girl scouts

of the desert southwest
southern new mexico
& west texas

Event
Planning
Guide

Steps to Event Planning

This guide is for any troop or service unit planning an event **except day camps**. Please read and follow the steps outlined in this guide.

What is an Event?

Any activity organized **by** Girl Scouts generally **for** Girl Scouts and meets **ANY** of the following criteria.

❶ Includes girls outside of your troop or service unit beyond the scope of regular meetings.

❷ Is created, organized, and implemented by a troop or service unit.

❸ Collects funds (regardless if a profit is anticipated or not)

🍀 All Events Should...

- Follow GSUSA and GSDSW policies
- Follow steps outlined in this "Event Planning Guide"
- Meet Safety Activity Checkpoints
- Be appropriate to the grade level(s) for which it is planned
- Provide positive learning experiences
- Include girl/adult planning as appropriate
- Consider the progression of activities and skills necessary
- Provide maximum potential for fun!

NOT ALLOWED

"Profit sharing in which a troop/group/service unit receives a direct share of the profits when collaborating with another entity is **not allowed**."

GSDSW Volunteer Policies 5.4.5.2

See page 8 for examples

Secure Necessary Permissions 🍀

- ☐ Is this event in collaboration with an organization, business, or other entity? You must receive permission from your council specialist, director or officer before proceeding.
  Who is your event collaborator (if any)?_____
  Which staff member approved your collaboration?_____
  When? _____
- ☐ Is this event a fundraiser? *A fundraiser is any event that plans to collect more money than needed for event expenses.*
- ☐ You must submit the Money-Earning Request Form before proceeding.
- ☐ All events are trips for others.
  -At least one volunteer must complete the applicable 582 Basic Troop Trips in gsLearn
  -Overnight events need council approval before proceeding.
  -Any trip outside of our council needs council approval beforehand.
- ☐ Event flyers must adhere to council guidelines (see pages 14-15)
  Permission from council, via info@gsdsw.org, is required before posting any event flyer on our council social media and/or online event calendar. Allow one week for posting AFTER flyer permission is provided.
- ☐ Your Community Engagement Specialist should be aware of event.
- ☐ Your service unit should be aware of your event plans.

Step 1: Brainstorm

Start Event Planning Early

What . . .

What is the purpose of the event?
What input did girls have in selecting the event?
What activities will be a part of the event?
What backup plans do we need to have in place?

> Consider the worst-case scenarios for your event: what happens if it rains and your event is scheduled to be outdoors? What if the electricity goes out in the middle of the performance? What if attendance considerably exceeds capacity of the space? Discussing possible worst-case scenarios in advance of your event will prime your problem solving abilities so that on the off chance something like this happens you can remain calm and collected.

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 is the registration deadline?
When will confirmation be provided to registrants if necessary?

Where . . .

Where will the event be held?
   -Factors to consider: capacity, parking, restrooms and handicap accessibility. Inquire about usage guidelines, required deposits, fees, availability, flags, PA system, tables/chairs, when you could set up, etc.
   - If possible, visit the site beforehand.
   -Once a venue is chosen, reserve promptly.

Who . . .

Who will be planning the event?
Who will be attending the event? Are tagalongs allowed?
   A tagalong is any person, child or adult, who is not a registered Girl Scout member.
Who will be conducting the activities?
Who will send confirmation with details to participants if necessary?

Why . . .

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 registrations be taken?
How are girls involved in the planning and/or facilitating of event?
How will we know if the event was successful?

NOTES

Event Ideas

Event Themes

- Fitness
- Friendship
- Animals
- Sports
- Nature
- Science
- Olympics
- Patriotic
- Travel
- History
- Seasonal
- Holiday
- Talent
- Culture
- Celebrities
- Ca-reers
- Fiesta
- Luau
- STEM
- Fashion
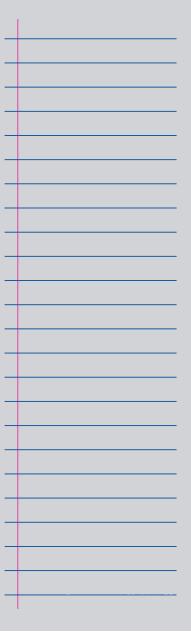- Arts
- Maker Fair
- Game Show
- Camp
- Books

Event Ideas

You are only limited by your imagination.

