



Large Event Planning Training



The Girl Scout Mission

*Girl Scouting builds girls of courage,
confidence, and character, who make the
world a better place.*

The 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.*

The 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 be a sister to every Girl Scout.*

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Sunday & Monday: Closed*

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working in their communities.*



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Service Unit Specials Packet (Forms #690F, #691t, #692T, #693F, #694F, #695F)	

Introduction

A service unit event is an event for girls and/or adults. It is envisioned, planned, and implemented by a committee, sub-group of the service unit team, troop of girls, or any other group that is meeting the needs of the service unit. The event could be age or grade level specific or it could be open to the entire membership of a service unit. It is usually planned for a special event that marks an important occasion, an incident of special interest, or a social activity.

Events might be:

- A few hours, a whole day, a weekend, a week or longer
- An encampment, workshop, conference, training, fling
- For one grade level, inter-grade levels, girl and parent, adults
- Planned by a troop, a service unit, the council

Event Ideas

Recognition Events

Bridging
Leader Recognition
Leader/Daughter Event
Court of Awards
Leader's Day
Graduating High School Seniors

Community Events

Parades
Fairs
Fun Runs
Service (for example, Food Drive)
Girl Recruitment

Special Events

Camporees
Sports Days
Badge Workshops
Journey Workshops
Service Unit Campouts
Lock-Ins

Celebration Events

Thinking Day
Girl Scout Birthday
Juliette Low's Birthday
GSUSA Anniversaries
Winter Holiday Social for Leaders

Learning Events

Outdoor Skills
Songs & Games
Money Management
Career Exploration
Cultural Awareness

Purpose

Special events may originate within the service unit or may be proposed by leaders and/or girls. Every event needs to have a purpose. Deciding on the purpose and goals of your event is essential if you are to be successful. If you are unclear about your event, the flyers and messages you send out about the event will also be unclear. Here are some questions to consider when determining the purpose.

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?*
- *What age group of girls are you targeting?*
- *Is it to serve current membership, or is it to recruit new members, or both?*

Does it:

1. *Respond to the needs and interests of the specific age group for which it is planned?*
2. *Focus on contemporary interests and concerns of girls?*
3. *Provide for positive learning experiences?*
4. *Offer opportunities for girls to get to know new people and be involved with people of diverse backgrounds?*
5. *Provide maximum potential for fun?*
6. *Allow for girl participation and responsibility in its planning and execution?*
7. *Provide for growth and understanding of responsible citizenship?*
8. *Comply with Safety Activity Checkpoints?*
9. *Promote interest in Girl Scouting and better community relations?*
10. *Give positive program experiences at a reasonable cost? If patches and t-shirts are inflating your event expenses, consider some alternatives.*
11. *Provide an activity that promotes leader retention/recognition?*
12. *Support GSUSA program goals? Will it help the girls develop self-potential, relate to others, develop values and/or contribute to society?*

Once the service unit team has answered these questions and approved the event concept, a coordinator may be appointed.

Goals

Goals for the event need to be established to provide specific direction for what is to be accomplished. Goals should be written so that they serve as a tool for evaluation following the event.

Goals for the event need to be established to provide specific direction for what is accomplished.

- *Are there badges related to the event?*
- *What program links do you want to emphasize?*
- *Who are you inviting to the event? Will it be open to non-members as well as members? Could you invite girls or adults from other service units? What can you do to make your event as inclusive as possible?*
- *Will the event lend itself to newspaper articles or other public relations tools? Are there other agencies/organizations in the community with whom you could collaborate to do this event?*
- *What impact will the event have on Girl Scouting?*

Examples of goals:

1. *Seventy-five percent of the Brownie troops in the service unit will participate in the event.*
2. *All songs taught will be from Girl Scout resource materials.*
3. *Girls will learn to sing one song from at least three of the following categories-*
 - *a round or canon*
 - *a grace*
 - *an action song*
 - *a folk song*
 - *a song in another language*
4. *At least one adult for each troop will actively participate in the learning activities at the event.*

Organizational Tip

Each event should have its own notebook or file. This is used as a reference for future coordinators and committee members when the event is repeated. This file should include:

- *The timeline used by the last committee*
- *A description of the activities done at the event (over time you could accumulate several descriptions of past event activities which will be very helpful for a committee)*
- *The budget used*
- *Contact information—who were good resources for this event*
- *Name of past event coordinators*
- *Any helpful templates, registration form examples, or other documents that would help the next committee*

This file or notebook should be turned into the service unit manager at the end of the event with the above descriptions, the evaluations, and the detailed cash record. The evaluations will be helpful for the next committee, so leave those in for one year, and then they are replaced with the new evaluations. The file is passed on the next year to the new coordinator.

