compassion, making decisions that promote the well-being of themselves and others.

.....as they continue to make the world a better place.

EVENT PLANNING.....WHERE TO START?

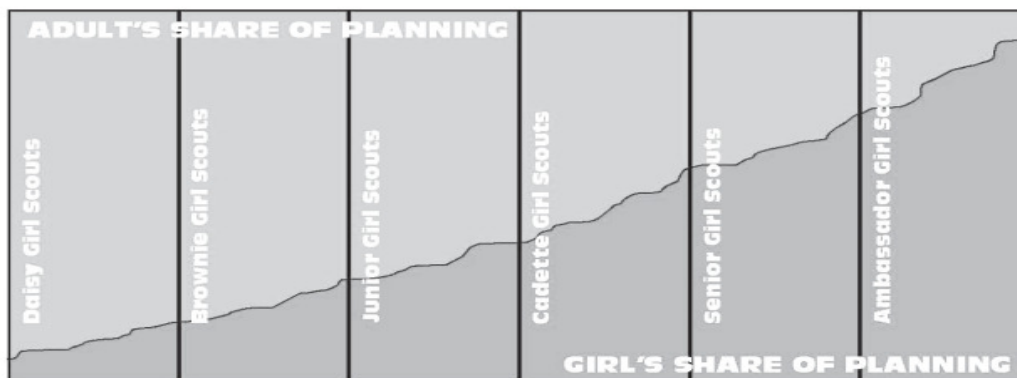
You Are Not Alone! -- Your Support System:

- ◆ Local Service Unit Team Members, GS leaders
- ◆ Council staff: Program Department, Membership Department, Communications Department. Complete staff listings can be found on the Diamonds website (www.girlscoutsdiamonds.org), all staff can be reached by calling the toll-free number (800-632-6894) or through email (all staff email addresses are their first initial then last name @girlscoutsdiamonds.org)

Incorporating “Girl-Led” Into the Event Process:

- ◆ Five concepts behind girl/adult partnership
 1. By girls, for girls: Find out what interests the girls
 2. Girl Ownership: Do nothing for girls that girls can do for themselves
 3. Safe mistakes: If girls are not making mistakes, they are not doing the planning. Only on health and safety issues are there no compromises
 4. Real choices: If there really is no choice, don't give the appearance of a choice
 5. Follow through: If you say you are going to do something, then do it
- ◆ How is the girl/adult partnership used to deliver GS program activities?
 1. An adult and girl work together to complete a task, resolve an issue or plan an activity
 2. An adult helps a girl to make a decision by asking questions rather than providing answers
 3. An adult guides rather than leads

4. An adult advises rather than judges
 5. An adult helps a girl to be the person she wants to be.
- ◆ When incorporating girl-led into event planning, consider the age of the girls. Leadership responsibilities for girls should be progressive; remember, Daisies should not be expected to take on as much leadership as Ambassadors! Consider this graphic when working with girls:



Event Basics:

- ◆ Allow ample planning time. Consider time to recruit/orient volunteers, order supplies, promote prior to registration deadline, etc – a *minimum* of three to four months is needed.
- ◆ Recruit and engage girls and volunteers on planning committee; determine meeting dates and begin meetings. Consider surveying girls for their interests and/or having girl delegates on your planning committee.
- ◆ Determine a purpose, goal and audience/level(s) for the event. Plan for diversity; be inclusive of racial/ethnic and special needs. Will you allow “tagalongs”*** at your event? (**In Girl Scouting, a “tagalong” is defined as any child and/or adult other than the specific age-level being served by an event or activity)
- ◆ Establish a theme/name. Consider holidays, earning Journey awards/badges/patches, Girl Scout days, sports, etc.
- ◆ Establish a date and time. Until venues, outside facilitators, etc are confirmed, it is best to have several date options with which to work. Also – don’t forget a rain/bad weather date as necessary!
- ◆ Consider collaborating with other agencies, businesses, or organizations willing to offer their expertise.
- ◆ Choose a location. Factors to consider when securing a site: capacity, parking, restrooms, handicap accessibility, and any factors specific to your event. Consider using one of the many Diamonds Council properties for your event. (Usage and reservation information is included with your packet of information). For outside venues, inquire about usage guidelines, required deposits, fees, availability, flags, PA system, tables/chairs, when you could set up, etc. If possible, for any venue (council or other), visit the site before committing to determine its suitability, accessibility, etc. Once a venue is chosen, submit reservation promptly.
- ◆ Determine a service project to go with the event whenever possible.

