

Service Unit Events Coordinator Guide

Table of Contents

Service Unit Events Coordinator Position Description	2
How to Partner with Older Girls	3
Service Unit Event Timeline	4
Health and Safety Guidelines	7
Using the Service Unit Event Flier Template	8
Girl Scout Leadership Experience (GSLE) Model	9
The Three Processes	10
Service Unit Specific Guidelines	11
Event Planning by Girl Scout Grade Level	12
Hosting a Girl-Led Event	13
Service Unit Event Planning Form	14
Event Budget Worksheet	15
Service Unit Event Planner Evaluation (sample)	16
Participant Event Evaluation (sample)	17

Service Unit Events Coordinator Position Description

Summary: The service unit events coordinator is responsible for overseeing the planning and implementation of events offerings that provide high quality activities for girls using the National Program Portfolio and are aligned to the Girl Scout Leadership Experience (GSLE). The nature of this position requires the individual to provide indirect service to girls.

Term of appointment: One year, renewable upon completion of evaluation processes.

Supervised by: Service unit coordinator.

Support: The service unit events coordinator receives support, guidance and encouragement from the service unit coordinator and Council volunteer specialist. She/he has access to relevant learning opportunities and materials that prepare for and support this role.

Responsibilities:

- Support all events held within the service unit, either by direct planning or by supervising and supporting a team of volunteers that were recruited to plan and implement the event in partnership with girls.
- Recruit volunteers to plan and implement service unit events.
- Host event-planning meetings to coordinate logistics and event details.
- Ensure all event program offerings align to the Girl Scout Leadership Experience by using Journey books and *The Girls' Guide to Girl Scouting*, customized with additional local experiences.
- Ensure that all events planned within the service unit maintain safety standards following *Volunteer Essentials* and Council risk management policies and guidelines.
- Encourage leaders and volunteers to participate in service unit and Council events by staying up-to-date of the current programs and sharing them through service unit meetings and service unit communication tools.
- Participate as an active member of the service team by attending regular service unit team and volunteer meetings, and participating in the annual service unit engagement plan.
- Be guided in all actions by the Girl Scout Mission, Promise and Law.
- Remain informed about and comply with the most current policies, procedures, and guidelines of Girl Scouts of the Colonial Coast and Girl Scouts of the USA (GSUSA), including *Volunteer Essentials* and *Safety Activity Checkpoints*.

Qualifications/Core Competencies:

- **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 in person and on the phone.
- **Fostering diversity:** Understand, reflect and embrace differences.
- **Computer skills:** Ability to use email and internet required.
- **Other requirements include:**
 - Event planning experience a plus.
 - Must become knowledgeable about the Girl Scout National Program Portfolio.
 - Must become a registered member of GSUSA.
 - Complete required coursework as assigned and provided by Girl Scouts of the Colonial Coast and GSUSA.

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 those 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.

Discover

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.

Connect

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 email and relate event-specific information.

Take Action

Girls can shop for event materials with the money budgeted. They also can help in the actual set-up of the event with tables and decorations. During the event, they can run the stations and then help with the clean-up. They can help finalize 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 can consist of an older girl troop. Program aides are available to assist younger troops or at events.

Contact the service unit coordinator to ask about older girl troops that are able to assist in any way.

Service Unit Event Timeline

4 to 6 months before your event

1. Involve girls in the planning process. Depending on their grade level, decide how to appropriately include them in providing input, planning or leading activities.
2. Determine the purpose and focus of your event and who will be invited.
 - a. Does your event support the Girl Scout Leadership Experience (GSLE) and one of the program pillars?
 - i. Does your event support the values in the Girl Scout Promise and Law?
 - ii. Will the event provide for cooperative learning, personal growth and meet at least one of the five outcomes?
 - b. Will the program be suitable to the age, group and experience level of those invited?
 - i. Will the event provide opportunities for hands-on activities?
3. Research your event. Historical data may be available.
 - a. What has been done before?
 - b. What are the possibilities?
 - c. If this is a repeat event, review evaluations from previous years. What needs to be improved?
 - d. Consult *Safety Activity Checkpoints* and *Volunteer Essentials* to review Council policies and procedures.
 - e. Review any additional requirements or restrictions your service unit may have established.
4. Begin preliminary event planning, delegating as needed. Maintain communication with your service unit coordinator or program consultant as questions or problems arise.
 - a. Do you need an event committee? Recruit volunteers.
 - b. Develop a timeline for this event.
 - c. When should this event be offered (what time of year)? Reference service unit, school, holidays, cultural and religious calendars. Consider expected weather conditions.
 - d. Are the activity choices culturally sensitive? Will girls be involved with people from diverse backgrounds?
 - e. Will a patch be offered? Does it need to be custom ordered?
 - f. Find an appropriate location or venue.
 - i. What is the total cost?
 - ii. What is the break-even number? Service unit events are not to be designed to make a profit, but must cover their own expenses.
 - iii. How many girls can participate?
 - iv. Are there provisions for girls with special needs?
 - v. What will be the cost per person?
 1. Calculate the cost per person based on minimum participation.
 2. Is it reasonable for what is being offered?
 3. Is there a difference in the girl cost vs. the adult cost?
 4. Is there a cost for family/friends? Non-Girl Scout members are NOT to be free of cost unless there is also no cost to the scouts. At minimum, the cost to cover insurance and activity supplies for the Non-Girl Scout members is to be charged.
 - vi. Is a deposit needed? By what date? Is it refundable?