- Earth Day Festival
- Fall Festival
- Ice Cream Social
- Family Fun/Potluck
- Mother/Daughter Event
- Father/Daughter Event
- Leader/Daughter Event
- Safety Fair
- Fishing Derby
- Powder Puff Car Derby
- Sports Day
- Factory Tour
- Career Day
- Cooking/Cake Decorating
- Museum Tour
- Scrapbooking
- Earn a Badge Day
- Journey Workshop
- National S'mores Day
- Sock hop or dance
- Talent/Variety show
- Glow Party
- Easter Egg Hunt
- Spookie-ookie Birthday Bash
- Spa-Taculor Girls Night
- Robot Extravaganza
- Fashion Show

NOTES

Sample Event Timeline

Your event timeline will depend on your event detail and length. Some events take a year to plan. Others can be planned in as little as four to six months. Below is a four to six month timeline for you reference.

4-6 Months Prior

— Read and follow GSDSW "Event Planning Guide"

— Acquire permissions necessary as outlined on page 2 of this guide.

— Develop event budget. If event is a fundraiser, get council permission first.

— If event is a collaboration, get council permission first.

— If event includes a trip, take 582 Basic Troop Trip training in gsLearn and submit the trip application form as needed.

— Develop an event planning team as necessary

— Create an event outline

— Secure event venue, preferably in writing. If possible, conduct a site visit.

— Begin promoting event

_____Develop an event flyer. Follow guidelines on pages 14-15

1-3 Months Prior

— Closely monitor registrations and continue promoting event. As registrations come in, create a list of the troops or individuals participating. Include the name, address, phone number, and e-mail address of the person registering, the troop number, and the number of girls and adults participating. Consider including important dietary and emergency contact information.

— Recruit volunteers to assist on event day (adults, Program Aides, etc.)

2 Weeks Prior (Usual timeframe for registration deadline)

— Close-out registration process. Decide if deadline needs to be extended.

— Confirm everything with everyone (collaborators, volunteers, etc.)

— Finalize list of supplies needed

— Do a mock run-through of activities for timing purposes

— Communicate with registrants any information necessary for them to prepare

1 Week Prior

— Purchase supplies

— Prepare schedules and/or handouts as necessary

— Ensure everyone involved in event understand what they are expected to do

Sample Event Timeline

It Takes A Team!
Events include many details.
A successful event requires the help of others.
Delegate, delegate, delegate.

1-2 Days Prior
— Tie-up loose ends
— Purchase non-perishables, as necessary
— Pack up supplies needed (organize/box supplies by activity for easier set-up)

Day of Event
— Arrive in plenty of time to have set up complete. 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
— Designate a central area for "First Aid Station" visible to all
— Provide last minute instructions to volunteers
— Smile! Wear a happy, helpful face
— Begin on-time and stay on schedule, keep the event moving smoothly. One or two workers should remain at the registration area to welcome late arrivals.
— Check-in participants if necessary
— Welcome participants, review emergency procedures, instruct location of first aid and restroom locations
— Maintain a positive attitude and have fun
— Delegate tasks for issues that arise unexpectedly

After Event
— Clean-up facility and leave as required by facility agreement
— Properly store left-over supplies
— Return any purchased items that can be returned for credit
— Debrief with planning team
— Send personal "thank-you" notes to volunteers, site providers, etc within 1 week
— Share photos and brief program details to council at info@gsdsw.org
— Finalize budget to include all income and expenses with receipts
— Celebrate your success and start planning the next event

Step 2: Event Budget

Every Event Should Have A Budget

Is the troop or service unit paying for the event? This means the event would be free to registrants.

- If no, every effort should be made to ensure the event is self-sustaining and pays for itself (breaks even).
- How will the event be paid for? Participant fees, troop or service unit funds, etc.?

Don't forget your event cancellation and refund policy.

<div style="vertical-align:middle">I M P O R T A N T</div>

Is the Event a Fundraiser?

A fundraiser is any event that plans to collect more money than needed for event expenses.

You must submit the Money-Earning Request Form for approval before proceeding.