Specifics:

- ◆ Develop a general outline of the program/activities for the event. Do the event and its activities align with the Girl Scout Leadership Experience and demonstrate how girls will discover, connect and/or take action? What outcomes do you hope to achieve and how will you measure them?
- ◆ Consult *Volunteer Essentials* and *Safety Activity Checkpoints* to ensure all health and safety standards are met. These resources are available for download at www.girlscoutsdiamonds.org/Volunteer/VolunteerToolbox/SafetyProcedures
- ◆ Develop a planning timeline. Include planning meetings, visits to venues, contacts/confirmations, promotion, shopping, preparation, set-up, etc. It is always best to overestimate the time needed.
- ◆ Determine the registration process – deadline, where to send registration forms/fees, how to process the fees, will you send confirmations, etc.
- ◆ Design flyers/registration forms to distribute.
- ◆ Formulate a publicity plan – distribution of flyers, council publications, local news releases, TV, radio, etc. Publicity of your event should begin at least two months prior to registration deadline.
- ◆ Assign tasks to each member of the planning committee along with “complete by” dates.

- ◆ Begin a file for the event. Include planning notes, supplies lists, contact lists, receipts, copies of flyers, press releases, etc. **Maintain good records.**

Budget:

- ◆ Establish your needs. Include all direct costs – facility rental, activity insurance, supplies, patches, postage, printing, travel, snacks/food, utilities, cleaning supplies, etc.
- ◆ Determine how you will pay for the event. Consider participant fees, Service Unit funds, local sponsors, grants, etc. SU events should be self-supportive.
- ◆ Financial transactions – All income and expenses should go through the Service Unit Account, never through a troop or personal account. Under the direction of the Service Unit Treasurer, the Event Coordinator should be responsible for all financial transactions (purchases, payments, etc). As event purchases will require a check from the SU Treasurer, you will need to consult with the SU Treasurer for advisement on the preferred process for requesting SU funds.
- ◆ Keep accurate records and receipts of all transactions for your event.

Miscellaneous:

- ◆ Recruit volunteers to work the event. Remember to ensure the required GSUSA girl/adult ratio is maintained. Ratio charts can be found in *Safety Activity Checkpoints*. Consider asking Program Aides to assist with younger girls. Be sure to inform all volunteers of their duties at least one week prior to event and train/practice as necessary. Delegate! Remember, the title of Event Coordinator does not mean that you have to take care of every detail of the event.
- ◆ Assign an opening and closing ceremony to your event. Be sure to include a flag ceremony and GS Promise.
- ◆ Determine supplies needed and deadline for purchasing (allow extra time if ordering items). Special design patches will require three to six weeks to receive, depending upon vendor used.
- ◆ Designate activity areas; make posters/signs to identify
- ◆ Determine how much time to allow for each activity (include time to change areas), how participants will move through and how to signal the time to move to the next activity.
- ◆ First Aid – Assign a certified first aid person for the day; check/re-stock first aid kit (make sure to also have a first aid guide in the kit). On the day of the event, designate a specific area for first aid, making sure to announce this at the beginning. Also, designate an emergency vehicle and driver. This vehicle should be parked close to entrance, backed in for easy drive away if necessary.
- ◆ Establish an emergency plan specific to the event and site. Designate one adult to carry a fully-charged cell phone in case of emergency. Prepare a list of emergency phone numbers (local hospital, doctors, ambulance, fire, council Communications Director, CEO). Determine nearest location for emergency care and map the quickest route from event.
- ◆ Flags – Determine what is needed and reserve with Service Unit or Council in advance. Make arrangements to pick up prior to event.
- ◆ Event staff – Determine identification of key volunteers/staff (uniforms, shirts, hats, name tags, etc)
- ◆ Determine the need for extra activity insurance for the event. To help you determine whether you need additional insurance and/or what type, complete GS insurance information can be downloaded at www.girlscoutsdiamonds.org/JoinToday/Program/TroopServiceUnitResources
- ◆ Designate a photographer/videographer for the event.
- ◆ **Expect the unexpected!** Formulate a Plan B (What to do in case of bad weather, etc)
- ◆ Signage – Consider something that will designate/identify the location (GS sign, balloons, ribbons, etc)
- ◆ Parking – Include special parking instructions (if any) on flyers; consider designating a volunteer to direct traffic when necessary.
- ◆ Addressing the crowd – What system will you use, bullhorn, PA system?
- ◆ Food – Consider participants/troops providing their own lunch, drinks, snacks.
- ◆ Bathroom supplies – toilet paper, soap/sanitizer, paper towels, and trash bags. (Be sure to replace/replenish any items used at other facilities)
- ◆ Cleaning supplies – brooms, mops, vacuum, trash bags, cleaning liquids. Ask if/where these are available, or should you provide.
- ◆ **Confirm! Confirm! Confirm!** With volunteers, vendors, venues, etc. This should be done at various points throughout the process, especially just prior to event (approximately 1 week)