Selecting a Coordinator

In recruiting a coordinator for any event, be sure that she/he has the following qualifications:

- *Able to organize and give direction to others*
- *Will follow through on all plans made*
- *Able to motivate others*
- *Able to delegate*
- *Works well with others*
- *Understands and supports the principles of the Girl Scout program and can incorporate them into the event*
- *Have an understanding of and the ability to work with a budget*

The coordinator is ultimately responsible for the planning and outcome of the event, so it must be someone who can be relied upon. Consideration of who has the above qualities is important, but it is equally important that the person wants to be involved as a coordinator and is given the opportunity to learn some of the above skills. Mentoring a new coordinator is very important to a successful event.

As committees are formed, there should always be a coordinator (or committee chair) and a co-chair. The role of the co-chair is to work closely with the coordinator to plan the event while learning from the coordinator how it is done. The next year the co-chair will become the coordinator for the event and recruit a co-chair who will be mentored for the next year. This ensures that information is passed on regarding what worked well and what needed improvement. It also provides an experienced person as a coordinator each year.

The Planning Committee

The key to a successful event is the planning committee, whose responsibilities should be clearly defined when they are asked to serve. The event coordinator needs to recruit the help needed for the event. In order to allow for growth, encourage volunteers to be on the committee. Assign job responsibilities depending on their abilities and weaknesses. Once selected and assigned, let them do their jobs.

How many people are needed?

A simple two-hour event for a small number of participants might be planned and carried out by 3 or 4 persons. A day-long or overnight event for a large number of girls could require a committee of 7 to 10 members.

*It is important to try to include a broad range of committee members, **including girls**. This will make delegating responsibilities much easier and also give the event coordinator several different points of view. Some suggestions for committee positions are:*

- *Budget/business manager*
- *Site arrangements*
- *Registrar*
- *Program*
- *Health and safety*
- *Personnel recruitment*
- *Patch design and ordering*
- *Evaluation and reports*
- *Food*
- *Equipment*
- *Promotion*
- *Co-chair of the committee*
- *Thank you notes to outside help and facility*

Including girls in the planning process

Girls should be included in planning “girl” events.

Daisies can attend events and help:

- *Make nametags*
- *Make decorations*
- *Present awards*
- *Evaluate*

Brownies can make choices, they are able to:

- *Decide on the purpose*
- *Decide what to do at an event*
- *Make nametags and invitations*
- *Make decorations*
- *Present awards*
- *Give ideas for patches*
- *Evaluate – use evaluation feedback for future event planning*

In addition to these things – Juniors are able to:

- *Propose ideas and develop a purpose*
- *Take responsibility for one thing at a time*
- *Gather ideas from others*
- *Teach Brownies a song or game*
- *Carry out ceremonies*

In addition to these things – Cadettes are able to:

- *Make budget decisions*
- *Recruit adults*
- *Decide on ground rules*
- *Plan program*
- *Teach skills*
- *Share experiences*

In addition to these things – Seniors and Ambassadors are able to:

- *Take complete responsibility for planning*
- *Build a budget*
- *Write promotional materials*
- *Work with an adult advisor*
- *Keep records and make reports and recommendations*

Individual girls vary in ability and interest for planning events. Some girls have a very limited amount of time and others may have more time to spare. Be patient. Be realistic. Give girls an opportunity to be involved.

Using Older Girls

Older girls (Cadettes, Seniors and Ambassadors) are very good resources, but resources that should not be wasted nor taken for granted.

Some Cadettes are Program Aides. They have been trained to take part in the planning of program for girls. An appropriate use of a Program Aide is to ask her to plan a 15 minute opening while the girls are gathering, plan and carry out program related to the event or requirement on a badge in a station, including her on the committee to be able to participate in the area in which she is to plan. An inappropriate use would be to promise her Program Aide hours and then just have her help an adult at a station with gluing or directing an already planned project. She cannot earn hours for activities in which she did not participate in the planning.

Cadettes may be a Leader In Action (LiA). The LiA leadership opportunity is designed to help Girl Scout Cadettes discover their talents in mentoring and leading younger children, gain the confidence, knowledge and expertise needed to guide younger girls, and prepares them to hold future leadership positions within and outside of Girl Scouting; plus, connect with other teen Girl Scouts from around the council. In keeping with the Girl Scout tradition of older girls helping younger girls, the LiA encourages older girls to be key assistants to a Brownie troop.

Seniors and Ambassadors may be interested in Volunteer-In-Training (VIT). The VIT is an award for girls who'd like to mentor a Girl Scout Daisy, Brownie, Junior, or Cadette group outside the camp experience. They would create and implement a thoughtful program based on a Journey or badge that lasts over four or more sessions.

Cadettes, Seniors, and Ambassadors Service to Girl Scouting bars. A girl who volunteers at least 20 hours to the Girl Scout organization will receive the appropriate level of Service to Girl Scouting bar. For example, they might volunteer at a special event for younger girls, be an office assistant for your council or service unit, or help with special projects.

