



Facilitating Girl-Led Events Toolkit



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Section 1:

The Girl Scout Leadership Experience (GSLE)

For nearly a century, Girl Scouts has helped girls become leaders. Not the stereotypical stand-in-front, boss-people-around variety of leadership, but the much more nuanced real-world leadership 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 3 Keys to Leadership & the 15 Outcomes

Girls who participate in the Girl Scout Leadership Experience benefit in a multitude of ways. Girl Scouts has identified 15 specific outcomes that girls achieve through Girl Scouting. These outcomes are organized around the three keys to leadership:

- **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.

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

Discover:

Girls understand themselves and their values and use their knowledge and skills to explore the world.

1. Girls develop a strong sense of self.
2. Girls develop positive values.
3. Girls gain practical life skills.
4. Girls seek challenges in the world.
5. Girls develop critical thinking.

Connect:

Girls care about, inspire, and team with others locally and globally.

1. Girls develop healthy relationships.
2. Girls promote cooperation and team building.
3. Girls can resolve conflicts.
4. Girls advance diversity in a multicultural world.
5. Girls feel connected to their communities, locally and globally.

Take Action:

Girls act to make the world a better place.

1. Girls can identify community needs.
2. Girls are resourceful problem solvers.
3. Girls advocate for themselves and others, locally and globally.
4. Girls educate and inspire others to act.
5. Girls feel empowered to make a difference in the world.

The 3 Girl Scout Processes

If 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. The processes are:

- **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.

The Girl Scout processes describe how to design and implement a program of activities and experiences for girls that will result in the outcomes listed above.

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. Plus, 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).

Section 2: Involving Girls in Planning

Starting Early: Getting Girl Input

Why do we have District Events and Community Events? To enhance the leadership experience for the GIRLS! So naturally a very important part of planning an event is getting girls' ideas on what they want the event to look like. How do you do this? Form a Girl Planning Committee. Not only will girls get the opportunity to plan, they will also be getting a jump start on interacting with girls from different areas. They may make connections that they can bring back to girls they already know to help them get excited about meeting new friends at the event.

Girl involvement in planning events is not only possible; it is an essential component of a successful Girl Scout event. The key to successful girl planning is being aware of girls' current abilities and providing constructive mentoring throughout the process.

Start a **Girl Planning Committee** by encouraging girl members in the local area to join you or suggest that existing troops or groups choose at least one representative to be a part of the committee and recruit an adult to be the advisor. Having girls plan your event may seem daunting right now, but don't worry. You are not turning over the coordination of the entire event to the girls, but are engaging them in the process of planning and executing the event based upon their grade level and ability. The following chart provides suggestions on how girls can be engaged in the planning process based upon their grade level.

Girl Scout Grade Level	Involvement Examples
Girl Scout Daisy (Kindergarten-Grade 1)	<ul style="list-style-type: none">• 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)	<ul style="list-style-type: none">• All of the above• Choosing the event's theme from three or four options• Making name tags and invitations• Leading a flag ceremony at the event
Girl Scout Junior (Grades 4-5)	<ul style="list-style-type: none">• 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)	<ul style="list-style-type: none">• 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 Ambassadors (Grades 11-12)	<ul style="list-style-type: none">• All of the above• Total planning of events with adult support and advice

Hosting a Girl-Led Event

If you are working with girls who want to host an event—large or small—be sure girls are leading the event planning, instead of sitting by passively while you or another adult plans the event. 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 is our main topic or focus?
- What is 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? a screen?
- 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? Patches? Badges?
- 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 experts are also available in the Leadership Journey adult guides!

Community partners, individual Girl Scouts, volunteers, and Girl Scout troops and groups often plan events designed to incorporate the GSLE for other Girl Scouts. All Girl Scouts events are open to all Girl Scouts wherever they may live. Girl Scouts of Southeastern Michigan (GSSEM) has developed an *Intent to Event* process found on our website in the Forms section to make planning and delivering programs easy for girls and volunteers. The submission and approval of an *Intent to Event* form is only required for Community Events.