- vii. Is there a minimum payment? Is it refundable?
 - viii. Is a contract required? Check Council and service unit procedures for authorized signers.
 - ix. Are there participant waivers that needs to be completed?
 - x. Make sure the location is an approved facility and has an up-to-date Certificate of Insurance on file with the Council, if required.
 - xi. Using the flier template on pg. 8, create a flier containing all the required information.
 - xii. Is an event first aider needed? See Health and Safety Guidelines on pg. 7.
5. Complete the Service Unit Event Planning Form and return to your service unit coordinator or program consultant along with your itinerary/agenda, draft promotional flier and Event Budget Worksheet at least four months before your event.
 - a. Consider arrival and departure plans, parking, collection of coats/outerwear, information/patch/T-shirt distribution, if applicable.
 - b. How will girl participation and responsibility be incorporated into the event?
 6. Once your event plans are reviewed, work with your service unit special events coordinator to finalize any necessary paperwork or contracts and obtain facility deposit from the service unit treasurer. Confirm in writing that the facility is reserved for your event on your selected date.
 7. Finalize your promotional flier. Flier distribution will be handled according to service unit practices.
 8. After flier distribution, be prepared for phone calls or emails requesting information about the event.

2 to 3 months before your event

1. Plan to speak, or have girls speak, at your service unit meeting to promote your event. Look for other opportunities for event promotion.
2. As registration forms and payment come in, create a participant roster by troop and maintain an accurate count. Have a process in place to prioritize registrations if you are expecting more participants than can be accommodated.
3. Turn in checks to your service unit finance coordinator in a timely manner and always before funds are needed. Check with your service unit treasurer concerning service unit specific practices.
4. Establish emergency procedures for the day of the event and make sure everyone assisting with the event is aware of them.
5. Plan for an easily communicated clean-up process after the event. How will the girls help?
6. Keep your service unit coordinator apprised of any event changes or concerns.

1 month before your event/ Registration RSVP deadline

1. Review registrations received.
 - a. Are you close to the maximum or minimum number of participants?
 - b. Are there so few that you aren't going to cover your costs?
 - c. Work with your service unit coordinator or program consultant to find a solution.
2. Secure special event insurance, if necessary.
3. Determine patch order.

2 to 3 weeks before your event

1. Inform your service unit coordinator and service unit treasurer of any anticipated overages or shortfalls of money.
2. Send registration confirmation to participating girls and troops, if appropriate.
3. Confirm number of participants with your facility and event committee.
4. Determine who is going to do what on the day of the event. Everyone is to have a role.
5. Purchase any needed items. Keep receipts for reimbursement by your service unit treasurer.
6. Review final plans with your service unit coordinator or program consultant to ensure all plans are within requirements.
7. Prepare participant or troop evaluation forms for distribution on the day of the event.
8. Arrange for photographer or publicity coverage for the day of the event, ensuring all girls have photo permission clearance either through registration form or separate photo release.

