

# Community Event Provider Guide



*You can help us build girls of courage, confidence, and character,  
who make the world a better place!*

**girl scouts**   
of wisconsin  
southeast

We are excited to provide community organizations the opportunity to partner with Girl Scouts of Wisconsin Southeast (GSWISE) and help us serve girls in southeastern Wisconsin.

Community Event Providers (CEPs) help Girl Scouts connect with their community and the world around them. How do they do it? By offering experiences that Girl Scouts cannot get on their own or with their troop.

The benefits:

- **Visibility:** to thousands of Girl Scouts and adults (and even more parents) in southeastern Wisconsin.
- **Range:** our council stretches from Kenosha, Racine, Milwaukee, Washington, and Waukesha Counties, and parts of Ozaukee and Walworth Counties.
- **Opportunity:** partner with the largest organization for girls in the world with access to resources on leadership development, team building, outdoor skills, technology, and much more.

Here’s how the program works:

- You complete the application process
- Once approved, guidance is offered if requested to ensure your program aligns with the Girl Scout Leadership Experience
- We help you promote your program (fees may apply\*)
- Girl Scouts, troops, and/or families attend your programs

This booklet describes the application process, the Girl Scout program, and how to make the most of our partnership. If you have questions please contact us via email at [customercare@gswise.org](mailto:customercare@gswise.org).

\*Community Event Providers offering free activities are not required to pay for promotion.



About Girl Scouting

Girl Scouts was founded in 1912 by trailblazer Juliette Gordon Low. We are the largest girl serving organization in the United States and a member of the World Association of Girl Guides and Girl Scouts, a sisterhood of close to 10 million girls and adults in 146 countries.

Girl Scout Grade Levels

All girls who are registered members are considered “Girl Scouts.” Girl Scouts are grouped into levels by grade. Each level has age-appropriate program resources.

Daisy	Grades K5-1
Brownie	Grades 2-3
Junior	Grades 4-5
Cadette	Grades 6-8
Senior	Grades 9-10
Ambassador	Grades 11-12

Our Mission and Vision

Girl Scouts builds girls of courage, confidence, and character, who make the world a better place. We strive to provide resources and tools so Girl Scouts can dream big, lead the way as they find their voices, and make changes that affect the issues most important to them.

Girl Scout Promise

On my honor, I will try:  
To serve God and my country,  
To help people at all times,  
And to live by the Girl Scout Law.

Girl Scout Law

I will do my best to be  
honest and fair,  
friendly and helpful,  
considerate and caring,  
courageous and strong,  
and responsible for what I say and do,  
and to  
respect myself and others,  
respect authority,  
use resources wisely,  
make the world a better place,  
and to be a sister to every Girl Scout.



## How to Become a Community Event Provider

1. Complete the *CEP Application Form* at <https://gswise.jotform.com/213433535149050> and receive approval.
2. Provide a *Certificate of Liability Insurance*.
  - Organizations must have at least \$1,000,000 in general liability coverage with Girl Scouts of Wisconsin Southeast named in the Certificate Holder box.
  - Email a copy of the certificate to [customercare@gswise.org](mailto:customercare@gswise.org) or mail to:  
Girl Scouts of Wisconsin Southeast  
Attn: Community Event Provider  
131 S. 69th St.  
Milwaukee, WI 53214-1663
3. Provide payment for CEP year (if applicable).

## Responsibilities of a Community Event Provider

- Follow *Safety Activity Checkpoints* for your activity. They can be found at [gswise.org](https://gswise.org) by doing a keyword search for *Safety Activity Checkpoints*. Find your activity in the Table of Contents. (Example: Animal Interaction, Swimming, or Hayrides.) Review the information to ensure that your activity follows the checkpoints listed.
- Ensure no drugs, smoking/vaping, or alcohol are permitted at events.
- Promote your Girl Scout event with marketing materials and participation patches. Use of the Girl Scout brand and/or logo must receive GSWISE approval.
- Handle participant registration and payment.
- Send participants a confirmation prior to the event informing guests of logistical information (where to park, what to wear, etc.).
- Provide GSWISE with participation reports monthly as requested.
- Submit a *CEP Renewal Form* annually (October 1–September 30). All programs are reviewed and evaluated each year to ensure quality of activities and services.
- Keep an up-to-date *Certificate of Liability Insurance* on file.