Mentoring Girls During Event Planning

Ways to get started:

- Use the Girl Scout Leadership Experience Outcomes as your guide. What elements of planning and leading the event will help girls meet these outcomes? Based upon the grade or ability level for the girls planning the event:
 - Provide the event theme and budget and ask the girls to develop a ceremony and/or activity OR....
 - Ask girls to create two or three possible ideas for a theme, activity, menu, etc. and ask them to present their ideas to the planning committee OR.....
 - Ask girls to pick their favorite (theme, activity, menu, etc.) from a list of choices OR....
 - Ask open-ended questions to help girls review and evaluate their choices: “Have you considered how you will handle...” “What is your plan if...”

Throughout the process:

- Once the girls have made a decision and this decision has been approved by the committee, **you need to let girls own that entire aspect of the event.**
- Ask girls to provide regular updates to the committee regarding progress.
- If problems arise, ask girls to brainstorm possible solutions.
- Depending on the grade or ability level of the girls, they may be put in charge of buying necessary materials, managing funds for their aspect of the event (with adult supervision), as well as showing other volunteers what to do.
- Give girls a timeline and deadlines for when things need to be completed.
- Be patient. Provide assistance if necessary, but avoid doing things for the girls. **They will learn a great deal from mistakes or obstacles.**
- Be aware of girls' other commitments.
- Be a positive role model.
- At the event, make sure girls lead their aspect of the event. Do not have girls plan an activity and then have adults lead it or vice versa.

After the event:

- Ask girls to evaluate how things went.
- Thank girls for all of their help. If you provide tokens of appreciation for event volunteers, be sure to include the girls as well.
- Let girls know about upcoming Community Events and how they can be involved.
- In future events, let girls take on more challenging tasks.
- Ask girls to serve as mentors for other girls during planning for the next Community Event.

Tips and Ideas for Girl Interaction

Building Interaction into the Event:

Girls from different troops or girls attending independently will not magically interact together. It must be built into the design of the event.

- **Minimize the troop in the event:** It is natural to group girls at the event by troop, but in doing this you are inhibiting interaction between girls of different troops and with girls who are coming without anyone else they know. If girls from a particular troop plan or run certain parts of the event, make sure there are ways for girls to be independent of the troop.
- **Involve girls that attend without a troop:** Community Events are designed to engage more girls in a high quality Girl Scout Leadership Experience. Girls are welcome to come to any event with or without other girls who they know. All girls who attend an event, particularly girls who are members of the Juliette Network, should feel welcomed and be fully integrated into the program.
- **Build small group time into the event:** Group girls by something other than by troop. Number off the girls into groups by age, or get creative and make it a game. You could give each girl a big puzzle piece as she arrives and have all the girls go try to find the pieces they match with and they become a group.
- **Get the buy-in of leaders and volunteers:** Let leaders and volunteers know ahead of time about the interaction goals for the event. Make sure they help their girls overcome their insecurities by going with them to meet new friends.

Specific Techniques:

Before you start, ask yourself... is this a topic or activity that the girls are interested in? How do you know? Why are they interested? What could draw them in further? Include the girls in brainstorming and choosing what they will do with Girl Scouts.

Design engaging, hands-on activities: What can you do to engage the girls in the activity? Can you design a game related to the topic? Tell a story that will pique their interest? Relate the activity to something they have done before or expressed an interest in? Plan a craft or other project that manifests the goal or concept of the activity? Can that craft be donated?

Involve all the girls. Every group has some girls who are eager to talk and some who stand back and watch. When you split girls into small groups, it is harder for a hesitant girl to disengage from the activity. Small groups also encourage input from every participant.

When asking for ideas or feedback, allow some time for writing responses, or quiet reflection, so that all the girls can think up answers, rather than relying on the more outgoing girls to take charge. Asking girls to discuss a question in small groups, or with a partner, also allows more voices to be heard.