Day of the event

1. Arrive early and check-in with your facility contact.
2. Have your event committee all wear the same color or shirt, or identify them with a special nametag.
3. Post any needed directional signs or schedules.
4. Set up a first aid and/or refreshment station, if needed.
5. Set up an arrival/registration table.
 - a. Registration is to be open at least 15 minutes prior to event start with multiple stations as necessary to accommodate number registered.
 - b. Have all the necessary supplies handy, e.g., roster, pencils, nametags.
 - c. Is there written information that needs to be distributed to the participants? e.g., schedule, map, evaluation forms, clean-up process?
6. Have a plan in place for late arrivals or early departures.
7. Collect Participant/Troop Evaluations as they leave.
8. Extend a “thank you” to the event planner and event committee, if appropriate and if possible.
9. Acknowledge any guests or dignitaries present at the beginning or end of the event.
10. Enlist girls to help clean up. Girl Scouts always leave a place cleaner than they found it.

Within 2 weeks after the event

1. Turn in all receipts for reimbursement to your service unit finance coordinator. Make sure all bills have been paid.
2. Complete the Service Unit Event Financial Report, Event Evaluation, and Participant Evaluation forms and turn in to your service unit coordinator. Include any additional information that would be helpful to someone planning a similar event in the future.
3. Involve girl volunteers in the event evaluation process.
4. Write thank you notes as appropriate.

Health and Safety Guidelines

Meeting the health and safety needs of ALL participants at an event must be the number one priority of an event planner. Review the areas listed below in order to ensure that all safety guidelines have been met.

Safety Activity Checkpoints & Volunteer Essentials

- Ensure adult-to-girl ratio is met.
- Review and follow *Safety Activity Checkpoints* for activities to be held at event.
- Provide additional insurance if needed; ask service unit coordinator for information and assistance.
- When using vehicles other than personal ones, check with the Council for required coverage.
- Establish emergency plan for participants and communicate information (including nearest hospital).

Site Considerations

- Tour site to examine exits, restrooms, cooking and serving areas, equipment that may be used, plus handicap accessibility.
- Determine traffic flow to avoid congestion and safety issues.
- Establish that the site has required Certificate of Insurance on file with the Council.

Responsibilities of First Aider – (Refer to *Safety Activity Checkpoints* or *Volunteer Essentials*)

- Level 2 training required if event has more than 200 participants or is considered unusual or high risk.
- Has current required training.
- Has examined and determined that first aid kit is fully stocked.
- Completes Incident/Accident Report as needed (form can be found at www.gscgcc.org under Forms).
- Establishes first aid area.

Responsibilities of Troop/Group Leader

- Has collected permission slips for all girls present.
- Ensure adult-to-girl ratio is met.
- Has current health histories/emergency contact information for all girls and adults at event.
- Refers to trip and travel overview in *Volunteer Essentials* for appropriate notification guidelines.
- When an accident or illness occurs, informs event planner.
- Communicates any special needs to event planner.

Using the Service Unit Event Flier Template

We encourage you to use the following service unit flier template as you prepare for your event.

Helpful Hints for a Successful Flier:

- **Filling out the “Who”**
Is the event only open to specific age levels or is it open to all age levels? Feel free to use a creative line for a themed event.
- **Filling out the “What”**
Be sure to include what kind of event it is and what journeys or badges may be earned or partially earned by participating.
- **Filling out the “When”**
Include month, day, time (including a.m. or p.m.)
- **Filling out the “Where”**
Include event location.
- **Deadline**
Keep in mind that if the event is “first-come, first-served” then you will want to communicate that. Establishing a deadline well in advance of the actual event will help you with your planning, especially if there is a minimum of participants in order for the event to take place. Have a process in mind to handle the registration priorities by postmark, if necessary. If you are opening your event to the community, be sure to provide the date when registration opens to the community (in effect, the service unit registration deadline) and when the final registration closes.
- **RSVP**
Include how the registration should be submitted (online, email, or mail) and to whom, including specific name or troop.
- **Siblings, Adults and Non-Girl Scouts**
Be sure to specify whether siblings and adults are invited to the event or if it is positioned as a recruitment event which may attract non-Girl Scouts.
- **Costs**
Be specific and clear about the costs associated with the event, as well as whether fees are non-refundable and under what conditions.

Note: Girls often prefer to design their own flier for an event. You are welcome to submit a custom designed flier in addition to the standard flier. The standard flier ensures that all required event information is included. If a custom designed flier is submitted, both fliers will be made available online. You will be welcome to distribute either flier, or both, at the service unit meetings.

