

SERVICE UNIT TEAM

Event Coordinator Orientation Manual

Unlocking Leadership

Table of Contents

Service Unit Event Coordinator Position Description.....	2
The Event Planning Group	5
What is an Event?.....	6
Developmental Characteristics of Girls.....	6
Selecting Activities.....	8
Planning Questions.....	8
Determining the Complexity of an Event.....	9
The Event	10
Gathering Resources.....	12
The Event Timetable.....	13
Event Safety.....	15
Promoting an Event	16
Elements of a Great Flier	17
Cost, Cost, Cost: What Can the Market Bear?.....	17
Creating an Event Budget	17
Explanation of Expenses	18
Budget Worksheet	19
Planning Hints.....	20
Evaluating an Event	21

Event Coordinator Position Description

Pathway: Troop

Long-Term Direct Service

Short-Term Direct Service

Time Commitment:

Duration 1 year(s) month(s) week(s) day(s)

For 10 hour(s) per year(s) month(s) week day

Hours will increase during the summer months when travel programs are in progress.

Purpose:

The event consultant oversees the creation, marketing and execution of service unit events designed to meet the needs and interests of girls, and further the Girl Scout Mission. This position will cultivate girl experience that encourages Girl Scouts to Discover, Connect and Take Action in the local community. The event consultant will use the Girl Scout Program Pillars as a guide for girl experience events.

Place of Service: Service Units

Reports to: Membership Delivery Managers

Responsibilities/Tasks:

- Be guided in all actions by the Girl Scout Mission, Promise and Law
- Work with Program Managers to ensure all program offerings have girl input and align with the Girl Scout Leadership Experience by using journey books, Volunteer Toolkit and *The Girls' Guide to Girl Scouting*. Events will be customized with additional local experiences.
- Review Volunteer Essentials and Safety Activity Checkpoints to make sure all planned events meet safety guidelines.
- Work with the service unit team to recruit volunteers for Local Area Event Coordinator to plan, implement, and evaluate service unit events.
- Assist Event Volunteers with administrative driven functions and responsibilities of their positions including adherence to all guidelines set forth in Volunteer Essentials and Safety Activity Checkpoints.
- Manages and ensures all needed event logistics are carried out, included site rentals, fees, registration, clean-up, and materials needed for the event.
- Plans and coordinates events for all girls of appropriate age level.
- Ensures that girls and adults from varied social, cultural, ethnic, religious and economic backgrounds are considered when planning events.
- Purchases adequate insurance at least 2 weeks prior to the event for any non-member participants.
- Practices the Girl Led process by allowing Girl Scouts of various grade levels to assist with the planning and development of SU events.

Skills:

- Ability to manage time efficiently, work independently and manage several projects at one time.
- Strong written and oral communication skills.
- Proficient computer skills including Microsoft Office.
- Ability to volunteer flexible hours, including evenings and weekends as needed.
- Strong proficiency in management of volunteers.
- Ability to manage a budget and track income and expenses.

Core Competencies-Required:

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

Support:

The Event Coordinator is responsible for overseeing the planning, implementation, and oversight of volunteers for event offerings at the community level that provide high-quality experiences for girls that are aligned to the Girl Scout Leadership Experience. This position is provided support from the Service Unit Administrator, the Membership Delivery Manager and the Program Department.

Training and Development

- Event Coordinator Training (read manual and complete the on line questions)

Requirements:

- Become a registered member of GSUSA
- Approved volunteer application
- Approved volunteer background check
- Signed Volunteer Position Agreement
- Be at least 21 years of age
- Accept the principles and beliefs of Girl Scouting and support local and national Girl Scout policies, practices and procedures

Agreement

I have read the Volunteer Position Outline and agree to carry out my responsibilities as described. If for any reason I am unable to perform any of my responsibilities, the Council has the right to change my volunteer status. I will fulfill the outlined duties with no monetary compensation. I certify under penalty of perjury that I have not been convicted of any criminal offense. The Council will not knowingly accept voluntary services from a convicted sex offender. Volunteers are required to disclose to Council if they are living with a sex offender or have regular personal contact with a convicted sex offender, as well as the nature and the extent of such relationships or contacts. Volunteers who violate this procedure will be barred from any further participation in Girl Scout activities.

Name (print): _____

Email: _____ Phone: _____

Address: _____

Signature of Volunteer: _____ **Date:** _____

Dear Service Unit Event Coordinator,

Thank you for volunteering your time and providing Girl Scouts in your Service Unit with great program opportunities. Planning a Service Unit event requires organization, planning, and determination!

