

Girls Scouts of California's Central Coast



Girl Scouts®
Where Girls Grow StrongSM

Guide for the Service Team Events Chair

Adapted from
GSUSA & other Councils
USAGSO-NA #4038
Revised 7/06



Program event planning is the implementation of activities for girls within the framework of the philosophy of Girl Scouting. It begins and ends with the girl. The girl/adult partnership should be emphasized at every step of the planning process.

Girl Scouting guarantees:

- An all girl environment
- Girl planning and implementation
- Activities are age-appropriate, challenging and progressive
- Activities are implemented under the supervision and guidance of trained adult leadership
- Activities take place in a safe environment in compliance with Safety-Wise

All events should encompass the following:

- The Girl Scout mission statement
- The Girl Scout Promise and Law
- Discover-Connect-Take Action (Girl Scout Leadership Experience)
- Girl/adult planning

The Service Team is responsible for the following:

- Organizing two to four quality Service Unit events per Girl Scout membership year (Rationale for the 2 to 4 number: Service Units need to insure a balance between Service Unit and troop program. Too many events can lead to leader burn out.)
- Recruitment of an event committee reflecting the diversity of the community served (racial/ethnic, religious, socio-economic, etc.)
- Ensuring that the site is safe and accessible to all participants
- Promotion via multi meeting and community visibility on the day of the event
- Ensuring that the proper insurance plan for the event has been filed with GSOMB
- Researching Safety-Wise for the applicable program standards and activity checkpoints for the event
- Pre-event activities to prepare Girl Scout troops and or individuals for participation

The Girl Scout Troop Leader is responsible for the following:

- Ensuring that the girls have the opportunity to participate in activities for which the leader may not have the skills to conduct
- To register on time for the event and to communicate any special needs of the troop to the Event Planning Team
- Prepare the girls for their participation in the event
- Provide supervision of girls as required
- Be a Girl Scout role-model for all event participants
- Evaluate the event with the girls in his/her troop

The Girl Scout is responsible for the following:


- Participate in pre-planning activities; collect all items needed for the event as indicated on the event permission slip; submit a signed permission slip by the agreed upon deadline
- Attend the event; serve as a role-model for other Girl Scouts; participate in the evaluation of the event



The key to a successful Girl Scout event is the Service Unit event planning team, whose responsibilities should be clearly defined when they are asked to help. The size and complexity of the event will determine the number of persons required to carry out these responsibilities. Regardless of the size of the event, all of the following components on the Event Planning Team Checklist need to be considered by the event planning team.

In appointing an event planning team the Service Team Event Chair needs to make every effort to ensure that the team represents the diversity of the community served.

Planning Team Checklist

 **Utilizing past event after-action reports, and in conjunction with girl/adult planning, select the activities to include in the *Service Unit Yearly Plan***

 **Determine an event location—consider the following:**

- ⇒ New sites that are centrally located: Theater, Park, Historical Site
- ⇒ Ensure that the site is appropriate for the targeted audience
- ⇒ Develop a crisis management plan for the site and the event—Include: emergency points-of-contact; site map; map to emergency facilities; evacuation, natural disaster, fire, earthquake, bomb threat, missing child and intruder situation plans.

 **Develop an event flyer—include the following:**

- ⇒ Name of the event; brief description of the program activities/workshops
- ⇒ Location, number of days/time, point-of-contact-phone number and email
- ⇒ Fee; include refund/no refund policy
- ⇒ Age level
- ⇒ Include a “what to bring” list for participants
- ⇒ Include a tear-off registration form or staple a registration form to the flyer
- ⇒ **Consider:** where and how the flyer will be distributed; inviting prospective non-registered members to the event

 **Promoting the Service Unit Event**

- ⇒ Start early! Contact local papers; media; take advantage of community bulletin boards and/or newsletter.
- ⇒ Personal contact is best; have someone talk to groups you are targeting.
- ⇒ Good flyers help! Clip art should reflect the diversity of the community.

 **Staffing the Service Unit Event**



- ⇒ Refer to Safety-Wise, Program Standard 13, pgs. 69-70, to determine the appropriate girl to adult ratio
- ⇒ Recruit people who will get the job done! Give every volunteer a job description or checklist for the expectation of the position held; verify that they have appropriate training for the position held (for example: First Aid Training, Outdoor Training)
- ⇒ Actively recruit adults who reflect the diversity of your community-racial/ethnic, age, gender, rank, etc.
- ⇒ Provide the event team with the following: training for their event assignment; an event planning schedule with clearly defined deadlines
- ⇒ If the girls are interested include Program Aide Girl Scouts in the planning and implementation of the event

Sample Event Planning Schedule

This chart is intended to be a sample– it does not include the entire schedule for event planning.