Girl Scout Leadership Experience (GSLE) Model

For over a century, Girl Scouts has helped girls become leaders to which today's girls aspire:

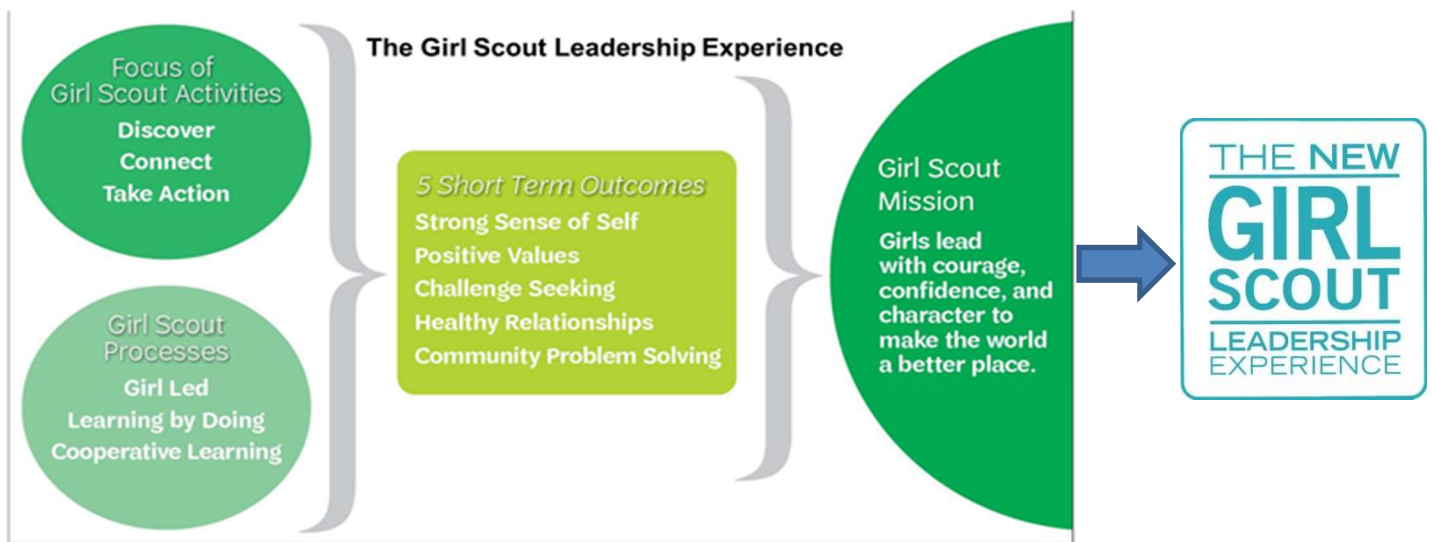
- Knowing yourself and using that knowledge to understand the world around you.
- Standing up for what you think is right and working cooperatively with others to make sure the "right" things happen.

The Three Keys to Leadership

Girls who participate in the Girl Scout Leadership Experience benefit in a multitude of ways.

The Girl Scout Leadership Experience is organized around the three keys:

- **Discover.** Girls understand themselves, their values, and their world.
- **Connect.** Girls care about, inspire and team with others.
- **Take Action.** Girls act to make the world a better place.



All experiences in Girl Scouting incorporate the Discover, Connect and Take Action keys to leadership. These keys are as beneficial to adult volunteers as they are to girls. As volunteers facilitate the Girl Scout program, the outcomes and the signs of the outcomes can be reviewed to gauge the benefits of the experience. The signs of the outcomes reflect what the individual may think, say or do during or after a leadership experience and help determine the success of the experience.

The Girl Scout Leadership Experience is designed to ensure that every Girl Scout achieves the same outcomes, regardless of how they participate.

The Three Processes

The outcomes are **what** girls gain from the Girl Scout Leadership Experience. The processes are **how** they gain them. These processes are the heart of Girl Scouting.

- **Girl-led.** Girls play an active part in figuring out the what, where, when, how, and why of their activities.
- **Learn by doing.** Rather than listening to someone tell them about it, girls get in there and do it! They explore their own questions, gain new skills, share ideas, and take time to reflect.
- **Cooperative learning.** Girls work together toward shared goals in an atmosphere of respect and collaboration.

