



# Event Planning Checklist

This packet will help you plan and organize an event of any size - for one troop, several troops or the whole service area.

Be sure to talk to the service area team about your event ideas. Find out what goals your service area has. Will the event help meet them? What events have been successful? What are the annual events? What other events are planned and for when? Will the event help raise money for a troop? How have event fees been determined before and what role does the service area play in startup fees?

Ask these questions to help you determine the kind of event, the goals of the event and when to have it. Use this checklist to help you organize your tasks, track your progress and leave no detail forgotten ensuring a successful event.

\*All money-earning events must receive council approval. If your event will raise money at *Troop Money Earning Application* form must be completed. You can download the form at [gswise.org](http://gswise.org).

## Recruit Girl Scouts for your planning team

### Girl Scout Daisies can:

- Limit the number of items from which to choose; offer two or three, such as menu items or craft ideas

### Girl Scout Brownies can:

- Choose basic themes or ideas
- Set rules of conduct
- Make name tags/invitations
- Plan a flag ceremony
- Make decorations

### Girl Scout Juniors can:

- Do any of the above
- Develop a theme
- Teach Girl Scout Brownies songs, games, crafts
- Make short-term plans
- Teach ceremonies
- Teach skills for younger girls

### Girl Scout Teens can:

- Do any of the above
- Make phone calls
- Provide computer support (data entry, flyers, etc.)
- Organize songs, skits, ceremonies
- Teach skills for younger girls
- Share their experiences on destinations or special trips

Remember that Girl Scout Cadettes, Seniors, and Ambassadors are very busy.

Delegate activities accordingly.





## Four to six months before event



### Recruit Event Committee

It is important to recruit both adults and girls to help plan and facilitate your event.

As the event coordinator, your job is to delegate and oversee the event, not do everything.

When you delegate, remember to give:

- A clear, brief description of the work that needs to be done
- Specific results expected
- A timeline for task completion
- Guidance and assistance when needed
- Follow up (check on timelines, etc. to see how it's going)
- Credit those who do the job (frequent verbal thank you's go a long way)

**Girl-led planning:** Girls can help plan and facilitate an event with adult support and guidance.

**Know your individual girls** - their abilities vary widely. For more help in this area, go to [gswise.org](http://gswise.org), choose *For Volunteers*, select *Volunteer Essentials*, and then go to *Chapter 3: Engaging Girls at All Grade Levels*.



### Establish event basics

With the event committee:

- Determine how the Girl Scout Leadership Experience will be incorporated into the event planning.
- Determine the type of event.
- Determine the goal/purpose and the target audience.
- Will girls earn a badge or journey award at this event?
- Set preliminary event date/site.
- Set alternate rain date/site.
- Determine time line to plan and carry out the event.
- Submit *Event Notification* form to Membership Manager or council office (found in back of booklet or on Web site).
- Submit Troop/Group Money Earning Application form to Girl Scouts of Wisconsin Southeast.



### Choose a site

Consider these factors when securing a site for your event. Any contracts need to be signed by a council representative. A Certificate of Liability Insurance for the location must be on file with the council.

- Obtain Certificate of Liability Insurance
- Site capacity and sufficient parking
- Sufficient latrines/bathrooms
- Separate bathroom and sleeping areas for men (if attending)
- Site regulations/boundaries/pertinent information
- Maintenance/clean-up (adequate trash disposal, who is responsible for what)
- Accessibility for people with disabilities
- Smoking arrangements (smoking is not permitted in the presence of girls.)
- Alcohol accessibility (consumption of alcohol is not permitted at a Girl Scout activity)



### Event specifics

Meet with event team on a regular basis.