**Optional:** Submit pre-scheduled event details via separate online form to request promotion on our website calendar.

## Responsibilities of GSWISE

- Invoice organization for promotion fees when applicable.
- Provide timely communication of any changes to the Community Event Provider program.
- Ensure that provider information is up-to-date.
- Provide orientation to the Girl Scout program if requested.
- Provide updates when changes are made to Girl Scout national programming.
- Conduct onsite visits or background checks (at our discretion).
- Help promote community organization's opportunities as described in the next section.



# Promotion Options and Fees

CEPs can reach out to Girl Scouts and troop leaders throughout the year. The following opportunities are offered to all CEPs:

- Girl Scout approved flyer posted on Girl Scouts of Wisconsin Southeast website.
- Girl Scout approved flyer posted in our Rallyhood community (an all-in-one platform for Girl Scout communication and collaboration).
- Several general CEP social posts and emails throughout the year.
- Name listing in Girl Scout event booklets.
- Optional: Pre-scheduled events can be posted to our website calendar by submitting event details to us through a separate online form. Submit your pre-scheduled events using this form:  
<https://gswise.jotform.com/221093799895071>

As additional opportunities arise they will be communicated to CEPs via email.

**Length of Agreement:** The length of agreement is valid October 1 through September 30. During this time, your organization must remain in good standing.

**Tiered Fees\*:** Payment must be submitted prior to flyer distribution and/or website advertising. Note: After April 1, fees will be prorated by 50% until September 30.

## Level 1:

- Community Event Provider hosts activities that Girl Scouts can participate in as a troop or individual that fully support the Girl Scout Leadership Experience (GSLE).

Activities fulfill Girl Scout program outcomes and connect to the National Program Portfolio including Journeys and skill building badges.

## Level 2:

- Community Event Provider hosts activities that Girl Scouts can participate in as a troop or individual to support the Girl Scout Leadership Experience (GSLE).

Activity is not required to connect to the National Program Portfolio, but does align with one of the focus areas—STEM (science, technology, engineering, and math), outdoors, life skills, and entrepreneurship.

## Level 3:

- Community Event Provider would like to advertise to the Girl Scout membership.

Activity or event is not a specific Girl Scout opportunity, but GSWISE has approved it as a beneficial Girl Scout experience.

Non Profit	For Profit
Level 1- \$100	Level 1- \$200
Level 2- \$125	Level 2- \$250
Level 3- \$250	Level 3- \$500

\*If activity is free for participants, there is no fee to the provider.

## Flyer Development Procedures

Just like your business, we strive to maintain brand consistency, which will help uphold our brand value and protect against unauthorized, inconsistent, and unlicensed use of the Girl Scout brand.

**We must approve the final version of your flyer (for text, design, and branding) before you are able to distribute or post it.**

Please do the following:

- Get permission to use our official GSWISE logo. The Girl Scout servicemark is a registered trademark; permission must be granted to use it. Simply contact [customercare@gswise.org](mailto:customercare@gswise.org) and we will send you authorized art.
- Do not stretch, distort, or recolor the logo art.
- Make sure to put the “girl” in Girl Scout. The words “Scout,” “Scouts,” and “Scouting” should never appear without the modifier “Girl,” and the “G” and “S” in Girl Scouts should always be capitalized.
- Keep Girl Scout references regional. Use “Girl Scouts of Wisconsin Southeast” instead of “Girl Scouts of the USA” or “Girl Scouts of America.”
- Spell out “Girl Scouts.” Don’t abbreviate (such as “GS” or “scout”).
- Do not indicate other youth serving organization names on the flyer.
- Use girl-friendly fonts and a bright color palette when possible.
- Add high resolution photos that will show up clearly on the page. (You must have approval to use photos of Girl Scouts in your flyer.)