Make time to process the activity. Processing is how we come to understand an activity and learn from it. Often we forget to debrief the activities with girls: we run out of time, we are

afraid of losing their attention, or that dead silence when we ask “How was that?” scares us. But debriefing is an important part of leadership development.

Through open-ended questions, an adult guide can help girls process their own conclusions and determine their own future course of action.

- **Before the activity:**
Lay the groundwork. Why are we doing this? Is there something the girls should know before they start that will make the activity more relevant and meaningful? directions to ease the way? Are there things you should avoid saying or doing so that the girls can make their own discoveries? Have the girls make predictions about what might happen or set a goal for themselves related to the activity?
- **During the activity:**
Give the girls space to do problem-solving on their own or as a team. Girls can learn by addressing and overcoming a challenge, and by helping each other figure out solutions. *When an adult jumps in with corrections, girls may feel that they are doing it "wrong" or may become resentful.*
- **After the activity:**
Ask open-ended questions. How did you work together as a team? What was the most fun part? Was this a success? Would you like to do this again? What would you do differently next time? Where could you go with this next? You can make an observation about something you noticed and ask the girls for their reaction. "I saw that you had trouble carrying all the eggs at once. What could you do about that?"

Remember that **what the girls learn from the activity is more important than the finished product**. The goal isn't to move balloons from one end of the gym to the other without using your hands, but for the girls to figure out how to work together as a team to accomplish the task.

Making It Fun

Often girls are not interested in meeting new people and broadening their horizons-they like to stay within their comfort zones. Finding ways to make interaction fun will help girls have good experiences and want to interact more.

- **New Friend Address Books:** Provide girls with little address books or pads of paper. Have girls see how quickly they can fill up their books with email addresses or other contact information and make plans for how they can keep in contact with their new friends after the event.
- **SWAPs:** Making and giving SWAPs is a long-standing Girl Scout tradition that involves girls making little meaningful tokens (usually with pins) and giving them out or trading them at Girl Scout events. It allows interaction, because girls seek out others to trade with and tell about their token. Announce that there will be SWAP time at the event in the flyer and explain what SWAPs are. SWAP ideas with pictures and instructions can be found on the internet.
- **Interactive Games:** There are many games you can play during your event, either while other activities are going on, or at a specific time during the event. You can find many other ideas online.

Ideas for Great Community Events

Council and Community Initiatives:

Girls with similar interests come together to do something on a specific topic. Examples:

- National Program Portfolio—Journeys, badges, Girl Scout Leadership Experience (GSLE)
- Science, Technology, Engineering, and Math (STEM)
- Financial Literacy
- Healthy Living
- Outdoor/Camp
- Retention, Engagement, or Recruitment to Girl Scouting

Service Projects:

Everyone comes together to do something for others. Examples:

- Putting together “birthday boxes” for kids in shelter. Girls bring donated gifts and supplies and there are different stations; sorting gifts, filling boxes, wrapping boxes, labeling, making birthday cards, etc.
- Putting on an environmental project day with time for games at a local park. Event takes place at a park and girls do projects like pulling weeds, planting trees and flowers, mulching playground areas, etc.

Action Parties:

Girls get together to do some predetermined sport type activity. Examples:

- Skate ‘N’ SWAP: girls meet at the skating rink to skate together and exchange SWAPs. Work in interaction games.

Outdoor:

Girls and their families come to enjoy outdoor fun. Examples:

- Old Fashioned Picnic: Girls and families meet at a park to picnic together and play old fashioned picnic games. Girls can play interaction games.
- One Day Camp Out: Girls and families get the feel of a camp out all in a one day or evening. Do classic camp activities like making S’mores, going on a hike, and having a sing-a-long. Divide girls into units and make sure to mix up the girls so they are not just with troops.