Process	What it means	Why it works	What it looks like
Girl-Led	Girls make decisions and choices about what they do and how they do it.	Girls feel they own their group and experiences. They'll also have more fun.	Girls plan, organize, and implement their Girl Scout activities with as little supervision as possible.
Learn by Doing	Girls have opportunities for hands-on activities followed by reflection and discussion time.	Girls strengthen their critical thinking skills and are more likely to apply what they learn to their lives.	Girls reflect on what they're experiencing by journaling and being part of group discussions.
Cooperative Learning	Girls share the work to achieve a common goal as well as gain knowledge and skills in an atmosphere of respect and cooperation.	Girls build healthy relationships and communicate effectively. This experience will help them in other areas of their lives as well. Moreover, cooperative learning is fun!	Girls create a team agreement, reflect, and speak openly and often about how they are functioning as a team. Girls do activities in pairs or small groups. Girls set group goals that can only be achieved through interdependent efforts (e.g., sharing resources, helping).

Service Unit Specific Guidelines

(include your guidelines here)

Event Planning by Girl Scout Grade Level

Girl Scout Grade Level	Involvement Examples
Girl Scout Daisy (Kindergarten-Grade 1)	• Develop rules of conduct for the event. • Choose between two or three items, such as food options and/or activity options.
Girl Scout Brownie (Grades 2-3)	• All of the above. • Choosing the event's theme from three or four options. • Making nametags and invitations. • Leading a flag ceremony at the event.
Girl Scout Junior (Grades 4-5)	• All of the above. • Developing the theme of an event. • Leading activities for Girl Scout Daisies and Brownies. • Leading opening and closing ceremonies.
Girl Scout Cadette (Grades 6-8)	• All of the above. • Email, telephone, or personal contact with potential sites, vendors, and/or volunteers. • Planning songs, activities, skits and ceremonies. • Sharing their skills and experiences in Girl Scouts. • Those with Program Aide training can be given even more responsibilities.
Girl Scout Senior (Grades 9-10) Girl Scout Ambassador (Grades 11-12)	• All of the above. • Total planning of events with adult volunteer support and advice.

Hosting a Girl-Led Event

If you're working with girls who want to host an event—large or small—be sure girls are leading the event-planning. To get girls started, ask them to think about the following questions:

- What sort of event do we have in mind?
- Who is our intended audience?
- Does the audience have to be invited, or can anyone come?
- What's our main topic or focus?
- What's our objective—what do we hope to accomplish at the end of the day?
- Will one or more speakers need to be invited? If so, who? How do we find speakers?
- Where will the event take place?
- Is there a charge for this venue?
- Is the venue large enough to accommodate the audience?
- Do we have to obtain permission to use this venue? If so, from whom?
- Are there adequate facilities for the audience? If not, how much will extra portable toilets cost, and how many do we need?
- Is there adequate parking or a drop-off point for girls?
- Do we need tables? chairs? podiums? microphones? speakers?
- What sort of entertainment will we provide?
- Will we provide or sell refreshments? If so, what kinds?
- How many chaperones will we need? Who will we ask?
- What emergency care do we need to plan for? Is the event large enough that local police and fire departments need to be notified?
- Do we need to purchase additional insurance for non-Girl Scouts?
- How will we advertise the event?
- What decorations will we use?
- Will we give away any keepsakes?
- Will we charge for the event?
- Who will set up the event?
- Who will clean up after the event?
- How will we determine whether the event was a success?

Ideas for girl-led events with family, friends and community members are also available in the Leadership Journey adult guides!

Service Unit Event Planning Form

(SAMPLE ONLY)

Complete this form and return to your service unit coordinator along with your itinerary/agenda and draft promotional flier, at least four months before your event. Along with your agenda, include a logistics plan with a schedule of activities, arrival/departure details, how to set up registration, etc.

Name of Event _____ Date of Event _____ Time _____

Service Unit- Will event be open to other service units? ☐ Yes ☐ No

Event Chair _____ Troop Number _____

Email _____ Phone _____

Event Site _____ Address _____

Approved Certificate of Insurance? ☐ Yes ☐ No Waiver required? ☐ Yes ☐ No

Contract required? ☐ Yes ☐ No Deposit required? ☐ Yes ☐ No

Event patch available/included? ☐ Yes ☐ No Food planned/included? ☐ Yes* ☐ No
*(Be sure to verify service unit has restrictions on food)

Basic flier template attached? ☐ Yes ☐ No Custom flier attached? ☐ Yes ☐ No

Total cost \$ _____ Event Budget Worksheet attached? ☐ Yes ☐ No

Are non-Girl Scouts (parents, siblings, special guests) invited to participate? ☐ Yes* ☐ No
*(If yes, additional insurance is required.)