- Refer to *Safety Activity Checkpoints* for all activities to ensure compliance.
- Brainstorm all possible activities.
- Decide which activities to include.
- Determine event schedule.
- Determine if tag-alongs will be allowed. Consider if the activities will be age-appropriate; will babysitting be provided; will adults be able to help their troop if they are watching younger children; will safety be a concern?
- Determine costs for the activities/site/food/transportation/etc.
- Build your budget. (See finance checklist)
- Determine if recognitions/patches/awards will be included as part of event. Contact local Resource Center staff for guidance.
- Determine best ways to promote event.
- Decide who will do which tasks:
  - Finances
  - Publicity/Promotion
  - Registration/name tags/schedules
  - Activity areas
  - Food/refreshments
  - Transportation
  - First aid
  - Set-up/take-down
  - Printed materials:
    - flyer/registration forms/confirmation/evaluations
  - Recognitions/patches/awards
  - Thank you's
  - Volunteer recruitment
  - Equipment
  - Site coordinator
- Obtain and submit necessary contract to local service center for signatures.
- Confirm Certificate of Liability insurance is on file with Girl Scouts of Wisconsin Southeast for any businesses you are collaborating with for event activities.
- Any solicitor for any businesses you are collaborating with for event activities on behalf of Girl Scouts must be approved by the council's fund development department.
- Custom make patches for your event can be created. Contact [dbarnes@gswise.org](mailto:dbarnes@gswise.org).
- Determine if experts or consultants are needed to lead event activities.

## Three to four months before event

### Event promotion

Once the details of your event have been set, sit down with a calendar and plan a marketing strategy. That may sound a little overwhelming, but what it really means is establishing what will get done to promote your event, when it needs to get done and by whom.

**Step 1:** Who do you want to come to this event? Is it for Girl Scout Brownies only, or all the Girl Scouts in your service area? Is the community invited? Your strategy will differ slightly depending on your response.

**Step 2:** Connect with your service area coordinator to schedule promotion time at your service area meetings. Begin promoting four months before the event so that troops have time to plan.

**Step 3:** If you are creating flyers or posters to promote your event, keep them simple. A sample event template may be found at [gswise.org](http://gswise.org).

- Think about who you want the piece to influence and what you want them to do.
- To use the Girl Scout service mark (logo), review usage guidelines on the Web site.
- Include the parent/guardian photo permission statement from the Web site.
- Name the organizing group (for example: Girl Scouts of St. Mary's School, or North Deere Area). If you do use the name of your service area, and this will be going to the public, include a brief description of where that service area is located (for example: Green Corners, serving Greenfield, Greendale and Hales Corners.)
- Registration deadline - make it bold.
- Where to send or turn in registrations (address, phone number and e-mail address).
- Who to call with questions (include phone number and email address).

**Step 4:** Send a press release to your local papers approximately one month before your event. Ask them to include it in the calendar section of their paper.

- There are papers in our council that have local people as community reporters. Contact these reporters one month before your event and ask them to include information for the next four weeks.
- Send a press release to the editors of your local papers one month before the event.
- Call the local paper three weeks before your event to schedule a photographer. Give the photographer a time during the event when there is a lot of activity and fun. Contact the Communications/PR Manager at the council regarding your contact with the media.
- On the day of your event, be available to introduce yourself to the photographer and guide them to the best photo opportunities.

**Step 5:** Download and complete the PR and Media Form located on [gswise.org](http://gswise.org) "Forms and Resources" page. Submit it to the Communications/PR Manager with any electronic media (photos, sound bites, video) from the event.

- Take shots of small groups **in action**; photos of larger groups don't reproduce well in newsprint.
- Include an event description and the names of girls whose faces are clearly visible, but do not write the information on the back of the photo. It could jeopardize the print quality.
- Newspapers prefer high-resolution jpegs e-mailed to them. Shoot photos at your camera's highest resolution when in doubt.

### Activity/task coordinator checklist

To set your overall budget of income vs. expense, have each activity/task coordinator determine the following:

- Specific activities for the area/task (age appropriate)
- Time frame for activities/event
- Materials needed:

Food	Outside facilitators
Special equipment	Office supplies
Craft supplies	Other
- Total cost of all materials

Recruit additional volunteers to help prepare materials, if necessary, and set up/facilitate/take down activity.

### Finance checklist

- Determine if it should be run through service area treasury account. (any event with three or more troops participating must)
- Determine if service area will provide start-up money for the event.
- Determine how event money will be handled.
- Decide if fee will be a per-girl fee, per-participant fee, or per-family fee.
- Estimate number of non-Girl Scout participants for additional insurance costs (see *Connections* or Web site.)
- Collect and total costs from each activity task coordinator including site fees.
- After determining total, divide by the lowest number of girls/adults/family you expect to attend and to pay. This is your break-even point.
- Decide if you want a slight budget "cushion" (you might add \$.25/participant to the fee).
- Set the event fee based on the above calculations.
- Reconfirm allotted budget amount with activity task coordinators.
- All cash and checks should be deposited within 24 hours of receipt.
- Expenses should be paid out of a Service Area checking account. This makes for a clean audit trail.
- For events scheduled in Service Areas without a checking account, work with the Membership Manager.