Thinking Day:

Girls celebrate Thinking Day by enjoying different cultures and people. Examples:

- Girls attend a celebration where they are broken up into groups. Groups can either go around and experience activities from different cultures or each group can take on a country and present it to others.
- Girls can do similar activities as above, but instead of exploring other countries, they explore different communities. Bring another level of interaction to troops and assign each troop a District before the event so they can meet other Girl Scouts from that District.

Series:

Girls with similar interests come together for multiple sessions. During a series girls build on skills from one session to the next. Examples:

- Girls work on Journey pre-requisites for their high awards.
- Younger girls come together to work on a Journey, such as Brownie Quest, or Get Moving. Experts can be invited to facilitate a single session or the same person can run the entire series.

Section 3: Requirements for Events, Activities, Money Earning and Donations

Definition of Girl Activities and Events

Girl activities and events are stand-alone program offerings aimed at all Girl Scout program levels, special interest topics or skill builders, or aimed at Juliette members or bring-a-friend girls. The type of event may never be used to discriminate or exclude girls or certain troops. All girls within the event's stated targeted audience must be served, up to capacity. Cross-district attendees or bring-a-friend girls or tagalong siblings may or may not be served due to event capacity.

The smallest type of activity is as Troop Activity, with fewer girls served, so there are fewer requirements. As the geographic area increases, from District Event to Community Event to Council Event, the requirements increase as well. The complete requirements for each of the four categories can be found in the "Requirements for Events, Activities, Money Earning and Donations" document found on our website on the "Forms" page (www.gssem.org) Examples of events include a badge workshop, an educational day at the zoo, a financial literacy program, etc.

Series offerings are where the same girls, from throughout council, participate in a multiple session event which can be scheduled every other week, one time per month, etc. Events offered as series may be short term or long term, but are always shorter than an academic year. During an event run as a series, girls will build on the skills learned at each session. An example would be an 8-session Journey program to enhance leadership skills for Juniors based upon It's Your Story – Tell It!

Non-Girl Scout Events:

- GSSEM does not endorse, verify, or approve non-Girl Scout events.
- GSSEM may not assume any liability of any kind for non-Girl Scout events.
- Unless specific written prior permission from GSSEM is secured, the Program Volunteer/Event Organizer may not imply that the event is endorsed by or affiliated with or in any way approved by GSUSA or GSSEM.
- No words, logos, service marks, or the name Girl Scouts, GSUSA, and/or Girl Scouts of Southeastern Michigan (GSSEM) may be used on any materials for non-Girl Scout events (including but not limited to electronic or print marketing materials, T-shirts, patches, promotional items, etc.).
- Unless specific written prior permission from GSSEM is secured, GSSEM does not promote non-Girl Scout events to members through GSSEM print or electronic media channels.
- Program Aide training is only provided through Council Events.

Purpose and Goals of Events

In order for your event to be a success, it is essential to determine the purpose and goals for the event. Here are some questions to keep in mind for your event:

- What type of event is this?
 - Is it for girls or adults?
 - If it is for girls, how involved will the girls be in planning it? Is it girl-led?
 - What age group of girls are you targeting?
 - Is it to serve current membership or is it to recruit new members or both?
- Will your event support the Girl Scout mission? “Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.”
- What will the girls gain from this event?
- Are there specific badges related to this event? What program links do you want to emphasize? How is the National Program Portfolio incorporated? Is GSLE included?
- Will the event be open to non-members as well as members?
- What can you do to make your event as inclusive as possible?
- Are there other agencies/organizations in the community with whom you could collaborate to offer this event?
- Will the event lend itself to newspaper articles or other public relations tools? Remember to contact communications@gssem.org before proceeding to make contacts, they can help you.
- What impact will the event have on Girl Scouting?