## Planning Events

### Offer programs that appeal to a variety of Girl Scouts

Girl Scouts can participate in Girl Scouting as part of a troop or individually. We recommend that you design ways for both troops and individuals to participate meaningfully in your events.

### You can choose your scheduling options

Community Event Providers offer events in many different ways—some offer just one event a year and some offer ongoing events that troops can schedule on demand. Some programs are for multiple grade levels, while some are for a specific grade level. Consider that Girl Scouts and troop activities generally slow down during the summer months, so if you would like to offer a summer program, offer ample time for promotion. When considering a pre-scheduled date for your event, consult with our Girl Experience Team to ensure that there is not a conflict with a previously scheduled large-scale council event or provide on-demand offerings allowing individual troops to schedule at their convenience.

### Photography and video or audio recordings

If you would like to take photographs or make video or audio recordings of Girl Scouts at your events, **you need to have parents or guardians sign a media release form for your organization.** (Although parents or guardians sign a media release form when Girl Scouts are registered with GSUSA, it does NOT give permission to organizations other than Girl Scouts.)

Plan ahead to include a media release form, or any other permission forms, in your confirmation information.

### Follow Girl Scout rules about fundraising

Girl Scout standards prohibit Girl Scouts from directly raising money on behalf of another organization, using games of chance, direct solicitation of cash, or product demonstration parties. However, Girl Scouts may help other organizations at fundraising events (i.e. handing out water at a cancer walk).

## Ensuring the Safety of Girl Scouts

All Community Event Provider programs must meet or exceed Girl Scout safety standards. Make sure to review the information listed below. If you have questions contact [customercare@gswise.org](mailto:customercare@gswise.org).

- **Start by checking that your program matches the guidelines listed in *Safety Activity Checkpoints* at [gswise.org](http://gswise.org)** by doing a keyword search for *Safety Activity Checkpoints*. Find your activity in the Table of Contents. (Example: Animal Interaction, Swimming, or Hayrides.) Review the information to ensure that your activity follows the checkpoints listed.
- **If *Safety Activity Checkpoints* do not exist for a program you wish to provide, contact [customercare@gswise.org](mailto:customercare@gswise.org).** Some programs are allowed if additional rules are followed, while others are simply not allowed. We will let you know the details.
- **Ensure that no alcohol, smoking/vaping, or drugs are permitted at events.**
- **Ensure proper adult supervision of girls.**
- **Make sure that males do not sleep in the same space as girl members during overnight events.** Men may participate only if separate sleeping quarters and separate bathrooms are available for their use.

Girl Scouts welcome and serves a wide spectrum of girls and families. GSWISE does not take a position, develop materials, or allow instruction on topics related to political campaigns, sex education, and religion. Our role is to help Girl Scouts develop leadership skills that will help them make wise choices in all areas of their lives, and we believe parents/guardians are the primary sources of information on sensitive topics. If there's any uncertainty if a topic could be considered sensitive—even for some—contact GSWISE for guidance.

### CEPs CANNOT provide the following programs to Girl Scouts:

- Potentially uncontrolled free-falling (bungee jumping, hang gliding, parachuting, and parasailing)
- Riding all terrain vehicles, motor bikes, and electric scooters
- Flying in non-commercial aircraft (small private planes, helicopters, sailplanes, untethered hot air balloons, and blimps)
- Outdoor trampolines, hunting, snowmobiling, zorbing, stunt skiing, and paintball tagging

#### NOTE:

- Horseback riding, indoor trampolining, shooting sports, and other high-risk activities are only allowed at council approved facilities.



# An Introduction to the Girl Scout Leadership Experience (GSLE)

The Girl Scout program provides opportunities for Girl Scouts to be their best, to develop their leadership skills, and to make the world a better place — all within the safety of an all-girl environment where Girl Scouts take the lead, learn by doing, and learn cooperatively.