Final Preparations:

- ◆ Consider inviting local media to cover your event. Ask your SU Public Relations representative to make the request.
- ◆ Process registrations; prepare a roster of participants for the event.
- ◆ If sending confirmations to registrants, do so at least one week prior to event. Include venue address/map and any other pertinent event information.
- ◆ Once girl numbers are determined, ensure you have enough adults to meet the required girl/adult ratio.
- ◆ Confirm assignments for the event – Who's doing what? Each worker should be clear and comfortable in what they are to do.
- ◆ Run through all activities to get time estimates. If necessary, designate an alternate activity area (songs/games, snacks, etc) in case any activities end earlier than others.
- ◆ Determine what time event workers should arrive at venue (include set up if necessary).
- ◆ Prepare/print schedules, evaluations, handouts, registration/sign-in sheets, etc
- ◆ Arrange to pick up key or be let in to the facility (allowing time to set up/decorate)
- ◆ Gather everything you need in one place, if possible, and/or remind others of their tasks/responsibilities. Be sure to include general supplies like tape, scissors, etc..

Conducting the Event:

- ◆ Assure all supplies are on hand, including registration/sign-in sheets, ink pens, name tags, signs, cameras, activity supplies, first aid supplies, schedules/agendas, evaluations, handouts, flags, etc.
- ◆ Designate the event chair or other volunteer as floater/trouble-shooter. This person should be free to roam around event area, observing.
- ◆ Prepare site early. Set up a day/evening ahead, if possible. Remember, some people will arrive early. You should be set up and ready to greet early arrivals at least one half hour prior to your event. You might even consider a time-filler activity for early arrivals.
- ◆ Designate an area for participants to deposit coats, bags, lunches, etc. Consider having labels and markers to identify belongings.
- ◆ Trash cans – Be sure to have the majority of containers for general trash, but have at least one designated for aluminum cans (Recycle!)
- ◆ Smile! Wear a sincere, happy, helpful face and remember your manners.
- ◆ Start on time and keep the event moving smoothly. One or two workers should remain at the registration area to welcome late arrivals. Late arrivals should join in at the appropriate/designated point. If time allows at the end of the event, they could be allowed to make up anything they missed.
- ◆ Conduct an evaluation at the end of the event.
- ◆ Clean up facility – inside and outside; dispose of trash properly. Remember: **Girl Scouts always leave a place better than we found it!**
- ◆ Inspect all areas for cleanliness (including bathrooms) and make sure to set anything back up as it was before the event.
- ◆ Lock all doors and turn in key or remain at venue until the appropriate person arrives to lock up.