Finances

Finances for Community Events

There are two key Community Coordinators involved with your Community Events – your Community Events Coordinator and Community Finance Coordinator. The volunteer who wants to suggest and run an event is referred to as the Event Organizer. This can be a girl, troop or another volunteer, who wants to sponsor an event that is open to the entire council. An adult must assume the ultimate responsibility for handling the finances for the event if the Event Organizer is a girl. This does not have to be a huge event. It can be small (20 to 30 participants) or as large as the planning team can successfully manage and is within the site capacity. The planning team can easily put a limit on participation, which is often the case for events held at theaters, community centers, skating rinks, etc.

Step 1:

The first step in setting up a Community Event is for the Event Organizer to complete the Intent to Event form and send it to their Community Events Coordinator. See the Intent to Event form on our website.. This form describes the event and includes a budget for the event.

Step 2:

Your Community Events Coordinator reviews the form and within one week sends the form, before approving the event, to your Community Finance Coordinator for her/his review and feedback. Your Community Finance Coordinator reviews the budget to check for thoroughness, ensures a 10% expense contingency has been included, and within one week gets back to the

Event Organizer with any concerns or questions. Also, your Community Finance Coordinator will review with the Event Organizer the process for handling the finances for the event. See Options below.

Step 3:

After the Community Finance Coordinator reviews and approves the budget, the Community Events Coordinator will provide final approval for the Community Event.

Options to Handle Finances for an Event:

- a) The adult Event Organizer can handle all the finances – collecting fees charged to attendees and sending all the checks (all at once or in batches) to the Community Finance Coordinator; for the finances, the Event Organizer can either pay the expenses and submit receipts for reimbursement, or send check request(s) to the Community Finance Coordinator to issue checks. All checks must be made out to Community XX.
- b) The Community Finance Coordinator can handle all the finances – with fees charged for attending the event mailed or otherwise collected by the Community Finance Coordinator. The Event Organizer will submit a Community Bank Account Fund Request form with supporting documentation (such as receipts or invoices) to trigger checks being mailed to vendors or reimbursing the Event Organizer or other volunteer.
- c) Eventbrite can also be utilized to collect fees for an event; attendees have the option to allow attendees to charge their attendance fee and have all revenues deposited directly into the community bank account. **Caution:** Eventbrite does not deposit the revenues until 2 or 3 days following the event (this allows time for the coordinator to cancel attendees and refund fees without incurring any finance charges), so the Community Finance Coordinator must ensure the bank account is sufficient to absorb any fees that have to be paid before revenues are received.

Step 4

Within 2 weeks AFTER the Community Event – the Event Organizer is required to submit an Community Event Financial Report to their Community Events Coordinator (who will provide a copy to the Community Finance Coordinator), indicating the number of attendees, total fees collected, and total expenses incurred. This includes completion of the Income & Expense Statement and all supporting documentation (e.g. receipts). The goal of the event is to charge enough of a participant fee to cover your costs and “break-even” or make a small amount of “profit” that should be remitted to your Community Finance Coordinator at the same time the final report is submitted.

Finances for District Events

It is the troop’s responsibility to set up a budget and follow that budget to ensure the District Event is profitable. You may request guidance from the Community Finance Coordinator, but it is not required. All income and expenses, profits, and losses are handled through the troop’s bank account. The troop takes all of the financial risk. (Note: Money earning activities which do not provide girl programming will not appear on the GSSEM online calendar).

ABOUT EVENTBRITE.COM

Eventbrite.com is an internet-based event registration tool that is recommended to promote and streamline reporting and payments for Girl Scout Community Events. It has been around for many years and is used by thousands of organizations across the U.S. and internationally.