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

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

The Event Planning Group

The event coordinator and committee will plan the event, find the committee, manage the budget, and operate the event. The team should include people who can and will be present for both the planning meetings and the entirety of the event.

- **Event Coordinator**—Delegates tasks to the different team members and ensures that events follow guidelines on timeline, budget, quality program, *Safety Principles* and *Safety Activity Checkpoints* listed in Volunteer Essentials and Girl Scouts of Black Diamond council policies and procedures; maintains a file of event reports.
- **Business Manager**—Handles all of the event finances and maintains all records for the event (i.e. registration; contracts; evaluation process; check requests; confirmation materials).
- **Program Chair**—Responsible for planning and ensuring that the event carried out is consistent with the girls' needs assessment and purpose of the event. The position has primary responsibility to recruit and support activity specialists, consultants and program aides. Position also secures all supplies needed for the event.
- **Facilities Chair**—Responsible for finding and making all arrangements for the event site. This includes arranging for the use of buildings, land and equipment provided by the site and which needs to be rented.
- **Registrar**—Works with the business manager and is responsible for registration prior to the event and on the day of the event. This includes developing registration materials, compiling "check-in" materials (nametags, agenda, event evaluation, safety information, ethnic/racial report form), collecting any balances due, and maintaining an accurate count of the number of people in attendance.
- **Activity Station Manager**—Handles program activities at a station as girls rotate through the event.
- **Clean-up Chair**—See that everything is left cleaner than they found it and materials (trash, supplies, etc.) are removed from the site.
- **Girl Representatives** – Girl input is needed and valued when planning events – especially if the event is for them!

What is an Event?

A Girl Scout event is an activity built around a theme offered to girls at the Service Unit, Region, or Council level.

An event . . .

- Considers needs and interests of girls.
- Focuses on the three keys to Leadership: Discover – Connect – Take Action, so girls will progress toward achieving outcomes while participating in activities.
- Considers the skills and experiences of the facilitators of the event.
- Strives to be girl-led, has hands-on activities and involves cooperative learning experiences whenever possible.

It has a . . .

- Set goal or outcomes.
- Defined time.

A Service Unit Event is an event for girls and/or adults in a specific geographic territory. It is envisioned, planned and implemented by a committee of the Service Unit team, troop of girls, or any other group that is meeting the needs of a specific Service Unit. This event could be grade-level specific or it could be open to the entire membership of a Service Unit.

A Multi-Service Unit/Region Event is an event for girls and/or adults that encompass some combination of the Service Unit. Whenever possible, event planning committees should have input of some form from the entire area served by the event. This input could be from volunteers on the committee, phone contact, discussion at Service Unit volunteer or leadership team meetings. Don't forget to solicit girl input when planning events.

The Developmental Characteristics of Girls

Knowing the characteristics of girls is critical to providing guidance and assistance, as they complete activities that are age-appropriate and of interest to them.

The same is true when girls participate in events and trips. Girls should be involved in the development and delivery of the activities consistent with their age. It is the responsibility of the Event Planning Group to make sure events and accompanying activities are age-appropriate and of interest to girls.

<p>Girl Scout Daisy</p>	<ul style="list-style-type: none"> • Wants to do things for and by herself; cooperative with adults; curious about relationships; friendly and helpful. • Cooperative play developing; strong link to primary caregiver; likes to please adults; beginning to take part in discussions; beginning to compromise. • Good appetite; cyclic bursts of energy; can't sit still for long; eye-hand coordination maturing; may still need help dressing and tying shoes. • Developing the use of language; "Why" is favorite question; factual, literal and realistic; good sense of present but not of the future; curious.
<p>Girl Scout Brownie</p>	<ul style="list-style-type: none"> • Intense activity; learns by doing; needs routine; eye-hand coordination continues to mature; may experience a growth spurt. • Friends are almost always "Best Friends;" rules and fairness are important; expresses feelings more clearly. • Increase awareness of self as an individual; able to develop longer term

	<p>relationships.</p> <ul style="list-style-type: none"> • Experiments with different roles; more self-conscious; compares self to others; manipulates social environment.
Girl Scout Junior	<ul style="list-style-type: none"> • Sometimes self-conscious; wants recognition for achievements; family is still important but outside interests and friends are just as important • Desire to master academic skills; self-initiated activity; desire for more and more information; new interests developing. • Enjoys learning new skills; small motor skills fairly well developed; adolescence begins for some girls. • More sophisticated use of language; vivid imagination; enjoys codes, jokes, riddles or puns.
Girl Scout Cadettes, Seniors and Ambassadors	<ul style="list-style-type: none"> • Hormonal changes lead to emotional ups and downs; concerns about how others see her; sense of vulnerability. • Adolescence is in full bloom; Motor skills are well developed; usually in second growth spurt. • Often introspective; identifies closely with peers rather than with family; seeks own identity; time with friends spend talking; beginning to date. • Capacity to think abstractly. Capable of formulating complex plans; has ability to offer alternatives; there is a quest for adventure and a feeling of invincibility.