Your program will be categorized based on how it aligns with the Girl Scout Leadership Experience.

## Three Keys to Leadership

These describe *what* Girl Scouts gain as a result of their experience in our program.

**Discover**—Girl Scouts understand themselves and their values and use their knowledge and skills to explore the world.

**Connect**—Girl Scouts care about, inspire, and team with others locally and globally.

**Take Action**—Girl Scouts make the world a better place.

## Three Processes

These describe *how* Girl Scouts participate in our program.

**Girl-Led** means that Girl Scouts of every age take an active and age-appropriate role in figuring out the what, where, when, why, and how of what they do.

**Learning by Doing** is hands-on learning that engages Girl Scouts in an ongoing cycle of action and reflection. When girls actively participate in meaningful activities and later reflect on them, they get a deeper understanding of concepts and mastery of skills.

**Cooperative Learning** is designed to promote sharing of knowledge, skills, and learning in an atmosphere of respect and cooperation as Girl Scouts work together on goals that can only be accomplished with the help of others.

## 5 Ways Girl Scouts Builds Girl Leaders

Girl Scouts' mission is to build girls of courage, confidence, and character, who make the world a better place. Since 1912, Girl Scouts of all backgrounds and abilities can be unapologetically themselves through Girl Scout programs as they discover their strengths and rise to meet new challenges — whether they want to climb to the top of a tree or the top of their class, lace up their boots for a hike or advocate for social justice, or make their first best friends. Backed by trusted adult volunteers, mentors, and millions of alums, Girl Scouts lead the way as they find their voices and make changes that affect the issues most important to them. These activities are designed to be girl-led, cooperative, and hands-on— processes that create high-quality experiences conducive to learning.

When Girl Scouts participate in our program, they benefit in five important ways:

### STRONG SENSE OF SELF

Girl Scouts have confidence in themselves and their abilities, and form positive identities.

### POSITIVE VALUES

Girl Scouts act ethically, honestly, and responsibly, and show concern for others.

### CHALLENGE SEEKING

Girl Scouts take appropriate risks, try things even if they might fail, and learn from mistakes.

### HEALTHY RELATIONSHIPS

Girl Scouts develop and maintain healthy relationships by communicating their feelings directly and resolving conflicts constructively.

### COMMUNITY PROBLEM SOLVING

Girl Scouts desire to contribute to the world in purposeful and meaningful ways, learn how to identify problems in the community, and create “action plans” to solve them.



## True North Award

The True North Award allows Girl Scouts to explore their values, build courage and confidence and see how they can make an impact on the world around them.

This award is for Juniors through Ambassadors and is one of many new pre-requisites that Girl Scouts can use to begin completing their Bronze, Silver, and Gold Awards.



