



# Event Planning Checklist

This packet will help you plan and organize an event of any size, whether it's one troop, several troops, or the whole service unit.

Be sure to talk to the service unit team about your event ideas. Find out the service unit's goals and ask the following questions:

- Will the event work toward the goal of the service unit?
- What other events are planned and when are they happening?
- Will the event raise money for a troop or service unit?
- How are the event fees determined and what role does the service unit play in the startup fees?
- Will this event achieve any Girl Scout Leadership outcomes or fulfill any earned recognition steps?

Ask these questions to help you determine the kind of event, the goals of the event and when to schedule the event. Use this checklist to help you organize your tasks, track your progress, and include all the important details for a successful event.

## Recruit Girl Scouts for your planning team

### Girl Scout Daisies can:

- Choose basic themes or ideas.
- Make decorations.

### 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 Daisies and Brownies songs, games, crafts.
- Make short-term plans.
- Teach ceremonies.
- Teach skills to younger girls.
- Determine supply list.

### Girl Scout Teens can:

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

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. 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

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 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. Refer to your most recent grade-level trainings for ideas on working with girls.

### 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 timeline to plan and carry out the event.
- Submit *Service Unit Event Notification Form*, found at [gswise.org>Resources](https://www.gswise.org/Resource).
- Submit Troop/Group Money Earning Application form to Girl Scouts of Wisconsin Southeast if applicable.

### Choose a site

Contracts for facilities use and any other contracts required for activities should not be signed by the adult volunteer. These contracts should be submitted to your local service center for authorized signatures. A Certificate of Liability Insurance for the location must be on file with the council.

- 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.
- Decide which activities to include.
- Determine event schedule.
- If this is a family event, consider how you will engage younger siblings. Can they also participate in the same activities? Will they have their own activities? Will you provide babysitting services during the event?
- Determine costs for the activities/site/food/transportation/etc. to build your budget.
- 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 (see Promotion section).
- Determine equipment needs for event.
- All contracts and Certificates of Liability Insurance should be emailed to Customer Care at [customercare@gswise.org](mailto:customercare@gswise.org).**
- Custom made patches can be created for your event. Contact [customercare@gswise.org](mailto:customercare@gswise.org).
- Determine if experts or consultants are needed to lead event activities.
- If you have not already done so, submit the *Service Unit Event Notification Form* to council. Form can be found at [gswise.org>Resources](https://www.gswise.org/Resource).

## 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 who will do it.

**Step 1:** Connect with your service unit leader to schedule promotion time at your service unit meetings. Begin promoting four months before the event so that troops have time to plan.

**Step 2:** 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), under resources.

- 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 website.
- Include the parent/guardian photo permission statement from the website.
- Name the organizing group (for example: Girl Scouts of St. Mary's School or North Deere Area). If you use the name of your service unit, include details about the location. (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 contact with questions (include phone number and email address).

**Step 3:** Promote your event to the service unit.

- Connect with your service unit leader to promote your event. Your service unit leader can add your event to the service unit meeting agenda, to the service unit Facebook page, and blast it out to leaders and/or families in your service unit.
- If your service unit does not have a service unit leader, contact your Membership Experience Specialist and they can help promote to the service unit.
- Your Membership Experience Specialist can help you promote to other service units that you are including in your event.
- Events that are open to all service units may be promoted on the [gswise.org](http://gswise.org) website. This process is triggered through completion of the *Service Unit Event Notification Form*, or you can contact us at [customercare@gswise.org](mailto:customercare@gswise.org) for next steps.

**Step 4:** Promote within your community.

- Consider print media such as flyers, newspapers, church bulletin, school newsletter, etc.

- Print media GSWISE guidelines:

Get permission to use our Girl Scout logo and receive the authorized art by contacting [customercare@gswise.org](mailto:customercare@gswise.org) or 800-565-4475.

- Make sure to put the "girl" in Girl Scout, and spell it out (don't abbreviate to GS or Scout).
- Use girl-friendly fonts and a bright color pallet when possible.
- Add high resolution photos after getting photo releases from everyone pictured in the photos.
- Obtain approval for your printed media before distributing by contacting [customercare@gswise.org](mailto:customercare@gswise.org) or 800-565-4475



### Gathering Tickets/Registrations

- Guests can register by paper or online.
- Online options include: Google Forms, Eventbrite, etc.