"Profit sharing in which a troop/group/service unit receives a direct share of the profits when collaborating with another entity is **not allowed**."

GSDSW Volunteer Policies 5.4.5.2

Example: "I Painted That!" offering money back to your troop/service unit based on tickets sold.

Fundraisers in association with Peter Piper Pizza, Krispy Kreme, Whataburger, or similar are not allowed.

How to Develop an Event Budget

❶ Estimate Total Number of Participants attending event. Make sure to include non-paying participants as well (event helpers, volunteers, special guests, etc.)

❷ Estimate your Total Expenses as closely as possible.

❸ Determine Fee per Person to Break Even.
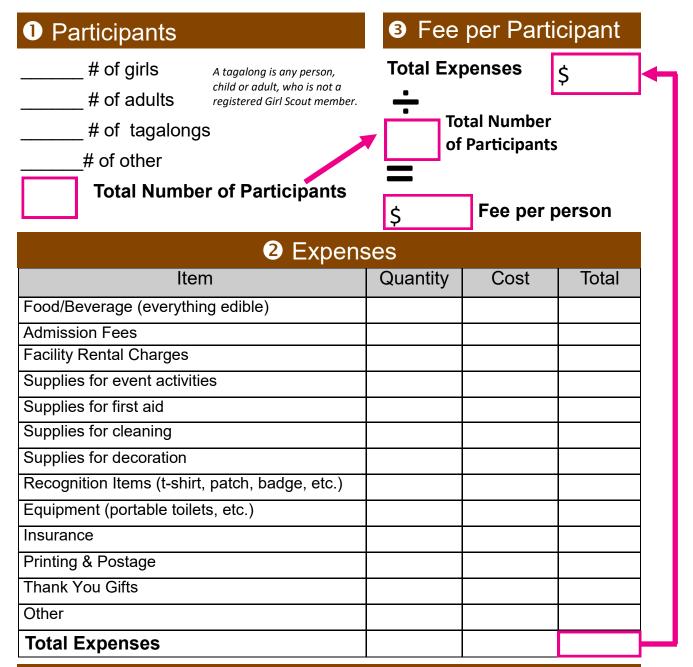Divide Total Expenses by Total Number of Participants.

❹ Determine Event Revenue.

❺ Make Sure Event Breaks Even.

NOTES

Sample Event Budget

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).

❶ Participants

_____ # of girls

_____ # of adults

_____ # of tagalongs

_____# of other

A tagalong is any person, child or adult, who is not a registered Girl Scout member.

Total Number of Participants

❸ Fee per Participant

Total Expenses $

÷

Total Number of Participants

=

$ **Fee per person**

❷ Expenses

Item	Quantity	Cost	Total
Food/Beverage (everything edible)			
Admission Fees			
Facility Rental Charges			
Supplies for event activities			
Supplies for first aid			
Supplies for cleaning			
Supplies for decoration			
Recognition Items (t-shirt, patch, badge, etc.)			
Equipment (portable toilets, etc.)			
Insurance			
Printing & Postage			
Thank You Gifts			
Other			
Total Expenses			

❹ What is Event Revenue?

Total Number of Paying Participants X Fee per person   =

❺ Will Event Break Even?

Event Revenue ___ Total Expenses   =   Profit/Loss

Step 3: Event Outline

Schedule of Event Activities

🍀 Be Sure to…

…..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, gained new knowledge or made new friends from attending an event.

….Be Prepared. Don't forget to have songs and games to teach girls during slow times. Backup plans are also good to have ready.

….Not over schedule. Make sure you have enough free time built in to allow for delays or last minute changes.

….Include Girl Scout ceremonies in your program such as an opening circle, flag ceremony and closing circle. If badges are earned at your event, why not make a ceremony out of the presentation at the end?

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

Easter Egg Hunt

Day Before
1:00 PM: Arrive at location to scatter Easter eggs.
Place marker indicators to corresponding 3 divisions.
  Ex: Daisies, Brownies, Juniors

Day of Event
7:00AM: Arrives with volunteer to set up sign in tables, food, prizes.
9:00AM: Arrive to help with stations, arts/crafts, lunch
9:30AM: Sign-in
  (Issue out bracelets for proof of purchase)
  (Issues out tickets to redeem lunch)
10:00AM–10:30AM (Daisies) Egg hunt, redeem prizes, build crafts.