		National Proficiency Badges					
Badge Category		Daisy	Brownie	Junior	Cadette	Seniors	Ambassador
STEM (SCIENCE, TECHNOLOGY, ENGINEERING, AND MATH)	Animals	Animal Observer	Pets	Animal Habitats	Animal Helpers	Voice for Animals	
	Automotive Engineering 1	Automotive Design	Automotive Design	Automotive Design			
	Automotive Engineering 2	Automotive Engineering	Automotive Engineering	Automotive Engineering			
	Automotive Engineering 3	Automotive Manufacturing	Automotive Manufacturing	Automotive Manufacturing			
	Coding for Good 1	Coding Basics	Coding Basics	Coding Basics	Coding Basics	Coding Basics	Coding Basics
	Coding for Good 2	Digital Game Design	Digital Game Design	Digital Game Design	Digital Game Design	Digital Game Design	Digital Game Design
	Coding for Good 3	App Development	App Development	App Development	App Development	App Development	App Development
	Cybersecurity 1	Cybersecurity Basics	Cybersecurity Basics	Cybersecurity Basics	Cybersecurity Basics	Cybersecurity Basics	Cybersecurity Basics
	Cybersecurity 2	Cybersecurity Safeguards	Cybersecurity Safeguards	Cybersecurity Safeguards	Cybersecurity Safeguards	Cybersecurity Safeguards	Cybersecurity Safeguards
	Cybersecurity 3	Cybersecurity Investigator	Cybersecurity Investigator	Cybersecurity Investigator	Cybersecurity Investigator	Cybersecurity Investigator	Cybersecurity Investigator
	Digital Arts		Computer Expert	Digital Photographer	Digital Movie Maker	Website Designer	
	Digital Leadership	Digital Leadership	Digital Leadership	Digital Leadership	Digital Leadership	Digital Leadership	Digital Leadership
	Investigation		Senses	Detective	Special Agent	Truth Seeker	
	Math in Nature 1	Shapes in Nature	Shapes in Nature	Shapes in Nature			
	Math in Nature 2	Numbers in Nature	Numbers in Nature	Numbers in Nature			
	Math in Nature 3	Design with Nature	Design with Nature	Design with Nature			
	Mechanical Engineering 1	Board Game Design Challenge	Leap Bot Design Challenge	Paddle Boat Design Challenge			
	Mechanical Engineering 2	Roller Coaster Design Challenge	Fling Flyer Design Challenge	Crane Design Challenge			
	Mechanical Engineering 3	Model Car Design Challenge	Race Car Design Challenge	Balloon Car Design Challenge			
	Robotics 1	What Robots Do	Programming Robots	Programming Robots	Programming Robots	Programming Robots	Programming Robots
	Robotics 2	How Robots Move	Designing Robots	Designing Robots	Designing Robots	Designing Robots	Designing Robots
	Robotics 3	Design a Robot	Showcasing Robots	Showcasing Robots	Showcasing Robots	Showcasing Robots	Showcasing Robots
	Science and Technology		Home Scientist	Entertainment Technology	Science of Happiness	Science of Style	
	Space Science	Space Science Explorer	Space Science Adventurer	Space Science Investigator	Space Science Researcher	Space Science Expert	Space Science Master
	STEM Career Exploration	STEM Career Exploration	STEM Career Exploration	STEM Career Exploration	STEM Career Exploration	STEM Career Exploration	STEM Career Exploration



		National Proficiency Badges					
Badge Category		Daisy	Brownie	Junior	Cadette	Seniors	Ambassador
OUTDOORS	Adventure		Letterboxer	Geocacher	Night Owl	Traveler	
	Art in the Outdoors	Outdoor Art Maker	Outdoor Art Creator	Outdoor Art Explorer	Outdoor Art Apprentice	Outdoor Art Expert	Outdoor Art Master
	Environmental Stewardship	Eco Learner	Eco Friend	Eco Camper	Eco Trekker	Eco Explorer	Eco Advocate
	Naturalist		Bugs	Flowers	Trees	Sky	Water
	Outdoor Explorer		Outdoor Adventurer	Horseback Riding	Archery	Paddling	Ultimate Recreation Challenge
	Outdoor		Hiker	Camper	Trailblazing	Adventurer	
	Snow and Climbing Adventure	Daisy Snow and Climbing Adventure	Brownie Snow and Climbing Adventure	Junior Snow and Climbing Adventure	Cadette Snow and Climbing Adventure	Senior Snow and Climbing Adventure	Ambassador Snow and Climbing Adventure
	Trail Adventure	Daisy Trail Adventure	Brownie Trail Adventure	Junior Trail Adventure	Cadette Trail Adventure	Senior Trail Adventure	Ambassador Trail Adventure
	Troop Camping	Buddy Camper	Cabin Camper	Eco Camper	Primitive Camper	Adventure Camper	Survival Camper
LIFE SKILLS	Artist				Comic Artist	Collage Artist	Photographer
	Athlete		Fair Play	Practice with Purpose	Good Sportsmanship	Cross-Training	Coaching
	Body Appreciation	Fun With Movement	Me Time	Uniquely Us	Outside the Mirror	Mind, Body, Me	Cheers for Every Body
	Citizen	Good Neighbor	Celebrating Community	Inside Government	Finding Common Ground	Behind the Ballot	Public Policy
	Civics	Democracy for Daisies	Democracy for Brownies	Democracy for Juniors	Democracy for Cadettes	Democracy for Seniors	Democracy for Ambassador
	College Preparation						College Knowledge
	Cook		Snacks	Simple Meals	New Cuisines	Locavore	Dinner Party
	Craft				Book Artist	Textile Artist	
	Creative Play		Making Games	Playing in the Past	Field Day	Game Visionary	
	Do it Yourself		Household Elf	Gardener	Woodworker	Room Makeover	
	First Aid		Brownie First Aid	Junior First Aid	Cadette First Aid	Seniors First Aid	Ambassador First Aid
	Girl Scout Way		Brownie Girl Scout Way	Junior Girl Scout Way	Cadette Girl Scout Way	Senior Girl Scout Way	Ambassador Girl Scout Way
	Maker	Art and Design	Art and Design	Art and Design			
	Maker	Craft and Tinker	Craft and Tinker	Craft and Tinker			
	Maker	Create and Innovate	Create and Innovate	Create and Innovate			
	Manners		Making Friends	Social Butterfly	Netiquette	Business Etiquette	
	Performance		Dancer	Musician	Public Speaker	Troupe Performer	
	Practical Life Skills		My Great Day	Independence	Babysitter	Car Care	
	Storytelling		My Family Story	Scribe	Screenwriter	Novelist	
	Daisy Petals	Honest and Fair					
	Daisy Petals	Friendly and Helpful					