### Finance checklist

- Determine if it should be run through service unit treasury account. All events with three or more participating troops must use the treasury account.
- Determine if service unit will provide start-up money for the event.
- Determine how event money will be handled (registration fees, on-site money collection for food, etc.).
- 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. Plan 2 Insurance form needs to be completed for any non-registered Girl Scout attendees. The Plan 2 Insurance Form can be found by searching for Plan 2 on [gswise.org](http://gswise.org) in the Resources tab.
- To determine an appropriate event fee, find the total anticipated event costs and then calculate the registration fee based off of the lowest number of paying guests you may expect.
- Reconfirm allotted budget amount with event task coordinators.
- All cash and checks should be deposited within 24 hours of receipt.
- Expenses should be paid out of a service unit checking account. This makes for a clean audit trail.
- For events scheduled in service units without a checking account, work with council staff.

## 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.
- Make a plan for food storage if needed prior to the event. Determine appropriate food prep area if needed.

### ✓ Event Evaluation

- Create a simple event evaluation form for girl participants.

### ✓ After the registration deadline

- Prepare a master list of event registrants and volunteers.
- 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.).

## ✓ 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.
- Circulate, inspire, communicate with volunteers and participants.
- Troubleshoot but don't make hasty decisions. Think through the consequences of a decision.
- Delegate tasks that suddenly occur. Don't allow yourself to think, "I'm the only one who can do this."
- Solicit volunteers for next event if the event is held regularly.
- Ensure all participants (girls, adults, 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 outside of office hours, call 262-821-7941.

## Within two weeks after the event

### ✓ Wrap up

- Collect participation data for Event Participation form. This must be returned to the council within two weeks of your event.
- Pay all bills.
- Send thank you letters to all volunteers/presenters/consultants involved.
- Complete actual budget.
- Submit Event Participation form (found at [gswise.org](http://gswise.org)>*Resources*)
- Return all borrowed items.
- Replace consumable resources, i.e. first aid supplies.
- Submit photo release forms to council.

### ✓ Evaluation meeting

Celebrate your successful event!

- Read participant and volunteer/facilitator evaluations.
- Give financial report to Service Unit.



## Sample service unit/school events and activities

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

Outcomes Key:



Develop a strong  
**sense of self**



Display  
**positive values**



Seek  
**challenges and learn** from setbacks



Form and  
**maintain healthy relationships**



Learn how to **identify and solve problems** in their community

Event/Activity	Description	Target Program Level(s)
Recruitment Events 	Incoming Girl Scout Daisies or Brownies participate in a number of planned activities while parents learn about the Girl Scout program.	Incoming Girl Scout Daisies – Girl Scout Brownies
Day 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.	Girl Scout Daisies – Girl Scout Brownies
Overnight Camp Jam 	Overnight campout for all Girl Scouts of any age and their troop leaders. Girl Scout Cadette, Senior, and Ambassador experienced leaders help inexperienced leaders/troops ease into camping, while programming for the Girl Scouts is planned and run by Girl Scout Cadettes, Seniors, and Ambassadors, including badge work and all camp events.	Girl Scout Daisies – Girl Scout Ambassadors
Celebration of Achievement 	Girls from throughout the service unit are recognized for their leadership achievements (for example: Highest Awards, bridging Girl Scouts, or any award or project Girl Scouts would like to showcase, adult volunteer recognition).	Girl Scout Daisies – Girl Scout Ambassadors
Leader/Daughter Dinner 	Year-end recognition celebration for leaders and their daughters.	Girl Scout Daisies – 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). 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
Journey Jam 	Girls have the opportunity to kick off their journey experience by participating in a sampling of journey activities from any of the series.	Girl Scout Daisies – Girl Scout Ambassadors
Learn It-Earn It/Badge Burst/Badge Day 	Earn a badge for all levels. For ex.: Grades 3 & 4 work together to make Birthday Boxes. Girls bring an ingredient for the box, such as cake mix, candles, frosting, then work together to assemble the Birthday Boxes. Boxes are then donated to the local food pantry.	Girl Scout Daisies – Girl Scout Ambassadors
International Carnival/ Juliette Low-World Friendship Rally/World Thinking Day 	Troops learn about different countries. Booths designed by the troops provide information about a country through games, crafts, or food for a minimal fee. Proceeds may be donated to the Juliette Low World Friendship Fund.	Girl Scout Daisies – Girl Scout Ambassadors
Earth Day Celebration 	Troops present Earth Day related activities to Girl Scouts. Activities involve hands-on participation and may be related to ecology, recycling, etc. May be activities on ecology, recycling, etc.	Girl Scout Daisies – Girl Scout Seniors
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

## Event budget

(submit final budget to service unit 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 -)