Eventbrite is a very comprehensive tool that allows you to:

1. Publish a customized charity registration page to the web for your events
2. Upload and manage contact lists so that you can send event invitations easily and quickly (including email reminders for those who have not responded).
3. Send customized, free email invitations
 - Include a map
 - Link to YouTube, Facebook and Twitter accounts
4. Collect event attendance fees online from attendees with funds remitted straight to your community bank account:
 - Accept credit card and debit card payments online (fee is charged).
 - Eventbrite fees and credit card fees can be paid by attendees or you can elect to absorb the fees.
 - Supports payment by check or at the door.
 - Enables you to charge cancellation fees if cancelled after a cut-off date.
 - Funds are sent to your designated account 5 days after each event.
5. Creates attendee rosters, with options for check-in at the event with smart phone apps.
6. Charges are reasonable with nonprofit rates (5% plus 99 cents per attendee).
 - Additional charge for credit card and debit card use applies.
 - No charge for FREE events.

Getting Started with Eventbrite

Go to www.eventbrite.com and take a look. Here are some helpful links: <http://blog.eventbrite.com>, <http://www.eventbrite.com/help>, <http://www.eventbrite.com/t/getting-started/>.

When you are ready to enter your Community Event on Eventbrite

- Email your Community Specialist to let us know you are ready to put your Community Event on Eventbrite and include the email address that will be used by you for your event on Eventbrite. The Community Specialist will give you access to your community Eventbrite account for use with your Community Event.

Questions? Eventbrite has an excellent Help staff at 1-800-350-8850. Real people and little wait time. Or feel free to email or call your Community Specialist for help. Eventbrite will streamline your communications, marketing and finance activities, and give attendees a quick option to sign up and pay online.

Timeline for Planning Events

Three to six months before event:

Girl/adult planning: Girls can help plan and facilitate an event with adult support and guidance. Know your girls and their abilities vary widely.

- ┌ Recruit event team:
 - It is important to recruit both adults and girls to help plan and facilitate your events.
 - As the Event Organizer, your job is to delegate and oversee the event, not do everything.
 - When you delegate, remember to give:
 - A clear and 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 time lines, etc. to see how it is going).
 - Give credit to those who do the job (a frequent verbal “thank you” goes a long way).
 - Event basics to be handled with the event committee of girls and adults:
 - Determine the type of event.
 - Determine the goal/purpose of the event and target audience.
 - Set preliminary event date/site.
 - Set alternate rain date/site if needed.
 - Determine the timeline to plan and carry out event.
- ┌ For all activities at the event, consult *GSUSA Safety Activity Checkpoints* and *Volunteer Essentials, Chapter 4: Safety-Wise*.
- ┌ Consider these factors when choosing a site for your event:
 - Location that serves all girls in all districts of your community.
 - Site capacity and sufficient parking.
 - Sufficient latrines/bathrooms.
 - Separate bathroom and sleeping areas for men (if attending).
 - Check site regulations/boundaries/pertinent information.
 - Maintenance/clean-up (adequate trash disposal).
 - Accessibility for people with disabilities.
 - Smoking arrangements – smoking is not permitted in the presence of girls or on GSSEM properties.

Three to four months before event:

- Event specifics:
 - Meet with event team on a regular basis.
 - Brainstorm all possible activities.
 - Decide which activities to include in the event.
 - Determine event schedule.
 - Determine costs for the activities/site/food/transportation, etc.

- Create your budget. Determine if start-up money is needed for the event (deposits needed).
 - Determine how registration will be handled. Refer to Handling Finances for Community Events. All funds for Community Events are handled through the community bank account.
 - Decide if fee will be a per-girl, per-participant, per-family, or per-troop / group fee.
 - Set the event fee, keep the following in mind.
 - Estimate total expenses.
 - After determining total, divide by the **minimum** number of girls/adults/family/ troops who you expect to attend and to pay. This is your breakeven point.
 - Allow a slight budget “cushion” by increasing your participant fee slightly to include a ten percent contingency.
- Community Events submit the Intent to Event Form to the Community Events Coordinator who will review it and send to the Community Finance Coordinator for review and approval. The writeable Intent to Event Guidelines & Form can be found on the website on the “Forms” page (www.gssem.org). The purpose of this guide is to provide support to girls, volunteers and Girl Scouts of Southeastern Michigan (GSSEM) staff in planning Girl Scout programs. Through helpful hints, timelines, and budget tools, the Intent to Event Guidelines & Form will help ensure that your program successfully helps girls develop as leaders. The actual completed form must only be submitted for approval for Community Events.
- Decide who will do the following tasks:
- Finances
 - Publicity/Promotion
 - Registration/nametags/schedules
 - Activity areas
 - Food/refreshments
 - First Aid
 - Set-up/take-down
 - Printed materials
 - Recognitions/patches/awards
 - Thank you notes
 - Volunteer recruitment
 - Equipment
 - Site coordinator
- Event promotion: Once the details for your event have been set, determine the best way to promote it. Here are some steps to assist you with this process.