		National Proficiency Badges					
Badge Category		Daisy	Brownie	Junior	Cadette	Seniors	Ambassador
LIFE SKILLS	Daisy Petals	Considerate and Caring					
	Daisy Petals	Courageous and Strong					
	Daisy Petals	Responsible for What I Say and Do					
	Daisy Petals	Respect Myself and Others					
	Daisy Petals	Respect Authority					
	Daisy Petals	Use Resources Wisely					
	Daisy Petals	Make the World a Better Place					
	Daisy Petals	Be a Sister to Every Girl Scout					
ENTREPRENEURSHIP	Cookie Business 1	My First Cookie Business	My Cookie Customers	My Cookie Team	My Cookie Venture	My Cookie Network	My Cookie Business Resume
	Cookie Business 2	Cookie Goal Setter	Cookie Decision Maker	Cookie Collaborator	Cookie Market Researcher	Cookie Boss	Cookie Influencer
	Cookie Business 3				Cookie Innovator		
	Entrepreneur	Toy Business	Budding Entrepreneur	Business Jumpstart	Business Creator	Business Startup	Entrepreneur Accelerator
	Financial Wellness	Money Explorer	Budget Builder	Budget Maker	Budget Manager	Savvy Saver	Financial Planner
	Financial Empowerment	My Money Choices	My Own Budget	My Money Plan	My Money Habits	My Financial Power	My Financial Independence
	Financial Empowerment				My Dream Budget		

## Participation/Fun Patches

Participation Patches are not earned but they are a great way to help Girl Scouts remember an activity they participated in. You may have a patch to offer Girl Scouts that attend your program. If you do not, stop by one of our GSWISE Resource Centers and find a patch that might represent your program or create your own. Custom patch designs must receive GSWISE approval prior to production.



# Introducing new Girl Scout Programs for 2025-2026

**NEW!**

These new and updated badges and programs give Girl Scouts more hands-on choices, and volunteers have access to new resources to facilitate troop meetings!

## Body Appreciation Badges

The Body Appreciation badge line is designed to transform the way Girl Scouts think about their bodies. It guides Girl Scouts to appreciate the many functions and abilities of their bodies—from breathing and thinking to running, dancing, and creating.

Fun With Movement



Me Time



Uniquely Us



Outside the Mirror



Mind, Body, Me



Cheers for Every Body





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800-565-4475  
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