



Service Unit Event

Guidelines

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Section I: Overview

The success of an event, more than anything else, depends on **careful planning**. The following steps will help you Troop plan a successful event:

1. Determining the purpose and the focus of the event – At the end of this program what would you like your Outcomes to be? Please remember your Outcomes should be measurable (the girl will collect five cans).
2. Recruit the event Director and the Event Planning Committee
3. Budget for the event (including event business procedures)
4. Choose a site
5. Plan the event considering:
 - Number of attendees, ages and abilities of the participants
 - Space and facilities of the event area
 - Program for event including specific activities and schedule
 - Event evaluation
 - Clean-up plan

The remainder of this booklet is devoted to the *how-to* of planning and carrying out an event.

Section II: The Idea

“Wouldn’t it be nice to have a Brownie Play Day,” says someone at the Service Team Meeting.
“Oh, yes. We could have games, songs, a cookout and do some camp skills, too,” says someone else.

Here is the IDEA for an event

The Service Team then decides if a Brownie Play Day is needed in the Service Unit and if so, what purpose will the Play Day serve. Is it a feasible idea? Will it get the interest of the girls and adults and will it, at the same time, meet the needs of the Service Unit’s goals.

Testing the IDEA

Before adding it to the Service Unit’s calendar, you need to ask some questions to be sure the event is realistic and feasible.

- Is there a need for an event with this focus? What are the Outcomes?
- Is it appropriate for the grade level(s) that will be served?
- Does the idea appeal to or provide something desired by the intended audience?
- What is the potential for attendance? How many girls and adults must attend, for it to be worthwhile?
- Does the program for the event meet the GSCB’s or Service Unit’s goals and objectives?
- Are there other events planned in the Service Unit that will conflict with the event? Are there any GSCB events, meetings or major religious holidays that will occur at the same time?
- Is the event affordable?
- Is there enough time to plan the event?
- Will the event be worth the time, money and effort that will be invested?
- Can we do the event in inclement weather (snow/rain)?

The point of these thought-provoking questions is to help you plan meaningful events. They may be held for many purposes; but regardless of the purpose, always keep in mind:

- The program itself should hold meaning and value for the girls. Is it girl led?
- The girls and the Troop Volunteers should have a share in the planning of any event in which they are to take part.
- The Troop program is the most important one to the girls; therefore, their own plans should never have to be set aside to carry out others made by adults.

Section III: Planning Committee

Who Should Plan the Event?

Careful recruitment on the part of the Service Unit Manager and the Service Team should produce a person with:

- A good knowledge of the skills for the grade level.
- An understanding of activities that are challenging and fun, but not too difficult so they discourage or frustrate.
- Ideas and/or contacts for resource people and materials.
- The ability to relate to and work with many different types of personalities (sometimes under pressure).
- A knowledge of safety procedures.
- The ability to delegate and oversee all planning from start to finish.

Where Do You Look For Such People?

- Volunteers – current or former
- Older girls – Teen Girl Scouts
- Campus Girl Scouts
- Neighborhood resource people
- Troop Committee members

Remember: Service Unit Managers, Service Team Members as well as the GSCB Membership, Volunteerism and Program Department must be kept aware of your progress at all time!

Steps in Planning an Event

The success of an event depends upon careful planning. The following steps will help you and your Service Unit plan a successful event.

- Determine the purpose and focus of the event. What are the Outcomes?
- Recruit the Event Director and the Planning Team (Committee Chairs)
- Choose an appropriate site, keeping weather in mind
- Plan the event considering:
 - How to incorporate girl/adult planning. Is it girl led?
 - The number, ages and abilities of the participants. Hands-on activities
 - The space and facilities of the event site
 - Program, including specific activities and schedule
 - Cooperative action
 - The set-up and clean-up plan
- Develop a budget
- Carry out the event
- Evaluate and compile the final report

The Personnel

The Event Team will plan the event, keep the Service Team, volunteers and girls informed and involved in the planning, find consultants, process registrations, manage the budget and operate the event. The team should include people who will be present for planning meetings and during the entire event. The Event Director should try to recruit members that have no Troop Leadership responsibilities. An Event Director may choose to divide responsibilities differently depending on the type and size of the event. Some suggested position descriptions are:

- **Assistant Event Director** – assists the Director as needed
- **Registrar** – organizes and accepts all registrations for the event
- **Business Manager** – handles all of the event finances and keeps records for the event such as budget, contracts and requests or writes checks, etc.