After the Event (Should be completed no more than two weeks after event):

- ◆ Write/send thank you notes to all involved – speakers, workers, venue provider, donors, etc.
- ◆ Return all borrowed items
- ◆ Return unopened/unused purchases for refund. Return money to SU Treasurer for deposit into SU Account.
- ◆ Submit photos, event details to council communications department for use in future publications.
- ◆ Review evaluations with planning committee. Make note of recommendations for improvement.
- ◆ Write event name, date and expense description on all receipts. Make copies for your file.
- ◆ Finalize budget to include all income and expenses with receipts. Present original receipts and final budget to Service Unit Treasurer.
- ◆ Evaluate all aspects of the event including budget, registration/participation, numbers, activities, goal attainment.
- ◆ Prepare/present event report to Service Team and your Council Membership Marketing Specialist.
- ◆ Clip newspaper clippings of event and include in event folder
- ◆ Celebrate your success and start planning the next event!

EVENT CHECKLIST FROM START TO FINISH

- _____ Planned activities checked against Safety Activity Checkpoints
 - _____ Plan B, as needed
 - _____ Detailed outline
 - _____ Team leader/event chair
 - _____ Planning/marketing timeline
 - _____ Venue reserved
 - _____ GS level(s) determined
 - _____ Date/time established
 - _____ Service opportunity identified (as appropriate)
 - _____ Volunteers/PAs/VITs recruited to help facilitate activities; assignments made w/clear instructions/expectations
- | | |
|-----------------------------|----------------------------------|
| _____ Certified First Aider | _____ Opening/closing ceremonies |
| _____ Photographer | _____ Activity rotations |
| _____ Registration table | |
- _____ Adults to meet girl/adult safety ratio
 - _____ Marketing plan/materials developed
 - _____ Emergency plans specific to site and event
 - _____ Supply list as determined by specific activities (don't forget tables/chairs as needed), including opening/closing ceremonies
 - _____ Miscellaneous supplies as needed (trash bags, toilet tissue, soap/hand sanitizer, cleaning supplies, etc)
 - _____ Participant roster
 - _____ (For overnights) Current, clear background check on file with Council. Background Authorization Check Forms for those who need one conducted
 - _____ Outcomes measurement/evaluation forms (1 per participant)
 - _____ First Aid kit (check stock of supplies and expiration dates); re-stock as needed prior to event date
 - _____ Insurance/Incident report forms
 - _____ Signage – to identify location, activities, etc
 - _____ Camera
 - _____ Registration area
 - _____ Personal thank-you notes sent to donors, workers, site providers, volunteers, etc
 - _____ Service project delivered to advertised recipient group/organization, as appropriate
 - _____ Event report (including final budget & summary of evaluations) submitted to supervisor within 2 weeks of event
 - _____ If event was held on Council property, submit usage numbers to Property Dept within 2 weeks of event
 - _____ Photos sent (electronically) to Council Communications Dept for use in future media (optional)

4-6 Months Prior

- ◇ Research/develop event focus
- ◇ Determine community need for service project. Consult outside organizations/groups and get their approval and/or needs before promoting. Never assume to automatically know what others need or that they want our assistance.
- ◇ Develop event outline
- ◇ Secure event venue, preferably in writing. If possible/feasible, conduct a site visit to get a good idea of how to best use the available space. If using Council property, submit Property Reservation Form after determining availability.
- ◇ Develop detailed planning timeline specific to event; include dates of planning meetings/calls, benchmarks, deadlines, etc
- ◇ Begin marketing/promoting event
- ◇ Secure/confirm outside facilitators, speakers, collaborators, etc
- ◇ Recruit volunteers to assist on event day (adults, Program Aides, VITs)

1-3 Months Prior

- ◇ Closely monitor registrations; conduct targeted promotions to boost registration numbers as needed
- ◇ For overnight events –All adults must have a current, clear background check on file with council. As adult registrations come in, check Personify and/or Membership Staff for current/clear background check on file. For adults without background check, have them sign Authorization Form; conduct background check. Follow up as appropriate with adults not passing check.
- ◇ Continue securing volunteers, outside facilitators, etc
- ◇ Confirm people and details
- ◇ Communicate to those registered via email additional event information as necessary
- ◇ Determine if/how event volunteers will be identified (same colored shirts, name tags, etc)