## One month before event

### Event safety and set up

- Establish emergency procedures and determine best transportation route and directions to nearest hospital.
- Recruit a first aider (follow *Safety Activity Checkpoints*.)
- Gather first aid supplies and Accident/Incident forms.
- Determine schedule and volunteers for event set-up.
- Determine registration set-up/procedures for the day of the event.
- Take out additional insurance as necessary (See *Connections*.)
- Determine equipment needs for event.

### Event Evaluation

- Create a simple event evaluation form for girl participants.
- Prepare master list of participants and volunteers.

## After the registration deadline

- Send out confirmation, including maps to site, schedule, materials needed, etc.
- Meet with activity coordinators to:
  - Give anticipated number of participants
  - Reconfirm budget, material preparation, equipment needs, etc.
  - Review emergency procedures
  - Acquaint coordinators with layout of event site
  - Review procedures for payment/reimbursement for purchases
  - Set wrap-up evaluation meeting date, time, place
- Complete any last-minute tasks (stuffing folders, name tags, site maps, schedules, etc.).
- Confirm that the Certificate of Liability Insurance is on file with Girl Scouts of Wisconsin Southeast.

## Day of the event

- Arrive early.
- Be enthusiastic!
- Check all arrangements. If a change is required, do so early so you will have time to make or request the change.
- Meet and greet facilitators/volunteers.
- Collect participation data for Event Participation form. This must be returned to the council within two weeks of your event.
- Circulate, inspire, communicate with volunteers and participants.
- Trouble shoot but don't make hasty decisions. Think through the consequences of a decision.
- Delegate tasks that suddenly occur - don't fall into the mind trap of: "I'm the only one who can do this."
- Give volunteers liberal doses of comfort and caring, T.L.C., etc.
- Relax and enjoy the result of your work.
- Solicit volunteers for next event if the event is held regularly.
- Ensure all participants (girls, adults and volunteers) fill out evaluation forms.
- If you need to contact a member of the Critical Event Management Team at the council office to deal with a problem or emergency, call 262-821-7941.

## Within two weeks after the event

### Wrap up

- Pay all bills.
- Send thank you letters to all volunteers/presenters/consultants involved.
- Complete actual budget.
- Clip and save any press coverage and submit copies to council.
- Submit Event Participation form to Event Pathway Manager Alicia Washington-White. (found in back of booklet or on Web site.)
- Return all borrowed items.
- Replace consumable resources, i.e. first aid supplies.
- Submit photo release forms to council.

### Evaluation meeting

Celebrate your successful event!

- Submit event evaluation (all items above) to the service area for recordkeeping, if this was a service area event. This will assist anyone planning the same or similar event next year. If photos are submitted or taken for publication, photo release form must be completed. Photo release on membership form is not adequate.
- Read participant and volunteer/facilitator evaluations.
- Give financial report.
- Write evaluation of event:
  - Activities outline
  - Recommendations for future
  - Final budget



## Sample service area/school events and activities

Below is a list of some successful events that service areas and schools have developed. Feel free to make these events your own. If you'd like more information about a particular event, contact your Membership Manager who will be happy to connect you with a person who has first hand information to share.