- **Site Manager** – is responsible for finding and making all the arrangements for the event site per *Safety Activity Checkpoints* guidelines. This can include building, food service and other equipment at the site.
- **Program Chair** – is responsible for planning and seeing that the event program is carried out. If the program has several distinct divisions, such as songs, games and crafts, there can be sub-Chairpersons for each of these groups. Each sub-Chairperson is responsible for recruiting other volunteers to help.
- **First Aider** – arranges for first-aid supplies to be available at the event and establishes a central station at the event. The First Aider must be certified.

Each of these Chairpersons should recruit his/her own committee to help. Please keep the following in mind about event committees:

- All committees should be reflective of the diverse population which makes up and serves the Service Unit, including representation from all minority groups.
- Girls should be represented at all levels of planning and involved in the delivery of the event.
- Once the Event Director and the various Committee Chairs have been recruited, all need to meet together to initiate the plans for the event.
- **ALLOW PLENTY OF TIME FOR PLANNING!**

Section IV: Event Site

Once an appropriate site for the event has been located, the Site Manager and other event planners should visit the site. Refer to all *Safety Activities Checkpoints*. Be sure to check the following things:

1. Is the space large enough for the **MAXIMUM** number expected?
2. Is the space suitable and **SAFE** for the activities planned? Is it handicapped accessible?
3. If an outdoor event is planned, is there a place to get out of the rain?
4. Are there plenty of bathrooms?
5. What arrangements need to be made for trash disposal? Recycling?
6. Is it possible to leave the building/site easily in case of fire?
7. Who is the person to contact when making arrangements? Is there a back-up person who can be contacted?
8. Make sure the arrangements are clear, including date, times, cost, facilities you can and cannot use, available equipment and what services are provided. It's **best** to obtain written confirmation with all the details.
9. Determine in advance when the site fee is due.
10. Make sure there is adequate parking for the number of vehicles expected. Clearly mark the parking areas so those participants arriving can find their way easily. Having people in the parking area to direct traffic and answer questions is a good idea.
11. You may want to have people in the event area to help participants find their way to restrooms, registration areas and activities.

Section V: Getting Down to Business

Budgeting

When you are budgeting for the event, you need to think of **everything**. To begin with, estimate the maximum number of people who will attend the event and plan for that number. It is easier to decrease the budget than to increase it. Using the Event Budget form (see Appendix) as a guide:

1. Estimate expenses for each of the items listed that you will need for the event.
2. Decide if both girls and adults will pay or only girls.
3. Then divide the number of people that you expect to pay to come to the event into the total estimated cost of the event.
4. This will give you the fee per person.

You can also go about planning your budget by first determining the amount that each person will pay (including the patch, if there is one). Then decide how much of this total amount will be spent in each expense category.

For the budgets to be balanced remember the *total income* and the *total expense* lines should be the same amount.

Financial Assistance

Financial Assistance in limited amounts is available **only** for emergencies or unforeseen circumstances. Forms are available from the Service Unit or through the GSCB Membership, Volunteerism and Program Department. Applications must be completed in full and submitted according to stated deadlines. A copy of the budget must also be submitted.

Section VI: Event Program

The event program should be chosen considering the number of participants, their ages, and their abilities. Activities planned should be FUN, challenging and in keeping with the theme or purpose of the event.