Event Assignment	Person Responsible	Accountabilities	Deadline	Materials/ Equipment or Personnel Needed
Managing the Event	Event Chair	<ul style="list-style-type: none"> ⇒ Recruit and supervise an Event Planning Team ⇒ Provide all team members with job descriptions/ checklist ⇒ Ensure implementation of the event ⇒ Schedule and facilitate all planning meetings ⇒ Complete after-action report 	1 September On-going On-going 1 September 2 weeks after the event	<ul style="list-style-type: none"> ⇒ Event Team member job descriptions or checklists ⇒ Site for planning meetings ⇒ Food/beverages for planning meetings
Create the Event Flyer	Juliette Low	<ul style="list-style-type: none"> ⇒ Design the flyer ⇒ Copy the flyer ⇒ Distribute the flyer 	31 October	<ul style="list-style-type: none"> ⇒ Computer ⇒ Copy Machine ⇒ Paper ⇒ Distribution List
Logistics Coordinator	Lady Baden Powell	<ul style="list-style-type: none"> ⇒ Locate a site ⇒ Site set-up ⇒ Site clean-up ⇒ Crisis Management Plan 	1 October	Set-up Committee Clean-up Committee Cleaning Supplies Signage First-Aid Kit



EVENT PLANNING SCHEDULE– Blank Copy

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EVENT PLANNING SCHEDULE—Page 2

Event Assignment	Person Responsible	Accountabilities	Deadline	Materials/ Equipment or Personnel Needed



Developing the Event Program

- ⇒ Review after-action reports from previous events for program and activity ideas
- ⇒ Invite Girl Scouts to a brainstorming meeting—identify activities that relate to the four program goals
- ⇒ Identify Learning Petals, Try-Its, Proficiency Badges and Interest Project Patches/Studio 2B charm requirements girls can complete during the course of the event
- ⇒ Refer to the Service Unit Community Profile for a listing of community resources

Event Supplies

- ⇒ Identify available resources: existing Service Unit program materials; human resources
- ⇒ Secure donations of money or supplies as needed. (Remember to check our council procedures for requesting donations)
- ⇒ Make a shopping list of needed supplies and quantity

Insurance

- ⇒ Must be purchased for all non-member girl and adult participants; use Mutual of Omaha Optional Insurance Plan 2 (your Service Unit Manager has the forms) or email cvaldez@gsomb.org for assistance.

Evaluations

- ⇒ Develop an age appropriate evaluation form that asks the girls what they liked best about the event; what they liked the least about the event; recommendations for future events
- ⇒ After the event plan a meeting with event staff to compile an after-action report

Tokens of Appreciation

- ⇒ At the event, plan time to acknowledge the event planning team; present them with a token of appreciation
- ⇒ Celebrate event volunteers in your local community paper



Preparing a budget is an essential step in planning any event . Budgets must be determined prior to the distribution of the event flyer and the implementation of the event. Proposed budgets must be submitted to the Service Unit Manager prior to the event.

The first step in preparing a budget is to estimate basic expenses. The budget worksheet is only a guide to assist you with the development of your budget. With your event planning team identify all event resources that will cost money.

If your Service Unit is subsidizing an event ask the Treasurer how much money is available prior to planning the event.



Planning the Event Budget

- ⇒ Identify basic event expenses: site rental; program supplies; consultant fees; food; cleaning supplies; publicity costs; insurance costs; etc.
- ⇒ Identify available funds for this event: Service Unit funds; community grants, etc.
- ⇒ Estimate the number of participants you expect to have at the event—be conservative
- ⇒ Subtract your available funds from your basic event expenses—divide the leftover amount by the number of participants you expect to have at the event—this determines your event fee

Event Budget Worksheet next page



Event Budget Worksheet

BASIC EXPENSES			AVAILABLE FUNDS	
Site Rental			Community Grants (Please check with council guidelines for Fund Raising)	
Program Supplies			Service Unit Funds	
Equipment Rental			Other:	
Food			Other:	
Cleaning Supplies				
Publicity (paper, printing, postage, advertising)				
Girl Scout Insurance				
Insignia or Participation Patches				
Planning Meeting Expenses (food, office supplies)				
Transportation (vehicle rental, volunteer mileage)				
Telephone Charges				
First Aid Supplies				
Postage				
Consultant Fees				
Service Unit Grants for girls experiencing financial hardship				
Tokens of appreciation				
TOTAL:			TOTAL:	

Estimated Number of Participants: _____

Estimated Basic Expenses: _____

Estimated Available Funds: _____

Service Unit Event Fee: _____

<p><u>Formula</u> (Available Funds)-(Basic Expenses) divided by the Number of Participants x .15 = Participant Event Fee</p>
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Girl Scouts of California's Central Coast

AFTER-ACTION REPORT

Name of Event (workshop, activity, fund raiser, activity):

Date/Time:

Location: (Include POC for the location)

List the team members and their phone numbers and email addresses:

Who	# of Attendees	
Girl Scout Daisy		
Girl Scout Brownie		
Girl Scout Junior		
Girl Scout Cadette		
Girl Scout Senior		
Girl Scout Ambassador		
Non Girl Scouts attended or recruited		
New Volunteers recruited		
Leaders		
Middle Management Volunteers		
Staff		
Board Members		
Special Guests		<u>Names of Special Guests:</u>

Program (Synopsis or attach schedule):

Girl Scouts of California's Central Coast After-Action Form Continued

Budget (Attach a copy or list major expenditures):

Supplies needed:

What worked?:

What would you change next time?:

Ideas for future events:

POC for future volunteers:

Thank you for your gift of time
to your Service Unit! You are
appreciated!



Local Service Unit Names, Email and Phone Numbers:

Event Chair Packet 2008-2009

Northern Hub

10550 Merritt Street, Castroville, CA 95012

Local Phone: 831-633-4877 Toll Free: 800-624-4757 Fax: 831-633-4029

Central Hub

880 Industrial Way, San Luis Obispo, CA 93401

Local Phone: 805-596-0280

Southern Hub

801 S. Victoria, Suite 202, Ventura, CA 93003 PO Box 6220, Ventura, CA 93006

Local Phone: 805-880-4217 Toll Free: 800-822-2427 Fax: 805-658-8242