How to Partner with Older Girls

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

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

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

- Girls can communicate the event to the rest of the Service Unit by creating fliers, distributing them, and answering any questions regarding the event. They can connect with participating leaders through e-mail and relate event specific information.
- Girls can shop for event materials with the money budgeted. They also can help in the actual set-up of the event. During the event they can run stations and afterwards, help with the cleanup. They can assist with finalizing paperwork from the event and report the evaluations.
- In addition to incorporating the GSLE, many service units also utilize their older girl troops in their events throughout the year to help retain Girl Scout Daisies and Brownies who look up to the older girls as role models. Younger troops can have a "Buddy Troop" that they partner with to do activities throughout the year. This "Buddy Troop" can be another Girl Scout Daisy or Brownie troop, and it also could consist of an older girl troop. Program aides are available to help assist younger troops or at events.

Selecting Activities

Just like a troop meeting, these are components of an event that you will need to consider:

- Check-in
- Opening Ceremonies
- Program
- Snacks
- Evaluation
- Closing Ceremonies

All of these components make the event fun— or not fun—for the participants, so consider each area carefully when planning your event.

Remember girl-led, learn by doing and cooperative learning. Include opportunities for girls to make choices in all activities, provide hands-on opportunities, and promote cooperative learning.

Criteria to keep in mind when striving for a good program:

- Incorporate the 3 Keys to Leadership: Discover – Connect – Take Action.
- Be sure activities are girl-led, hands-on and involve cooperative learning when possible.
- Reflect the Girl Scout Promise and Law.
- Address current needs of the girls, and the community.
- Provide opportunity for personal growth, exploring and discovering.
- Be appropriate to the grade level(s).
- Be fun.
- Be flexible.
- Be inexpensive.
- Have girl input (if not girl planned).
- Be challenging.
- Be a positive learning experience.

Other questions to ask:

- Will the program teach or reinforce some knowledge?
- Will it develop skills?
- Is the program suitable to age, group and experience?
- Is the program consistent with progression guidelines?
- Does the event support event goals?
- Is an opportunity provided for participants to offer feedback on the event?

Planning Questions: What? When? Where? Who? Why? How?

In responding to a series of question, the event will be planned!

What . . .

- What is the purpose of the event?
- What Leadership Key(s) will the event help girls to achieve?
- What input did girls have in selecting the event?
- What activities will be a part of the event?
- What activities will need to be changed to accommodate the different grade levels participating?

When . . .

- When will the event take place?
- When will the event begin and when will it end?

- When will the event need to be announced and promoted?
- When are registrations due?

Where . . .

- Where will the event be held?
- Is the space accessible for those with disabilities?
- Where can activity specialists be found who can conduct the activities?
- Where can program equipment and supplies be obtained?

Who . . .

- Who will be attending the event?
- Who will be planning the event?
- Who will be conducting the activities?

Why . . .

- Why is the event being conducted?
- Why is the event being offered to the selected grade level(s)?
- Why is the event being held at the date and time selected?

How . . .

- How will the event be promoted?
- How will the event be evaluated?
- How does one register for the event?

Determining the Complexity of an Event

- What activities will be offered?
- Is the event being offered for multiple grade levels or single grade level?
- Will girls need to develop skills or obtain knowledge in order to participate in the event?
- Will outside consultants be necessary?
- Will the event have to take place at a special facility?
- Will a contract or deposit be needed?
- What materials and equipment will be required?
- Will transportation need to be arranged?
- How long is the event?

The Event

One of the goals of any event is that girls gain the greatest benefit possible for the time spent. This means that several factors must be taken into consideration when developing the event.

Grade level appropriate activities—Kindergarten Girl Scout Daisies require different activities than Girl Scout Cadettes. If an event is going to be offered for a multi-grade level, then the activities will require adjustment to accommodate the different ages. It must include activities for all ages, rather than the average age of the participant. Check safety guidelines and activity checkpoints for safety compliance and age-appropriateness of event and event guidelines.