While planning, consider these points:

1. If Troops need to prepare something for the event, they need the information far enough in advance so that they have at least three or four Troop meetings to prepare. (Remember, some Troops meet only twice a month.)
2. If there are rules (do's and don't's) for the event, spell them out clearly **before** the event.
3. Events should have a definite opening and closing ceremony. Participants will know for sure when things begin and end.
4. Use a loud speaker system to talk to a large group. There is nothing worse than not being able to hear.
5. Be clear and concise in your instructions to participants. Do not assume that people know what you expect of them.
6. Participants should be divided into small groups for activities. Colored yarn bracelets, different color name tags, etc., are good means of determining groups. Be sure girls have at least one or two buddies with them in a group. Be flexible.

Section VII: Scheduling

1. Allow time for set up before registration begins.
2. Schedules should be clear and available to all participants.
3. Allow at least one half-hour to 45 minutes for registration before the event opening. Publish the beginning and ending registration times. **FOR CAMPING** – Allow several hours for arrival and set-up before the first activity is scheduled - particularly if Troops need to pitch tents and/or cook/eat a meal.
4. If it is a camping event, it helps to have a meeting with one Leader and one girl from each Troop on the first night. At that time you can go over the event information, assign kapers and answer questions.
5. Activities should begin and end on time as much as possible. Keep in mind the distances people need to travel when planning the starting and ending times.
6. All consultants that are leading activities should be in place, with all required materials, at least one half hour before the activity is scheduled to start.
7. Allow time for groups to move from activity to activity. The larger the group, the longer it will take.
8. Be sure activity leaders know how much time they have and what the signal to change groups is.
9. Plan "flex" time into the schedule - just in case things run behind schedule. An easy way to do this is to allow more time than you need for lunch/dinner or the closing. Plan in some quiet time for rest and relaxation. Day events (with travel from home included) are long days for girls. Weekend events need rest time planned in as well.
10. Remember to allow time for clean-up and evaluation.

Section VIII: Food

If meals/snacks are to be part of the event, you need to answer these questions:

1. Who will provide the meals? Who will plan the menu, buy the food, cook and clean up? It should be someone (or a group) who **does not** have any other responsibilities at the event.
2. Will the cost of the meal/snack be part of the event fee so that everyone must eat the group meal/snack OR can a Troop/Volunteer choose whether they want to participate in the meal/snack? Be sure to include a "dietary restrictions" line on the registration form.
3. How much and what kind of storage space is available for food brought to the site? (refrigerator, freezers, etc.)
4. How many days prior to the event is the final serving count required?
5. Are there adequate dining facilities for your entire group?
6. Is there enough serving space so that lines do not get long?
7. Is there enough time allowed for preparation, eating and clean up? This is very important for camping events.
8. What provisions have been made for garbage disposal/recycling? Have plenty of places for people to dispose of their garbage.
9. What will be done with the leftover food?
10. If Troops are bringing lunches, have a designated place for these items to be stored in an orderly fashion. Have extra markers handy so unmarked lunches can be marked with participant's name and Troop number.

Section IX: Communications

Event Flyer

The event flyer is the primary means of promoting the event. Design your flyer so that it is simple, attractive and informative. Colored paper, photography, computer border or clip art could be used. Any flyer being seen by the public should use only approved Girl Scout logo and wording. Refer to membership categories in proper terms. Keep these points in mind:

Girl Scout Daisy	not Daisies
Girl Scout Brownie	not Brownies
Girl Scout Junior	not Juniors
Girl Scout Cadette	not Cadettes
Girl Scout Senior	not Seniors
Girl Scout Ambassador	not Ambassadors

Set a distribution/ mailing date and stick to it. Allow enough time for Troops to discuss the event, get permissions slips signed and return their registration and money to you.

The flyer should include:

- Title of the event and a brief “catchy” description of what will happen.
- The date and times of the event (both beginning and ending).
- The location (directions if an information packet is not to be sent to each volunteer or Troop who registers).
- The cost and what is included – program fee, patch, snack, refund policy, etc.
- The registration form stating the registration deadline and where the registration form should be returned.
- Transportation information if applicable.

In addition to the flyer, you may need to send follow-up information to participating Troops. This may include directions, meal tickets, event schedules, etc.