10:30AM-11:00AM (Brownies) Egg hunt, redeem prizes, build crafts.

11:00AM-11:30AM (Juniors) Egg hunt, redeem prizes, build crafts.

11:30AM-12:00PM Start closing down prizes and crafts.

12:00PM-1:00PM Lunch/Surveys/Patches

1:00PM-2:00PM Clean up

Sample Event Outline

Your event outline can be as simple or detailed as it needs to be depending on your activities and length.

Are event activities…

- ☐ Safe?
- ☐ Fun?
- ☐ Flexible?
- ☐ Affordable?
- ☐ Challenging?
- ☐ A positive learning experience?
- ☐ Appropriate for grade levels?
- ☐ Consistent with girl progression?
- ☐ Led by well-trained and enthusiastic staff or volunteers?

Fantastic Flags
November 11th, 1:00 pm—4:00 pm

Purpose: to teach girls basic flag ceremonies and etiquette so that they can perform for the community

Pre-Activity: song circle—sing patriotic songs, teach "It's a Grand Old Flag"

Opening: house rules, etc., divide into groups (30 min.)

Station A: learn basic flag ceremony (30 min.)

Station B: make beaded flag pin (30 min.)

Station C: learn flag etiquette for outdoors, parades, hanging flags (30 min.)

Station D: play flag history game

Snack: (30 min.) red apples, white popcorn, blue juice (snack after two rotations, then do other two rotations)

Closing: (30 min.) clean up stations, do evaluations, close with the poker chip, build a flag ceremony

Supplies needed:
- Registration table, name tags, sign-in sheets, and pens
- Pre-activity: poster with lyrics
- Station A: US flag, OR flag and GS flags on poles, stands
- Station B: red, white, blue beads, gold safety pins
- Station C: list of history questions and answers
- Station D: flag etiquette books or member of American Legion
- Snack: apples, popcorn, juice, napkins, and cups (for popcorn and juice)
- Closing: evaluations, pencils, red, white, blue poker chips, stars, big pot, spoon, flag folded in bottom of pot

Sample Event Outline

Step 4: Safety

Plan for Safety

Resources
- ☐ Consult <u>Volunteer Essentials</u>, "Chapter 4: Safety-Wise"
- ☐ Consult <u>Safety Activity Checkpoints</u> for applicable event activities. Which activities are applicable for your event?

Adult-to-Girl Ratios

Make sure the event adult-to-girl ratios are met	Events, Travel, and Camping	
	Two unrelated volunteers (at least one of whom is female) NOT living in the same household for this number of girls:	*One* additional adult to each additional:
Girl Scout Daisies (grades K–1)	6	1-4
Girl Scout Brownies (grades 2–3)	12	1-6
Girl Scout Juniors (grades 4–5)	16	1-8
Girl Scout Cadettes (grades 6–8)	20	1-10
Girl Scout Seniors (grades 9–10)	24	1-12
Girl Scout Ambassadors (grades 11–12)	24	1-12

First Aid
- ☐ Have a current and up-to-date first-aid kit for the event.
- ☐ Who are your certified first-aider(s) during the event?
- ☐ The first-aider(s) should be in a central location, visible and not have any other position during the event. For large events, there should be one first-aider for every 200 participants.

Health Histories
- ☐ Make sure the event registration process allows for notice of allergies or other medical conditions requiring accommodation.
- ☐ Consider asking for "Health History" forms for each participant.

Step 4: Safety

Site Safety

- ☐ A site survey before the event is encouraged when possible. Make note of any potential hazards such as holes, exposed tree roots, etc.
- ☐ If the site is open to the public, what guidelines must be in place to ensure girls' safety? What are the boundaries of the event? Which areas are off limits? You may want to include this information in your event's confirmation.
- ☐ Make sure all emergency exits are clearly marked. This may mean having to create additional signs.
- ☐ Make sure parking is well-lit and allows for safe arrival and departure of vehicles and pedestrians.

All Events are Trips for Others

- ☐ At least one volunteer must complete the applicable 582 Basic Troop Trips in gsLearn
- ☐ Overnight events need council approval before proceeding.