Troop-based or mixed—Some events are better if the troops are kept together, while other events are better when girls are mixed. It depends on the event, but it is possible to include some mixed activities in all events. Consider the range of grades in attendance, the risk-level of the activity and the flexibility of the activity to accommodate varying grade-levels when determining how the girls will participate. Use different methods to quickly divide girls for the different activity stations.

Traffic pattern—If an activity is dependent on what is accomplished at a previous station, it determines the flow pattern. Make sure that girls are following a path that requires the least amount of travel between stations. This helps girls to be on time for activities, reduces expenditure of energy needed for the activity and keeps morale high. If there is going to be a significant distance of travel between stations, plan a few activities to be completed along the way. Possible activities include—setting up a small scavenger hunt; having a program aide teach a related song or march during the walk; or have a traveling snack picked up just before beginning the walk. Consider the need for Program Aides to escort girls from one station to another. Think about signage.

Appropriate supplies and equipment—If an activity is sports related, use the correct sports equipment for the grade-level. Make sure there are sufficient supplies and equipment to maximize girls' participation. For example, if you are doing a craft, every girl should be able to do it at the same time; if they are going to be cooking, there should be enough hand-washing stations that everyone has washed their hands and is ready to begin the cooking activity within 1 minute of arriving at the station; if doing a sporting activity, all girls are actively engaged in the activity rather than waiting in lines for their turn or the drills rapidly move individuals through the waiting line. Think about who needs what, when coordinating an event.

Post instructions—With all the different activities taking place or if outside, hearing directions can be very difficult. Keep instruction simple and provide illustrations.

Involve the leaders/adults—Give adults a role in conducting the activities. Ask them to assist girls running through a sports drill, to help with the difficult portion of a craft project, or to be part of the skit. Adults who accompany girls can be part of the event staff if they are alerted to their accountabilities for the event and are given clear directions on how to assist. They are not the presenters of a station, but they sure can be assistants.

Give depth to the activities—This is why girls have come to the event! They want to leave having had fun, but also having done something they could not have done as a troop/group or individual. They should have learned new skills and gained new knowledge from attending an event. Include pre-event activities in the confirmation packet and distribute a post-event activities information sheet at the conclusion of the event. **INCLUDE TIME AT STATIONS FOR GIRLS TO DISCUSS** the activity.

Make it flamboyant! Events should be special and unique. It is worth the extra time needed to create colorful posters, appropriate costuming, meaningful handouts and ceremonies.

Does the event fit the girls?

- Interests
- Abilities
- Attention span
- Physical abilities and skill

Setting event goals:

After you determine who will attend, set goals for the event. Define the desired outcomes for the event. Be very specific and give yourself some means of measuring whether or not you achieve your desired outcome. Make sure your goals SMART ones. (SMART = Specific, Measurable, Attainable, Realistic and Timely.)

Girl Scout Leadership Model Overview

All Girl Scout programming is based on a leadership model that focuses on teaching girls our three keys to leadership. The model has 5 outcomes that lead to our long-term mission of building girls of courage, confidence and character who make the world a better place.

All experiences and activities are organized around the Girl Scout three keys to leadership and are based on the values of the Girl Scout Promise and Law.

- Discover activities engage girls in exploring their values, skills and world.
- Connect activities engage girls in teaming up and relating with others in a multicultural world.
- Take Action activities engage girls in making a difference in the world.

In Girl Scouts, it is not just *what* girls do (activities) but *how* they do it (processes). The processes make Girl Scouts unique, drive the quality of girls' experiences and most importantly, promote fun and friendship. The Processes are:

- Girl-Led
- Learning by Doing
- Cooperative Learning

Girl Scout Leadership Experience Outcomes

- Sense of Self—Girls have confidence in themselves and their abilities and form positive identities
- Positive Values—Girls act ethically, honestly, and responsibly, and show concerns for others.
- Challenge Seeking—Girls take appropriate risks, try things even if they might fail, and learn from their mistakes.
- Healthy Relationships—Girls develop and maintain healthy relationships by communicating their feelings directly and resolving conflicts constructively
- Community Problem Solving—Girls desire to contribute to the world in purposeful and meaningful ways, learn how to identify problems in the community, and create 'action plans' to solve them.

NOTE: Every event does not need to cover all five outcomes completely. However, the event should work within the overall Girl Scout Leadership Experience and move towards achieving these goals.