Publicity

Newspaper, radio, television – Contact the Public Relations Representative in your Service Unit well in advance of the event. It is a good idea to keep this person informed from the very beginning because she/he knows what aspect of the event will make the best “news.”

You may want to send a report of your event with pictures to the GSCB Communications Department.

Event Handouts

Most people like to know what is happening, when and where it is going to happen, before the day of the event or immediately upon arrival at the event. Be sure the printed program includes a clear schedule and map of the site.

Programs can include the names of those people who have helped with the event. This is a nice form of recognition.

Section X: Health, Safety and Security

Let *Safety Activity Checkpoints* be your guide!

Each event should have a first aid station. Some rescue squads are willing to come to the event to provide this service. If it is a camping event, Leaders need to be responsible for their Troop's first aid. Serious emergencies should be reported to the event First Aider. You should have insurance forms on hand in case they are needed.

Leaders should bring their girls' Health Statement with them to the event. Be sure Leaders know this in advance. Perhaps include a statement on the flyer.

Procedures for Serious Accident, Emergency or Crisis Situation

- Give priority attention to care of injured person(s)
- Secure doctor, ambulance and police as appropriate
- Provide supervision for those not involved
- Contact Security Instruments – (800) 244-2261 – State that you have a Girl Scout emergency. They will then contact members of the GSCB Crisis Team, (the CEO, Communications Department and any other appropriate members)
- Retain a responsible person at the scene. See that no disturbance of the victim or surroundings is permitted until police have assumed authority
- Refer all media (press, radio, TV) inquiries to the CEO or the GSCB Communications Department
- **Note: DO NOT MAKE ANY STATEMENTS TO THE PRESS.** Your response should be *"A statement will be made by an official GSCB representative once more is known."*
- Do not make or sign any statements or accident reports except to a police officer or to GSCB.

Section XI: Insurance

Girl Scout Activity Insurance covers registered girls and adults that participate in the event if the event lasts three days, two nights or less. Additional insurance may be purchased for longer events.

If the event will have non-Girl Scout participants, accident insurance should be taken out on these participants.

For information on fees and forms for additional insurance for an event, contact the GSCB Camp Registrar at 302-456-7150, extension 7182 (local) or 1-800-341-4007, extension 7182. Requests for additional insurance must be made to the GSCB Camp Registrar at least two weeks prior to the date of the event.

Section XII: Evaluations

You may wish to design several evaluations for the event. Before you design the evaluation, you need to decide what you want to know. Do you want to find out what was liked best or least - by girls - by adults? Do you want a Troop evaluation or evaluations by individuals? Do you want suggestions for future events? Do you want to know if any of the activities will carry over into Troop program? Do you want to include questions on cost, facilities, etc.? Look at the Service Unit Event Report form (207-PM). Does it require information you can gain from the evaluation?

Evaluations do not always have to be written. They can be pictures on a graffiti board. You can ask questions and get answers by asking for applause or for girls to stand up or sit down.

Be creative with the evaluation but find out what you want to know.

Section XIII: Recognitions

Each person who helps with the event should be recognized for sharing their time and talents.

1. You may recognize all the helpers and planners of the event with special name tags that they wear during the day. This recognizes their contribution to the planning and helps people identify those who can answer questions.
2. Part of the closing ceremony may include thanking those who made the event possible.
3. The recipient always appreciates thank you letters. You may also want to give those who helped certificates or little gifts.

Section XIV: Event Report

As soon as possible after the event, summarize the evaluations, complete the financial reports, and complete the Service Unit Event Report (207 PM) Form. Please submit a copy of the Service Unit Event form to the Service Unit Manager seven to ten days following the event.

Section XV: Encampments

GSCB Owned Sites

GSCB owned camps are available for Service Unit Encampments. To reserve GSCB campsites, please submit a GSCB Service Unit Camping Event Application to the Newark Resource Center (see front of packet for address). When a camp property is requested, one person will be designated as the contact person and all communication will be through that person.