Step one: Upon approval of the Intent to Event form for a Community Event, it will be entered on to the Calendar of Events at www.gssem.org.

Step two: Create event flyer/registration form/confirmation/evaluations. If you are creating flyers or posters keep the following in mind:

- Printed materials distributed on behalf of Girl Scouts of Southeastern

Michigan regarding community events should meet Girl Scout design standards. Submit to approval@gssem.org for review.

- Allow a minimum of 24 hours during normal business days for flyer approval.
- Please ensure that all pertinent information is included on the flyer.
- When using photographs, Photo Release forms must be used. Keep flyers simple.
- Think about who you want the piece to influence and what action you want them to take.
- Include the “who”, “what”, “when”, “where”, and “why” of your event.
- List the name of the organizing group (for example Community 06 presents...).
- If there is an event fee, outline event cancellation and refund policy. If advance registration is required, boldly note deadline.

Step three: District Events are required to complete the web-based Calendar Listing Form found at www.gssem.org/addevent which will post the event on the GSSEM calendar. You will attach your event registration flyer as part of this process.

Step four: Connect with your community’s District Leader Support Coordinators and Troop Support Specialist to schedule promotion time at meetings and to help spread the event details.

Step five: If you are interested in trying to attract media attention for your event, please contact our Communications Department to assist you in this process, communications@gssem.org.

One month before event:

- Event safety and set-up:
 - Establish emergency procedures.
 - Recruit a First Aider (consult *Volunteer Essentials, Chapter 4: Safety-wise and Safety Activity Checkpoints*) and Weather Action Decider.
 - Have a first aid kit prepared for the event.
 - Determine schedule and volunteers for event set-up.
 - Determine registration set-up/procedures for the day of the event.
 - Determine equipment needs for event.
- After the registration deadline:
 - Prepare master list of participants and volunteers.
 - Send out confirmation, including maps to site, schedule, materials needed, etc. approximately two weeks before the event.
 - Meet with activity coordinators to:
 - Give anticipated numbers 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 (name tags, site maps, schedules, etc.).

Day of the event:

- Arrive early.
- Check all arrangements. If change is required, do so early so you will have time to make or request the change.
- Meet and greet facilitators/volunteers.
- Collect attendance.
- Circulate, inspire, and communicate with volunteers and participants.
- Be enthusiastic!
- Trouble shoot but do not make hasty decisions. Think through the consequences of a decision.
- Delegate tasks that suddenly occur – do not fall into the mind trap of, “I am the only one who can do this.”
- Give volunteers liberal doses of comfort and caring, T.L.C., etc.
- Relax and enjoy the results 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.

Within two weeks after the event

- Wrap-up:
 - Pay all bills.
 - Send thank you letters to all volunteers/presenters/consultants involved.
 - Community Events must complete and submit the Community Event Financial Report to their Community Events Coordinator. This form can be found on the website on the “Forms” page (www.gssem.org).
 - Clip and save any press coverage.
 - Return all borrowed items.

Within four weeks after the event

- Evaluation meeting:
 - Celebrate your successful event!
 - Read participant and volunteer/facilitator evaluations.
 - Give financial report.
 - Write evaluation of event and recommendations for the future.