Will your event be considered a recruitment event for interested girls? ☐ Yes* ☐ No
*(If yes, additional insurance is required.)

Estimated cost per girl \$ _____ Estimated cost per non-Girl Scout \$ _____ Estimated cost per adult \$ _____

Program grade level(s) that will be attending: ☐ DS ☐ BR ☐ JR ☐ CD ☐ SR ☐ AMB

Participants: Maximum _____ Minimum _____ Break-even _____

What is the proposed outcome or purpose of this event? How are you incorporating the GSLE with its three keys to leadership – Discover, Connect, Take Action? Will the girls DISCOVER? Will the girls CONNECT? Will the girls TAKE ACTION?

Event Budget Worksheet

To be completed and returned electronically to your service unit coordinator for review two months before service unit event and ten days following a service unit event.

Attach a copy of the event flier/announcement and summary of participant's evaluations.

Event/Activity Name	
Type of Event	
Location of Event	
Service Unit Name/#	
Volunteer/Troop Hosting Event	
Service Unit Event Coordinator	

Projected # of girls attending		Actual # of girls attended	
Projected # of adults attending		Actual # of adults attended	

Brief Description of Event:

--

Income	Projected Income	Actual Income	Expenses	Projected Expenses	Actual Expenses
Admission Fees	\$	\$	Facility/Site Rental	\$	\$
Service Unit Funds	\$	\$	Supplies	\$	\$
Money Earning Activities	\$	\$	Food/Snacks	\$	\$
Other (specify)	\$	\$	Patches	\$	\$
	\$	\$	Consultant Fee	\$	\$
	\$	\$	Awards/Appreciation Gifts	\$	\$
	\$	\$	Insurance	\$	\$
	\$	\$	Printing/Materials	\$	\$
	\$	\$	Equipment Rental	\$	\$
	\$	\$		\$	\$
	\$	\$		\$	\$
	\$	\$		\$	\$
	Total:	Total:		Total:	Total:
	\$	\$		\$	\$

Difference Between Projected Income & Expenses	\$
Difference Between Actual Income & Expenses	\$

Service Unit Event Planner Evaluation

(SAMPLE ONLY)

This form is to be filled out by the service unit event planner. Please return to the service unit coordinator.

Event _____ Date of Event _____

Service Unit Event Planner _____ Email _____

of girls on committee _____ Age groups _____ # of adults on committee _____

How were the girls involved with planning this event?

What community and/or other agency resources were used in carrying out this event?

Were you pleased with the event and the plans? _____

Describe what went well.

What would you change?

What was the favorite activity? _____

Have you sent thank you notes to groups, people, or organizations who helped? ☐ Yes ☐ No

Other suggestions?

Attach summary of participant surveys and any site-specific information such as a schedule, contact information, shopping lists, etc.

Participant Event Evaluation

(SAMPLE ONLY)

Event Name _____ Troop # _____ I am a: (please check one) ☐ Scout ☐ Adult

On a scale from 1 to 5, rate the event on the following items:

1 = No! Nowhere close **2** = No **3** = For the most part **4** = Yes **5** = Absolutely, it was the best!

Was the event what you expected? ☐ **1** ☐ **2** ☐ **3** ☐ **4** ☐ **5**

Did you have fun? ☐ **1** ☐ **2** ☐ **3** ☐ **4** ☐ **5**

Would you want to do it again next year? ☐ **1** ☐ **2** ☐ **3** ☐ **4** ☐ **5**

THINGS I LIKED:

THINGS TO CHANGE:

PLEASE LIST ANY SUGGESTIONS FOR IMPROVEMENT OR OTHER COMMENTS BELOW.

Event Name _____ Troop # _____ I am a: (please check one) ☐ Scout ☐ Adult

On a scale from 1 to 5, rate the event on the following items:

1 = No! Nowhere close **2** = No **3** = For the most part **4** = Yes **5** = Absolutely, it was the best!

Was the event what you expected? ☐ **1** ☐ **2** ☐ **3** ☐ **4** ☐ **5**

Did you have fun? ☐ **1** ☐ **2** ☐ **3** ☐ **4** ☐ **5**

Would you want to do it again next year? ☐ **1** ☐ **2** ☐ **3** ☐ **4** ☐ **5**

THINGS I LIKED:

THINGS TO CHANGE:

PLEASE LIST ANY SUGGESTIONS FOR IMPROVEMENT OR OTHER COMMENTS BELOW.