2 Weeks Prior (Usual timeframe for registration deadline)

- ◇ Close-out registration process. If registration needs to be extended, first get supervisor approval, then promote. If special ordering supplies, be sure to allow enough time.
- ◇ If working with outside facilitators/collaborators, consult with them regarding numbers
- ◇ Confirm everything!
- ◇ Finalize list of supplies needed.
- ◇ Prepare signage for activities
- ◇ Ensure everyone involved in facilitation of event understand what they are expected to do.
- ◇ Create display samples of anything the girls will make
- ◇ Do a mock run-through of activities for timing purposes

1 Week Prior

- ◇ Purchase supplies
- ◇ Prepare event roster; determine size of groups and process for rotation through activities
- ◇ Prepare schedules and/or handouts as necessary
- ◇ Confirm volunteers; review responsibilities and expectations
- ◇ Make arrangements to pick up keys or someone to let group into building

1-2 Days Prior

- ◇ Tie-up loose ends! Pick up keys,
- ◇ Purchase non-perishables, as necessary
- ◇ Pack up supplies (Suggestion--organize/box supplies by activity for easier set-up)

Day of Event

- ◇ Arrive in plenty of time to have set up complete at least 30 minutes prior to the time participants are scheduled to arrive
- ◇ Designate area for First Aid Station
- ◇ Provide last minute instructions to volunteers
- ◇ Begin on-time and stay on schedule
- ◇ Pack/load left-over supplies
- ◇ Clean-up facility and take out trash before leaving. Remember: "Girl Scouts always leave a place better than then found it!"

After Event

- ◇ Debrief/evaluate with planning team
- ◇ Properly store left-over supplies
- ◇ Return any purchased items that can be returned for credit
- ◇ Send personal "thank-you" notes to donors, workers, volunteers, site providers, etc within 1 week
- ◇ Deliver service project donations as applicable
- ◇ Submit event report form, including budget and summary of evaluations to MMS within 2 weeks
- ◇ Submit usage report to Property Dept (if event held on council property)
- ◇ Submit photos & brief program details to Communications for their use

EVENT PLANNING WORKSHEET

Event Information:

Service Unit _____
 Event Name _____ GS Level(s) _____
 Date of Event _____ Time of Event _____
 Attendance Minimums/Maximums Girls: _____ min _____ max
 Adults: _____ min _____ max
 Location/Venue _____ Address _____
 Venue Contact _____ Phone _____
 Email _____

Event Planning Committee:

SU Event Coordinator

Phone _____
 Email _____

Committee
 Member _____
 Phone _____
 Email _____

Committee
 Member _____
 Phone _____
 Email _____

Committee
 Member _____
 Phone _____
 Email _____

Committee
 Member _____
 Phone _____
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Event Chair (If different from coordinator)

Phone _____
 Email _____

Committee
 Member _____
 Phone _____
 Email _____

Committee
 Member _____
 Phone _____
 Email _____

Committee
 Member _____
 Phone _____
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Committee
 Member _____
 Phone _____
 Email _____

Activities planned for event: _____

Supplies needed: _____

Miscellaneous:

Collaborations/partnerships _____
Special guest(s) _____ First Aider _____
Copy/print _____ Insurance _____
Postage _____ Shipping/handling _____
Patches _____ Name tags _____
Transportation _____ Financial Assistance _____
Food _____ Drinks _____
Flags _____ Decorations _____
Rentals _____ Tables/chairs _____
Service Project _____ (for) _____
Other _____ Other _____
Other _____ Other _____
Other _____ Other _____

Event Considerations:

How will this event/its planning be "girl-led"? _____

Will this event incorporate any of the three keys to the Girl Scout Leadership Experience?

Discover _____
Connect _____
Take Action _____

What are the anticipated outcomes of the event activities? _____

How will we measure these outcomes? _____

How will this event be funded? _____ Fee to be charged _____

How will girls register? _____ Registration deadline _____

How many volunteers will we need? _____

Will we allow tagalongs? _____

How will this event be promoted? _____

What will be our cancellation and/or refund policy? _____

EVENT BUDGET WORKSHEET

In preparing for any Girl Scout event, you should project a break-even point that is zero-based. For this reason, the fee is never set before expenses are determined (as closely as possible).

When determining your fees, it is important not to think in terms of participants only. Always remember to determine the total number of persons to be accommodated, plus volunteer staff involved.