Gathering Resources

Type of facilities needed for the event:

Once an appropriate site for the event is located, a site visit should be scheduled. Refer back to the *Safety Activity Checkpoints* for all activities being offered at the site. Be sure to consider the following:

Distance and length of time girls will have to travel to event:

Is travel within recommendations (consult safety guidelines and activity checkpoints?)

Public transportation—are vehicles leased or is a parent transporting the group? What are safety guidelines and council requirements that must be met for the form of transportation selected?

Types of resources needed for the event:

Once the event is decided upon, determine what is needed to make the event successful. Always refer back to the *Safety Activity Checkpoints* to make sure all safety regulations are being followed. Also take into consideration:

What materials will be needed for this activity?

Have you checked the Council Program Resource Guide for information about program guides, kits and patch programs?

Will any equipment be needed? If so, what? If you are making equipment requests from Council, please allow 4-6 weeks for your request to be processed.

Who will present the activity to the participants? Does the activity require a certification and/or expertise? If so, is there an organization or business that could provide such an expert? What is it? When working with a vendor or a site, make sure you get the appropriate Certificate of Insurance.

Do you need to complete a tripping application? (See forms on the Council website) This form is used for three reasons: if the trip is more than 200 miles round trip from home; if you are camping on a non-owned Council site, if you are participating in a high risk adventure.

What level of First-Aider do you need? *The Safety Activity Checkpoints* guide is an excellent resource for determining the level of First-Aider.

What types of certified Activity Specialists do you need? Many of the outdoor activities required additional certifications. Please check *The Safety Activity Checkpoints* guide to determine certifications. Look for training opportunities to earn the certifications at the Council level.

Do you need to cook for the event? Kitchens, dining facilities, and food-service areas need to comply with all applicable building and health codes. All food-service personnel adhere to food-service guidelines and at least the one in charge of the food service area should have the required Food Handlers Training Card from the county health department.

Are there enough toilets facilities?

The Event Timetable

The event timetable will shift based on the complexity of the event; for large events and events that require a great deal of development and arrangements, follow the timetable present on this sheet. For simple activities, adjust accordingly.

Between 9 to 6 months ahead of event. Program manager should be contacted at the onset and then you should check in regularly after that. Also advertising is not listed as a step and it should be.

- Assess the needs and interests of girls and leaders.
- Determine who the participants will be.
- Recruit an Event Director and Planning Group.
- Determine location, date and time of event.
- Visit site to gather safety and program information.
- Present concept to leaders and obtain their “buy-in.”
- Review GSUSA safety standards and procedures.

Between 6 to 3 month ahead of event

- Set up a planning timetable.
- Develop the theme and title for the event.
- Generate a listing of activities for the event.
- Prepare a budget and determine event fee.
- Design promotional flier and registration form and patches/t-shirts.
- If a camping event, encourage adults to complete training.

Between 2 to 3 month ahead of event

- Contact consultants, activity specialists and program aides.
- Update Service Unit Team and Leaders.
- Order appropriate patches/GSUSA recognitions.
- Order supplies and equipment.
- Develop Safety Management Plan and Emergency Procedures
- File necessary paperwork with Girl Scouts of Black Diamond Council.
- Distribute flier and registration materials.

6 weeks ahead of event

- Finalize event schedule of activities.
- Distribute confirmation and pre-event materials.
- Confirm consultants, activity specialists and program aides.
- Recruit certified people to staff First Aid stations.

4 weeks ahead of event

- If event is to be canceled, this is the time to cancel.
- Send confirmation packet to consultants, activity specialists and program aides.
 - Provide directions to site and details of the activity or station they will be leading.
- Visit site to determine location of stations.
- Take out extra insurance for non-registered members attending the event. m

2 to 3 weeks ahead of event

- Review event time, activities and troop responsibilities with leaders.
- Create Girl Scout program activity information sheet and participant evaluation form.
- Make all signs and posters required for the event.
- Alert emergency services you will be in the area.

One week ahead of the event

- ___ Reconfirm consultants, activity specialists and program aides.
- ___ Obtain perishable supplies.
- ___ Review check-in procedures.
- ___ Assemble check-in packet—program activity information sheets, participant evaluation forms, and agenda for the day.

During the event

- ___ DO NOT assign the Event Consultant a job!!!
- ___ Set up check-in table and stations at least one hour before event begins.
- ___ Welcome and direct resource people to their stations.
- ___ Collect participant evaluation forms.
- ___ Schedule check-in to be one half hour before the event. Have multiple lines to get girls into the event quickly.