Event/Activity	Description	Target Program Level(s)
Camp Sneak-A-Peek (a mock day camp)	A preview day camp experience planned and conducted by Teen Girl Scouts for Girl Scout Daisies and Girl Scout Brownies so they can experience some of the day camp activities. Parents attend to ask questions and learn about opportunities to volunteer at day camp. Template is available at <a href="http://gswise.org">gswise.org</a> under volunteer support.	Girl Scout Daisies – first-grade Girl Scout Brownies
Celebration of Achievement	Girls from throughout the service area are recognized for their leadership achievements.	Third-grade Girl Scout Brownies – Girl Scout Ambassadors
Dances: Daughter/Favorite Adult Dance	An opportunity for the girls to have a special time with their favorite adult (father, mother or special adult of a specific gender). Dance, dress up, corsages, pictures, etc. Theme dances, square dance, 50's dances, 70's disco dances, Cinderella ball, etc.	Girl Scout Daisies – Girl Scout Ambassadors
Earth Day Celebration	Troops present activities for other Girl Scouts to participate that are related to Earth Day. May be activities on ecology, recycling, etc.	Girl Scout Daisies – Girl Scout Seniors
International Carnival/ Juliette Low-World Friendship Rally	Troops learn about different countries. Booths designed by the troops provide information about a country through a game, craft or food for which others may pay a nominal fee. Proceeds are donated to the Juliette Low World Friendship Fund.	Girl Scout Daisies – Girl Scout Ambassadors
Junior Jam	Overnight campout for all Girl Scout Junior troops. Girl Scout Cadette, Senior, and Ambassador experienced leaders help inexperienced leaders/troops ease into camping outdoors. Program is planned and run by Girl Scout Cadettes, Seniors, and Ambassadors, including badge work and all camp events and more.	Girl Scout Juniors - Girl Scout Ambassadors
Leader/Daughter Dinner	Year-end recognition celebration for leaders and their daughters	Girl Scout Daisies – Girl Scout Ambassadors
Learn It-Earn It/Badge Burst/ Badge Day	Earn a badge for all levels. Each level could also choose a service project for all troops of that level. For ex.: Grades 3 & 4 work together to make Birthday Boxes. Girls bring an ingredient for the box, such as cake mix, candles, frosting, etc. then at a station during the badge day they assemble the Birthday Boxes. Boxes are then donated to the local food pantry.	Girl Scout Daisies – Girl Scout Ambassadors
Roller Skating	It's easy to turn a skating party into an opportunity to collect items for a local food pantry.	Girl Scout Daisies – Girl Scout Seniors
Recruitment Events Daisy Flower Garden	Girl Scout Daisies or Brownies participate in a number of planned activities while parents learn about the Girl Scout program. Templates are located at volunteer support at <a href="http://gswise.org">gswise.org</a> .	Girl Scout Daisies – Girl Scout Brownies
Journey Jam	Girls have the opportunity to kick off their journey experience by participating in a sampling of journey activities from any of the three series.	Girl Scout Daisies – Girl Scout Ambassadors

## Event budget

(submit final budget to service area within two weeks after event)

Income category	Budget	Actual	Notes
Event fee: Girls (\$ )			
Event fee: Adults (\$ )			
Event fee: Family (\$ )			
Other (explain) i.e. in-kind donations			
Other (Explain)			
<b>Total income</b>			

Expense category	Budget	Actual	Notes
Facility rental			
Food/Refreshments			
Transportation			
Printing/name tags/schedules			
Special equipment/facilitators			
Recognitions/patches/awards			
Supplies (craft)			
Supplies (office)			
Supplies (other)			
Additional insurance (for non-Girl Scouts)			
<b>Total expenses</b>			
Total number of girls attending			
Total cost per girl (cost ÷ # of girls)			

TOTAL INCOME \_\_\_\_\_ minus TOTAL EXPENSES \_\_\_\_\_ = (+ or -)





## Event Participation form

Complete and return this form to your Membership Manager or service center within two weeks after your event.

Contact Person \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

Service Area \_\_\_\_\_ School \_\_\_\_\_

Event Name \_\_\_\_\_ Date(s) & Time(s) \_\_\_\_\_

Were other service areas involved?  Yes  No

Name(s) \_\_\_\_\_

Number of Girls \_\_\_\_\_ What age level attended event? \_\_\_\_\_

Who else attended event? \_\_\_\_\_

Was this a Bring a Friend event?  Yes  No (If yes, how many new girls attended? \_\_\_\_\_)

Attach permission slips of non-registered girls who attended event.



## Event Notification form

Complete and return to your Membership Manager **one month before** your event.

Service Area: \_\_\_\_\_

School (if school event): \_\_\_\_\_

Level (circle) & Estimated Number: D \_\_\_ B \_\_\_ J \_\_\_ C \_\_\_ S \_\_\_ Adults: \_\_\_ Other \_\_\_

Event Name: \_\_\_\_\_

Location: \_\_\_\_\_

Date & Time: \_\_\_\_\_

Coordinator's Name: \_\_\_\_\_

Daytime Telephone Number: (\_\_\_\_\_) \_\_\_\_\_ Cell Phone Number: (\_\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

Additional insurance request has been submitted \_\_\_\_\_ (date).

Is this a Bring a Friend Event?  Yes  No

Do you need registration materials for the event? (registration forms, summer books, etc.)

Attach copy of event flyer.