Encampments on GSCB property may be scheduled anytime beginning each February 1, for the upcoming program year (school year) – August – July. Service Units who wish to have an encampment during the 2012-2013 program year, may reserve campsites beginning in February 2012. If campsite applications arrive on the same day, requesting the same dates and sites, one will be drawn at random to receive their first choice date.

Service Units holding encampments at sites other than GSCB owned property, may schedule their encampments at any time, however, they must still submit a camping application for approval.

Application Procedures

In order to ensure fair access to camping facilities and to consistently handle all applications, the following procedures are in place:

1. Reservations

- Beginning February 1, all Service Units may submit an application for a Service Unit Campout at a GSCB owned camp for the upcoming program year which begins the following August.
- Service Units may submit an application for any unclaimed dates during the present calendar year at any time.
- All applications must be accompanied by the appropriate deposit (\$100) or the application will not be processed.
- Applications will be processed on a first come, first served basis.
- Competing applications for the same site and date will be put into a lottery and drawn at random for first, second, third, etc., choice of sites and dates.
- Service Units will be notified by email of their approved site and date.
- The Outdoor Program Consultant, Service Unit Manager or a member of GSCB Membership, Volunteerism and Program Department's signature is required on the application in order to process the Service Unit Encampment Application.

2. Deposit/Fees

- A non-refundable deposit of \$100 is required for Service Unit Encampments.
- Full payment is due three months prior to the camping date. Reservations with outstanding balances within three months of the camp date may be forfeited if another application is received for that site with full payment. Alternative payment plans may be arranged by contacting the Newark Resource Center prior to the date your balance is due. Unit cancellations will be accepted up until three months prior to the date with no penalty.

3. Confirmation

- A confirmation of site, date and balance due will be sent after the application is processed.
- A complete site confirmation packet, including directions to camp will be sent to you the month before the encampment date.

4. Cancellation/Refunds

- Cancellations must be made in writing three months prior to camp date in order to receive a refund **excluding** the non-refundable deposit.
- Groups canceling within three months of their camp date are responsible for full payment of their complete balance.
- Deposits will be refunded if group camp dates/sites requested are unavailable.
- Cancellations due to weather will be refunded **only** if camp is closed by GSCB.

Appendix:

Event Director Checklist

Things to remember when planning an event

- _____ Committee Director recruited
- _____ Budget completed
- _____ Date set
- _____ Site secured
- _____ Food service arrangements completed
- _____ Flyer completed and sent – registration deadline set
- _____ Patches ordered, other memento
- _____ Check with Director of different areas (i.e. program, business, and hostesses)
- _____ Supplies purchased
- _____ Public Relations Representative contacted
- _____ Program for event planned
- _____ Helpers for day recruited
- _____ Insurance requirements checked
- _____ *Safety Activity Checkpoints* checked for sections that apply to event
- _____ Evaluations designed and printed
- _____ Programs designed and printed
- _____ Signs for site ready
- _____ Name tags ready
- _____ Recognition planned
- _____ Plan for set up at site
- _____ Plan for clean up/recycling

Last minute details to be done – fill in as needed.

- _____ Finances summarized
- _____ Service Unit Event Report form completed and submitted to Service Unit Manager within seven to ten days following event
- _____ Thank you letters written
- _____ Prepare file with the summary of exact expenses, schedule, resource persons, etc. for future use

Calculate expenses first. Then calculate income. Each team member should have a copy. Revise after registration closes. Complete final column after event is complete.

Event _____ Date _____

Event Director _____ Service Unit # _____

Approved by SUM or MVP Rep. _____

Income	Proposed for date _____	Revised to date _____	Final date _____
Girl fee			
Adult fee			
Troop fee			
Keepsakes (patches/t-shirts)			
Specialty program			
Scholarships			
Other			
TOTAL:			
Expenses			
Office supplies			
Health supplies			
Maintenance supplies			
Program supplies			
Food and beverage			
Telephone			
Postage			
Rent			
Keepsakes (patches/t-shirts)			
TOTAL:			