After the event

- ___ Have wrap-up meeting with planning group and celebrate your success!
- ___ Pay remaining expenses.
- ___ Write and send thank you notes to support personnel and volunteers.
- ___ Complete and Service Unit Event Report for your Service Unit being sure to make recommendations for a future event.
- ___ Report results of event to the Service Unit Team and Leaders.
- ___ Report event numbers to the Regional Program Manager (girls, adults, tag-a-longs).

Event Safety

Important points to remember:

- Read safety activity checkpoints.
- Collect and review health history.
- Activities are age-appropriate.
- The equipment and supplies are correct for the activities and grade-level of girls.
- The facility meets the activity needs and has been cleared of safety hazards or safety hazards have been padded or placed out of bounds.
- Emergency services have been contacted and are on alert for large events.
- Certified First-Aiders are in attendance the duration of the event. (The first-aider(s) should be in a central location and not have any other position during the event. Events of 200 or more require a Level 2 First-Aider.
- Directions to the emergency room and insurance claim forms are kept with the first aid kit.
- Optional Girl Scout Activity insurance has been purchased for non-members, high risk and extended events.
- Activity leaders are knowledgeable and hold necessary certifications.
- Girls are prepared for activities!

Below is a list of supplies you may want to have in your first aid kit to handle any emergency:

- Blanket
- Flashlight with extra batteries
- Benadryl
- Emergency phone numbers
- Adhesive tape
- Band-Aids—assorted sizes
- Gauze pads

- Instant chemical ice pack
- Disposable surgical gloves (non-latex as some girls may have a latex allergy)
- Pocket face mask/face shield
- Roller gauze bandages
- Pair of good quality scissors
- Single use antibacterial wipes for hands or hand sanitizer
- Triangular bandages

Access to:

- Soap and clean running water
- Ice
- Bathrooms

Promoting an Event

Questions to be addressed when determining when the event should be promoted/announced:

- How far in advance of an event do troops/groups need to know that it is taking place?
- What information do troops/groups need to know to decide if they are going to attend?
- Do they need to register in advance of the event?
- Do the girls need to learn new skills in preparation for the event?
- We need other marketing systems too such as Facebook and utilizing chamber websites and such.

How do you generate curiosity and excitement about the event?

- **Themes**—the title of the event can generate curiosity. Have a short title that is flashy, upbeat and umbrellas the activities.
- **Preview activities**—are short quick, fun activities that can be done at Service Unit meetings and at troop meetings by the event planning team or program aides as part of a presentation. Pre-event activities help girls to prepare for the event and maintain their interest and motivation to attend.
- **Flier**—give a short description of activities, the date of the event, cost, registration deadline and form. Inclusion of a promise of a patch is always a motivator (patches are necessary for some events, not all). The color of paper, the font type and point size, the fold of the flier, the ink color and the graphics on the flier all increase interest in the event. Have several people proof the piece for grammar, spelling and content errors. The quality of your flier and the information it contains can save you money and a lot of time, especially if a contact person's phone number is on it for further information. Contact your Regional Program Manager well in advance of the need to request assistance with the flier. Council needs to approve this flier and it has to meet all of our branding guidelines.

Important points to remember:

- Include information about the activities taking place during the event.
- Keep words to a minimum. Have lots of “open space” on the flier.
- Include the date, time, location and fees.
- Note the name of the service unit conducting the event.
- Include the Girl Scout service mark.
- Make sure the registration form is part of the flier and that it contains directions on where to send the registration and events fees.
- Include graphics or pictures.
- Make sure the registration deadline is prominent.

Elements of a Great Event Flier

1. Flier heading/title – Event name
2. Event information
 - i. Description of event.
 - ii. Identify participants.
 - iii. Date/time.
 - iv. Place/address (map or route instructions, if necessary)
 - v. Cost (Include availability of financial assistance, breakdown of what is covered in fee, cost for adults)
 - vi. Items to bring (if applicable, including medical forms)
 - vii. Contact person(s) for additional information.
 - viii. Registration deadline.
 - ix. Event cancellation and refund policy.
 - x. Permission of Parent or Guardian
3. Girl Scout identification (service mark). Don't forget to take the Brand Awareness Training.
4. Council identification (sponsoring organization).
5. Response/registration form for event should include:
 - i. Name(s) of participants or leaders name and number of girl participants.
 - ii. Address.
 - iii. Telephone: day and evening numbers.
 - iv. Grade level.
 - v. Troop number.
 - vi. Information on making out and forwarding payments; amount enclosed.
 - vii. Other choices on events, such as workshops, unit at camp, dietary restrictions.