Service Unit _____
 Event Name _____
 Event Location _____
 Event Coordinator _____

Date _____
 Event Type/Level _____

| Event Income | | |
|--|-----------|-----------------|
| Projected #'s | x Reg Fee | = Total |
| ____ # of girls | \$ _____ | \$ _____ |
| ____ # of adults | \$ _____ | \$ _____ |
| ____ # of non-members | \$ _____ | \$ _____ |
| ____ # of tagalongs | \$ _____ | \$ _____ |
| ____ # of other (specify) | \$ _____ | \$ _____ |
| ____ # of Total Projected Participants | | |
| Total PROJECTED Income | | \$ _____ |

| Event Expense | | | |
|----------------------|-----|------|-------|
| Item | Qty | Cost | Total |
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SITE CONSIDERATIONS

Is this a good location for your event? (Consider size, layout, hazards, driving time for participants, etc)

Adequate space for the planned activities (indoors and outdoors)

Handicap accessibility

Parking

Security (Ensure there is adequate lighting for events after dark)

Proximity of general public/other buildings

Traffic considerations (road hazards, construction, one-way streets, etc)

Safety

- Proximity to medical facilities
- Insects, animals, reptiles
- Poisonous plants
- Physical hazards

Telephone

Electricity

Toilets and hand washing facilities

Water supply

Usage guidelines

Reservation process

Cost

Additional fees (site monitor, utilities, maintenance, etc)

Trash disposal

Will the facility need to be cleaned before event? Who is responsible for this?

Do they have and/or are you allowed to use equipment you need (tables, chairs, PA system,

Municipal/local limitations (fire-building, noise, etc)

Other _____

IDEAS FOR EVENTS

The Diamonds Program Staff have prepared several event outlines to get you started (separate handout). You can simply follow them as they are, adapt them to your needs or use them to get ideas. Below are other ideas to consider when planning.

Girl Scout Recruitment
Day Camp/Twilight Camp
Cookie Kick-off Rally
Thinking Day
Juliette Lowe's Birthday
Girl Scout Sunday/Sabbath
Bridging Event
Journey Award/Badges
Earth Day
Fall Festival

Caroling
Family Fun/Potluck
Ice Cream Social
Mother/Daughter Event
Father/Daughter Event
Leader/Daughter Event
Safety Fair
Fishing Derby
Pinewood Car Derby
Sports Day

Business/Factory Tour
Career Day
Bowling
Skating
Movie/Play
Sleepover/Lock-In
Cooking/Cake Decorating
Museum Tour
Scrapbooking
State Park Activities

Possible Themes:

| | | |
|------------|-----------|-------------|
| Fitness | Olympics | Talent |
| Friendship | Patriotic | Culture |
| Animals | Travel | Celebrities |
| Sports | History | Careers |
| Nature | Season | Fiesta |
| Science | Holiday | Luau |
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |

INVOLVING YOUR SERVICE TEAM

As SU Event Coordinator, you will work closely with others on your Service Team and present event reports following your events. The Service Unit Director and Council Membership Marketing Specialist should be kept informed throughout the planning phase and immediately notified of any problems or issues that arise. The Service Unit Treasurer will need to be involved with all events, especially during the budgeting and purchasing phases. Remember: All income and expenses should go through the SU account; never through the Event Coordinator’s, volunteer’s or troop’s accounts.

It will be very beneficial for you to attend your monthly SU meetings to

- Get input from leaders concerning their girls’ interests.
- Recruit volunteers to assist with events.
- Identify possible new partnerships/collaborations.
- Promote your events/distribute flyers
- Receive feedback after events.

CREATING FLYERS, FORMS, ROSTERS, EVALUATIONS, REPORTS, ETC.

Event flyers/registration forms should be kept simple, yet give the “who, what, when, where and how” details. It is also important to include a contact person to answer questions. An example is included in this booklet.

Evaluations are used to gauge whether girls enjoyed the event, measure the outcome of your goals, and identify areas for improvement. An example is included in this booklet.

The event day roster can be created using simple tables or an excel spreadsheet. It should include troop number, level, contact names/numbers, ethnicity, special needs and/or any other information you want to collect/check off. An example is included in this booklet.