Additional Insurance

If tagalongs are allowed to register for event, additional insurance will need to be purchased for event. (Details covered in 582 Basic Troop Trips in gsLearn.)

Male Participants

Men are welcome to participate in Girl Scouting.
- ☐ Separate restroom facilities should be available for male guests.
- ☐ Men should have their separate sleeping area for overnight events. More details on overnight procedures available in 582 Basic Troop Trips in gsLearn.

Emergencies

- ☐ GSDSW's "Emergency Procedures" must be available during the event
- ☐ Emergency contact information for participants attending
- ☐ Determine nearest location for emergency care and map the quickest route.
- ☐ Make sure you are prepared in case of the following: Fire | Evacuation | Missing person

Make sure to use and enforce the buddy system.

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Step 5: Share

Share Event Early and in Various Ways

Email
Send an email to all in your troop, service unit, etc.

Word of mouth
- Attend service unit meetings and announce your event.
- Share with your troop parents.

Group Text or App
Send a brief description of event, with deadline and key reminders.

Social Media
- **If it's a troop event,** post on your troop's social media platforms if available.
- **If event is open to service unit,** ask for it to be posted on their social media sites.
- **If event is open to all council Girl Scouts,** you may ask for it to be posted on our council Facebook page and online calendar.
  - Send flyer to info@gsdsw.org
  - Allow 1 week for posting after flyer permission is granted
  - *Events on our online council calendar must be open to all until filled*

Leave a Positive Impression

When you create publicity for your Girl Scout event, you not only influence people's perception of your troop or service unit, but also of the Girl Scout organization.

You want to create a positive impression, so you will want to ensure that your publicity is well designed, free from errors, and reflective of Girl Scouts' commitment to inclusivity.

Create a Flyer

Flyer must include
- The Girl Scout of the Desert Southwest logo.
- The troop number or name of the service unit planning the event.

Images
- Select clip art that will reproduce well (no heavy shading) and ensure that clip art is inclusive and not demeaning to any particular group
- Do not use copyrighted material (cartoon characters, song lyrics, etc.) without seeking permission from the copyright owner. If permission is granted, you must credit the source in your flyer.

Font
- Use no more than one to two different fonts throughout the flyer. Arial or Times New Roman are standard fonts are recommended.
- Avoid writing in all capitals or in italics.
- Use decorative lettering sparingly.

Proofread, proofread, and proofread.
- Have multiple people check the flyer for typos or errors.

For more guidance on flyers and promoting materials please see the "Style Guide for Volunteers" available at www.gsdsw.org/Forms

Presented by [Troop Number or Service Unit Name]

Image(s)

girl scouts
of the desert southwest
southern new mexico
& west texas

Event Name

Use this space to …

- Purpose of the Event
- Brief Description of Activities
- Why should they register for this event? How fun will it be?
- What will they learn?
- How will they Discover, Connect and Take Action?

Special Instructions
What are participants expected to bring/supply?

When: [date, time of event, including year]

Where: [location of the event complete address with zip code]

Who: [target participants (the level of Girl Scouts invited to the event)]

Deadline: [last date registrations will be accepted]

Fee: [amount and what it includes (i.e. patch, snack, etc.), payment details (how to pay) "Troop Check Payable to:", event refund policy, etc.]

For Registration or Questions: [complete name, phone number, or email address of event contact]

Step 6: Event Wrap-up

Was Event Successful?

After the event make sure to...

- Finalize event budget with actual figures.
  - Was there a profit or loss?
  - If a profit, how will the money be spent?
- Are all outstanding invoices paid in full?
- Any supplies that can be returned to store for credit or used in the future?
- Write and send thank you notes to those who helped with event.
- Debrief with your planning team.
- What can be improved?
- Celebrate your successes!

Don't forget to share!

- Share pictures with participants, service unit, troop and council.
- Keep them for a scrapbook or video montage

Evaluate

Use different evaluation methods and find the one the participants respond to best.

Verbal
Ask the participants verbally and make note of comments.

Written
Create and distribute event evaluation to participants

Digital
Send participants and email or text asking for feedback.