Cost, Cost, Cost: What Can the Market Bear?

- How much can troops afford to pay for the event?
- Is the Service Unit team covering the cost or subsidizing the event?
- Can cost be reduced while maintaining the desired activities?
- Is the cost beyond the ability of a single Service Unit and its troops? If so, can it be offered as a multi-area event or should it be offered as a council event?

Creating an Event Budget

Planning decisions and some development decisions must be made before developing the budget.

1. Determine activities and decide if outside consultants and qualified specialists will be needed. Research fees.
2. Will a meal/snack be included as part of the event? Add this expense. (Calculation: Cost per participant x minimum # of participants).
3. Does the event include payment of admission fees? If so, calculate based on contractual agreement. Please note that all contracts must come in to Council for the CEO to review and get necessary signatures.
4. What program supplies will be needed for the activities? Add this expense (Cost per participant x minimum # of participants). This is the most difficult expense to calculate as materials are generally purchased in bulk quantity, but need to be calculated as a per participant expense. This is an estimated amount, not an exact amount as it may be possible to have supplies donated or a minimum amount of a

supply item must be purchased, regardless of the minimum number of participants expected to attend the event.

5. Research locations for event to determine event fee.
6. Will transportation be required? Research cost. Please note that extra insurance must be taken out when renting vehicles.
7. Include gifts of appreciation for event committee and volunteers assisting with conducting the event (\$2.50 - \$4 x total # of committee members and event volunteers).
8. Is a patch or t-shirt to be available? Will it be part of the event fee or an optional additional expense?
9. Will non-members be allowed to attend? Plan to take out extra insurance on the event. See mutualofomaha.com/gsusa.com for enrollment costs.

Income needed to support the event is determined by dividing total expenses by total number of girl participants. Fees for program aides and adults should only include expense of transportation, applicable admission fees, snack and the t-shirt and/or patch (if included as part of the event fee).

If the Service Unit is going to provide monies in support of the event, subtract that amount from the total expenses and divide the remainder by the minimum number of girls to determine the girl event fee.

It is ok to add on an additional fee for the unknown, but keep it minimal. If you have money left over, spend it on the girls in some way. Events should not be profit-making unless there is a specific purpose or the money is used for the same event the following year.

Explanation of Expenses

1. **Activity Specialists/Cook:** You may be having an event that would require paying a cook or activity specialist (to instruct archery or canoeing), such as a two-day event or camp.
2. **Consultant fees:** Fees that consultants and outside resources charge. (Someone to teach a skill or do a presentation during the event)
3. **Food:** Snacks, beverages, meals, etc. This will depend on the number and type of meals such as a snack for a two hour event, or a bag lunch, cookout, etc.
4. **Program admission fees:** The cost of a ticket, pass or entry fee for a museum, skating rink, game, concert, etc.
5. **Program supplies:** All items (there may be many) used to operate the actual program and reflect the event goals. This would include art supplies, handouts, names tags, participation incentives such as prizes, and anything used for the event activities other than equipment.
6. **Program equipment:** Cost of tables, chairs, projectors, screens, sports equipment rentals, archery or canoe equipment, etc.
7. **Facility rental:** Cost of building, site, and/or other facilities.
8. **Transportation:** Cost of renting vehicles, buses, parking fees, tolls, extra insurance, etc.

9. **Gifts for event committee/volunteers:** Thank you tokens of appreciation (notes, patches, certificates or other tokens of appreciation. This is very important for the Event Director to give to event volunteers.

Budget Worksheet

The fee charged for an event must cover the actual cost of organizing and carrying out a Service Unit event. This includes all direct costs of the event (i.e., supplies, equipment, facilities).

Estimated Income

$$\frac{\text{_____}}{\text{(Fee)}} \times \frac{\text{_____}}{\text{(Girl Member)}} = \frac{\text{_____}}{\text{(Estimated Income)}}$$

$$\frac{\text{_____}}{\text{(Fee)}} \times \frac{\text{_____}}{\text{(Adult Member)}} = \frac{\text{_____}}{\text{(Estimated Income)}}$$

$$\frac{\text{_____}}{\text{(Fee)}} \times \frac{\text{_____}}{\text{(Program Aide)}} = \frac{\text{_____}}{\text{(Estimated Income)}}$$