Final event reports are used to record the event for future planning purposes. These reports should be presented at your SU meeting, with copies going to the SU Director, SU Treasurer, Council Membership Marketing Specialist and in the event file/binder. The *Final Event & Financial Report* form is included in this packet. Submit this standard form within two (2) weeks of your event.

WHERE TO TURN FOR SUPPORT

Do not think that you are in this alone! Not only can you look for support from your Service Team, but also from Diamonds Council staff -- your MMS, regional Program Consultant, Communications Staff – EVERYONE! All you have to do is call or email.

FINAL EVENT & FINANCIAL REPORT

Complete this form for every event and submit within two (2) weeks of the event. Keep a copy for your event file and submit copies of reports to your Service Unit Director, Service Unit Treasurer and Membership/Marketing Specialist. Include copies of all receipts, flyers, news clippings, evaluation summary, incident reports, etc.

Service Unit Info:

Service Unit _____

SU Director _____

SU Event Coordinator _____

SU Treasurer _____

MMS _____

Event Info:

Event Name _____

Date _____

Event Location _____

Event Type/Level _____

Form Completed By (if other than Event Coordinator) _____

Indicate the number of people who *registered* for this event:

| Daisy | Brownie | Junior | Cadette | Senior | Ambassador | Adult | Non-Member Adult | Non-Member Child |
|-------|---------|--------|---------|--------|------------|-------|------------------|------------------|
| | | | | | | | | |

Indicate the number of people *actually attended* this event:

| Daisy | Brownie | Junior | Cadette | Senior | Ambassador | Adult | Non-Member Adult | Non-Member Child |
|-------|---------|--------|---------|--------|------------|-------|------------------|------------------|
| | | | | | | | | |

Did the participants of this event reflect the ethnic/racial/economic diversity within your Service Unit? Yes No

How was this event funded? _____

Did the event pay for itself? Yes No If not, how will the loss be covered (SU funds, donations, etc)? _____

Were there any accidents/injuries? Yes No If "yes", give a brief description and what how this was handled. _____

Category of Event:

- STEM (Science, Technology, Engineering, Mathematics)
- Leadership

- Adventure
- Travel
- Environmental Education
- Health/Wellness

- Art/Culture
- Other (Specify: _____)

Indicate which Girl Scout Leadership Experience Outcomes this event helped girls achieve:

| DISCOVER | CONNECT | TAKE ACTION |
|--|---|---|
| <input type="checkbox"/> Girls develop a strong sense of self. | <input type="checkbox"/> Girls develop healthy relationships. | <input type="checkbox"/> Girls can identify community needs. |
| <input type="checkbox"/> Girls develop positive values. | <input type="checkbox"/> Girls promote cooperation and team building. | <input type="checkbox"/> Girls are resourceful problem solvers. |
| <input type="checkbox"/> Girls gain practical life skills. | <input type="checkbox"/> Girls can resolve conflict. | <input type="checkbox"/> Girls advocate for themselves and others, locally and globally |
| <input type="checkbox"/> Girls seek challenges in the world. | <input type="checkbox"/> Girls advance diversity in a multicultural world. | <input type="checkbox"/> Girls educate and inspire others to act. |
| <input type="checkbox"/> Girls develop critical thinking. | <input type="checkbox"/> Girls feel connected to their communities, locally and globally. | <input type="checkbox"/> Girls feel empowered to make a difference in the world. |

How were the GSLE Outcomes measured? _____

How was this event promoted? (Attach copies of flyers, news clippings) _____

Briefly describe the event and activities: _____

Volunteers who assisted with the planning/execution of this event: .

| | | |
|-------|-------|-------|
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |

Were there any girls involved in the planning/execution of this event? (Advisory Board, Program Aides, troop volunteers, etc)? Yes No If yes, in what capacities?