Be receptive

- Listen to the comments of others.
- Every comment, positive or not, is good feedback.

NOTES

Sample Event Evaluation

Event Name   Event Date

Age_____ Grade_____

Your evaluation is important to [your troop number or service unit name].
Please take a few minutes to give us your comments and suggestions so that we may provide quality programs in the future.

Circle the answer that most agrees with how you feel.

1. Did you enjoy this event by the Girl Scouts?

   Agree a lot   Agree   Disagree   Disagree a lot   Don't know

2. Can you do most things you try, even if they are hard?

   Agree a lot   Agree   Disagree   Disagree a lot   Don't know

3. Girls like me can be good at many different things.

   Agree a lot   Agree   Disagree   Disagree a lot   Don't know

4. I take responsibility for my actions when I make a mistake.

   Agree a lot   Agree   Disagree   Disagree a lot   Don't know

5. I listen to people even when I disagree with them.

   Agree a lot   Agree   Disagree   Disagree a lot   Don't know

6. I want to make the world a better place to live in.

   Agree a lot   Agree   Disagree   Disagree a lot   Don't know

7. We learn by doing activities, not just listening.

   Agree a lot   Agree   Disagree   Disagree a lot   Don't know

8. Which activity did you enjoy the **most** and why?

   _____
   _____

9. Which activity did you enjoy the **least** and why?

   _____
   _____

Event Plan Checklist

Your Name: Phone:

Email:

Service Unit Name or Troop Number (5 digits):

Event Name:

Event Date: Event Time:

Event Address:

Maximum number of event participants:

Event is open to which grade-levels?

Daisies   Brownies   Juniors   Cadettes   Seniors   Ambassadors

Purpose   What is the purpose (desired outcome) of this event?

_____

_____

Budget
☐ A budget was created for this event.
☐ Fee per participant will be $_____

Fundraiser   Is your event a fundraiser?   Yes   No
☐ If yes, when did you submit the Money Earning Request Form?
☐ Was it approved by council?   Yes   No

Collaboration   Who is your event collaborator (if any)?
☐ Which staff specialist, director, or officer approved your collaboration and when?
   Staff member:_____Date approved:_____
☐ I affirm there is **no profit sharing** to my troop or service unit.

Outline
☐ An outline of event has been developed.
☐ Event outline has been communicated to all event helpers.

Flyers
☐ Event flyers follow guidelines as outlined in this guide (pages 14-15).
☐ Did you ask your service unit to post it on their social media?   Yes   No
☐ Did you ask council to post it on council social media and event online calendar?
       When? _____Was it approved?   Yes   No Posted?   Yes   No
       Allow one week for posting AFTER flyer permission is granted.

Safety

☐ There will be a current First Aid Kit which will be available on site during event.

☐ Who will be your certified First Aider(s) at the event?
There should be at least one first-aider for every 200 participants.
Name:_____
Phone Number:_____
Email:_____

☐ There are separate restroom facilities for male participants (if applicable).

☐ List the activities which will take place at your service unit event (i.e. hiking, arts & crafts, etc.) and that you have referenced in <u>Safety Activity Checkpoints</u>.
Activity #1:_____
Activity #2:_____
Activity #3:_____
Activity #4:_____
Activity #5:_____

Ratios How will you make sure the appropriate event adult-to-girl ratios are met?

Tagalongs   Is your event open to tagalongs?   Yes   No
A tagalong is any person, child or adult, who is not a registered Girl Scout member.
☐ If yes, when did you purchase additional insurance? _____

All Events are Trips for Others

☐ Which volunteer took the applicable 582 Basic Troop Trip training?
_____

☐ Does event include an overnight stay or outing outside of our council?   Yes   No
Was there a trip application form submitted to council?   Yes   No
When was it submitted? _____
Was it approved by council?   Yes   No

Girl-Led How is the event girl-led?

_____

Success   How will you know your event was successful?

_____

_____

☐ My council representative is aware of event plan.
Staff Member:_____

☐ My service unit is aware of event plan.
How did you communicate this to your service unit?
_____
Who on the service unit team did you communicate with?
_____

Event Plan Checklist

Girl Scouts of the Desert Southwest
1-800-566-9433 • info@gsdsw.org
www.gsdsw.org