Actual Income

$$\frac{\text{_____}}{\text{(Fee)}} \times \frac{\text{_____}}{\text{(Girl Member)}} = \frac{\text{_____}}{\text{(Actual Income)}}$$

$$\frac{\text{_____}}{\text{(Fee)}} \times \frac{\text{_____}}{\text{(Adult Member)}} = \frac{\text{_____}}{\text{(Actual Income)}}$$

$$\frac{\text{_____}}{\text{(Fee)}} \times \frac{\text{_____}}{\text{(Program Aide)}} = \frac{\text{_____}}{\text{(Actual Income)}}$$

Expenses	Initial Estimate	Revised Estimate	Actual Cost
Activity Specialist/Cook			
Consultants			
Facility Rental			
Food			
Program Admission Fees			
Program Supplies			
Program Equipment			
Transportation			
Patches			
Insurance			
Paper/Copies/Advertisement			
T-Shirts			
Thank You Gifts			
Total Expenses			

Planning Hints

Setting...

1. Consider new, untried settings. Variety is the spice of life.
2. Think about and look over a number of places; then decide.
3. Be certain the setting is appropriate to the program
4. Be aware of safety guidelines and activity checkpoints guidelines; be prepared for potential problems.
5. Remember - The setting needs to be accessible for everyone.
6. Does the site have a back-up plan for bad weather?

Program...

1. Gather supplies, materials and equipment ahead of time. It helps you organize and remember what you have overlooked. Make a list and check off each item as it is packed.
2. Ask at the event planning meeting or service unit team meeting what people can bring in to help out. Be specific about what you need but be flexible to allow for substitutions.
3. Do not over buy...but be certain you have enough.
4. Do not forget to have a good repertoire of songs and games to teach girls during slack times.
5. Do not forget to include Girl Scout ceremonies in your program such as an opening circle, flag ceremony and closing circle. If badges or are earned at your event, why not make a ceremony out of the presentation at the end.
6. Go to site beforehand when possible to check it out.

Emergencies...

1. Have safety guidelines found in Volunteer Essentials, appropriate safety activity checkpoint sheets, and the Girl Scouts of Black Diamond Council Crisis Contact Card available and refer to it often.
2. Be sure you have a First Aider available at your program event and that they have access to the above mentioned information for easy reference.
3. Have a well-stocked First Aid Kit available.

Staffing...

1. Find people who know the grade level and enjoy working with the girls. Remember that troop leaders are not your only resource. Do not forget Girl Scout Cadette, Senior and Ambassadors trained as Program Aides, Volunteers-in-Training, and Counselors-in-Training. Note: It is recommended that girl volunteers be at least 2 years older than the group of children they are working with.
2. Get a good mix! Different people work well at different jobs and a good mix works to build a successful team.
3. Do not forget the First Aider! Remember, a Level 2 First Aider is needed for crowds of 200 or more.
4. Ask community members, High Schools, and colleges for help

Training...

1. Nothing is worse than attending an event and not being sure of what it is that you are doing and how it should be done. Keep your event committee informed and make sure they know their role.
2. Discuss together what will happen at the event.
3. Discuss health and safety; consult safety guidelines and the council's policies.
4. Be open to suggestions.
5. Have a back-up plan.
6. Make sure that all activity specialists (camping, canoe, archery, etc.) have an up-to-date certification.
7. Make sure your cooks have a Food Handlers Card from the local Health Department.
8. Prior to the event, show each person what they are responsible for at the event.

Evaluations...

1. Ask the participants:

- a. What three things from the event would you keep?
 - b. Is there anything from the event you would not like to do again?
 - c. List three ideas for future events.
 - d. What changes would you have made to this event?
2. Be receptive. Listen to the comments of others. People want to know they are being heard.
 3. Save at least one half-hour to an hour to sit down with your event committee to go over problems, suggestions, and to thank them for a job well done.
 4. Do not forget to factor in time for cleanup. A Girl Scout always leaves a site better than she found it.
 5. Use different evaluation methods. Find one the girls respond to best. Sometimes listing questions with a response using either a smiley face or a frown is more age appropriate. The girl's response is necessary to ensure that we are continuing to be a girl-centric organization and allowing girls the opportunity to decide on the program they would like to participate in. A sample event evaluation form is provided in this guide.

Evaluating an Event

How do you know if the event was a success?

- Evaluation was an ongoing process that began when girls' needs and interests were assessed before developing and conducting the event.
- Girls and leaders were asked for feedback during and at the conclusion of the event
- Participation was at maximum capacity!
- The activities stayed focused on meeting the purpose of the event
- There were clear indicators that girls made progress towards achieving the program goal(s) on which the event was focused.
- Girls and adults left the event excited and happy.
- Activities met Safety Activity Checkpoints.