Collaborations and/or partnerships used for this event (Describe the role of each):

Personal Reflections:

Do you think the event went well? Yes No Why, or why not? _____

Was there anything that you would highly recommend doing again/replicating? Yes No If yes, please describe: _____

Was there anything that you would not recommend doing again/replicating? Yes No
 If yes, please explain: _____

Suggestions for improvement/future planning purposes: _____

Budget Info: (Attach all receipts)

| Event Income | | |
|------------------------------|------------------|-----------------|
| #'s | x Reg Fee | = Total |
| ____ # of girls | \$ _____ | \$ _____ |
| ____ # of adults | \$ _____ | \$ _____ |
| ____ # of non-members | \$ _____ | \$ _____ |
| ____ # of tagalongs | \$ _____ | \$ _____ |
| ____ # of other (specify) | \$ _____ | \$ _____ |
| ____ # of Total Participants | | |
| TOTAL INCOME | | \$ _____ |

| Event Expense | | | | |
|----------------------|-------------------------|------------|------------------|--------------|
| Vendor | Item/description | Qty | Cost each | Total |
| | | | | |
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| TOTAL EXPENSE | | | | |

Total Income \$ _____ - Total Expense \$ _____ = \$ _____ (Profit/Loss)

SAMPLE FLYER



Fall Fun

Girl Scout Daisies and Brownies (Grades K-3) are invited to enjoy a beautiful fall day at The Pumpkin Patch – there will be corn mazes, face painting, games, crafts, hayrides, pig races and so much MORE! Girls will receive a fun patch for participating in the activities.

- When:* Saturday, November 1, 2014 (Rain date: Nov 8th)
10:00 am – 3:00 pm
- Where:* Pumpkin Hollow, St. Francis AR (We'll send maps to registered troops!)
- Cost:* \$7 per girl \$5 per adult
- Service Project:* Non-perishable food item to donate to the NEA Food Bank
- What to Bring:* Lunches, drinks and blankets/sit-upons for picnic lunch on the grounds
- Deadline to register:* All registrations must be received by **5 pm, Friday, October 17th**
- Event Contact:* Juliette Jones, juliettejones@savannah.com, or 111-111-1111

Special Notes for Leaders:



Payment must accompany form; make checks payable to Hilltop Service Unit. Mail completed registration forms to:
Hilltop Service Unit
c/o Juliette Jones
5 Daisy Lane
Brownieville, AR 11111



Girls should wear clothes/shoes that they can get dirty. Adults driving might want to bring towels or blankets for their car seats in case the girls get really messy!



Confirmation of registration, along with directions to The Pumpkin Patch, will be sent to troop leaders by Oct 22nd.



This event is limited to the first 200 girls to register. If fewer than 50 girls register, the event will be cancelled.

(Detach here, keep top portion for your records)

Please complete this form and return it along with all applicable fees to the address above by Oct 17th.

Leader's name _____ Trp # _____ Level _____
Address _____ City _____ Zip _____
Daytime phone number _____ Evening phone number _____
of adults registering _____ X \$5 each = _____
of girls registering _____ X \$7 each = _____
Total amount enclosed \$ _____



SAMPLE EVALUATION

EVENT EVALUATION

Fall Fun November 1, 2045 The Pumpkin Patch

Before leaving today, please give us feedback from your girls by completing this evaluation form. Drop off at registration desk or with the person in charge of this event.

Thank you for coming, and have a safe drive home!

What made you decide to attend this event? (Circle choice)

Date Location Price Subject Troop decision Other

Did you learn anything or develop new skills by participating in today's event? (Circle choice)

Yes No I don't know

If so, what?

Discover: Did you learn or try something new at this event? (Circle choice)

Yes No I don't know

Connect: Did you meet and/or work with other girls who are different from you at this event? (Circle choice)

Yes No I don't know

Take Action: Did you do something at this event that will make a difference in your community? (Circle choice)

Yes No I don't know

Please circle the answer that best describes how you felt about today's activities.

Activity 1. (List activity here)

Really fun Fun Ok Not fun

Activity 2. (List activity here)

Really fun Fun Ok Not fun

Activity 3. (List activity here)

Really fun Fun Ok Not fun

Activity 4. (List activity here)

Really fun Fun Ok Not fun

Overall, today's event was:

Really fun Fun Ok Not fun

Additional comments:



girl scouts
diamonds of
arkansas, oklahoma
and texas