If an older girl is participating in a younger girl workshop, she must have a permission slip to also be at the workshop. If her troop is participating as a group, it will be the older girl troop leader's responsibility to have permission slips. If an individual girl is working at the event for leadership or as a Program Aide, she will need to provide the event coordinator with a permission slip and health form, so be sure to give her one to fill out.

Selecting Program Activities

By now, the purpose of the event has been decided upon and the next major step is to determine what will actually take place at the event. Keep in mind the age of the girls that will be attending, their abilities and interests, as well as what the final outcome of the event is supposed to be. Here are a few things to think about:

- *Program offered should be designed to meet the focus of the event, the girls' needs, and the program possibilities of the site.*
- *Program should be offered at a reasonable cost.*
- *A theme helps to tie the event together and offers opportunities for development of activities, tours, etc.*
- *Those participating in the program should be involved in planning with adult guidance. Girls know what they want to do and how they want it presented.*
- *Having an official opening and closing gives structure to the event.*
- *Too much free time is as bad as no free time.*
- *If possible, include a time for sharing.*
- *Whatever is planned...be sure it is **FUN!***

Key to Successful Programs

The key to successful program at the event is **PLANNING AHEAD**. While planning, consider these points:

1. Activities planned should be **FUN**, challenging, and in keeping with the theme or purpose of the event.
2. Schedules should be clear and available to all participants.
3. Activities should begin and end on time as much as possible.
4. Be clear and concise in your instructions to participants. Do not assume that people know what you expect of them.
5. If there are rules (do's and don'ts) for the event – spell them out clearly **before** the event.
6. If troops need to prepare something for the event, they need the information far enough in advance so that they have at least three or four troop meetings to prepare. Remember that some troops meet only twice a month.
7. All workshop leaders should be in place, with all required materials, at least one-half hour before the activity is scheduled to start.
8. Allow time before the opening for troops to register for the event – sign in, get nametags, maps, programs, schedules, etc. If it is a camping event, it helps to have a meeting with one leader and one girl from each troop on the first night. At that time you can go over the event information, assign kapers and answer questions.
9. Events should have a definite opening and closing ceremony so they will know for sure when things begin and end. At the opening include housekeeping details such as location of bathrooms, special rules, schedule for the event, etc.
10. Participants should be divided into small groups for activities. Colored yarn bracelets, different color nametags, etc. are good means of determining groups. Be sure girls have at least one or two friends with them in a group. Be flexible.
11. Use a loudspeaker system to talk to a large group. There is nothing worse than not being able to hear.
12. Plan in some quiet time for rest and relaxation. Day events are long days for girls. Weekend events need rest time planned in as well.
13. See the service unit's specific event book for further information.

Location

The location of the event is vital in assuring a positive experience for the girls. Some events are more practical in an indoor setting. Others may need the outdoor setting, but weather needs to be considered and an alternate indoor site identified in case of bad weather.

Where to Start

Read Safety-Activity Checkpoints (available on GSEOK website)

Read Volunteer Essentials (available on GSEOK website)

Review event purposes and goals

Make a list of all possible sites

Once you have determined where you would like the event to take place, secure permits (in writing) from the appropriate source. All arrangements should be clearly understood. Keep copies of permits at the site during the event. Visit the site and learn what resources it offers as program possibilities.

Think about who the participants will be. Is the location of the event going to prohibit anyone from attending? This not only includes distance, but any physical barriers that might prevent any girls or leaders with a disability from attending. Consider the size of the facility. Will it accommodate the number of girls and adults expected?

The date of the event is another important factor. Consider the weather, distance and suitability of the event to the time of the year.

Depending on the age group that will be attending the event, the length of the day should be taken into consideration as well as the attention span, abilities, and the degree of difficulty involved in any of the planned activities.

Event Site Checklist

	<i>Site large enough to accommodate largest number of participants</i>
	<i>Site meets program needs</i>
	<i>Selection of date, time, and rain/snow date</i>
	<i>Accessibility of site</i>
	<i>If necessary draw map/give directions to participants</i>
	<i>Estimated travel and check-in time needed</i>
	<i>Transportation available, public and/or private</i>
	<i>Parking facilities</i>
	<i>Living/program facilities available</i>
	<i>Reservations/permits needed</i>
	<i>Safety Activity Checkpoints</i>
	<i>Restrooms</i>
	<i>Accessibility to persons with handicaps</i>
	<i>Chairs, tables, podium</i>
	<i>Audiovisual equipment</i>
	<i>Electrical outlets, adapters, extension cords</i>
	<i>Display; materials</i>
	<i>Eating areas/cooking facilities</i>
	<i>Restaurants, catering</i>
	<i>Dietary restrictions of participants (if food is being served)</i>
	<i>Water supply</i>
	<i>Overnight accommodations</i>
	<i>Provision for showers, bedding</i>
	<i>Heat/air conditioning</i>
	<i>Emergency procedures (fire, storm, etc.)</i>
	<i>Security plans</i>
	<i>Emergency numbers</i>
	<i>Keys needed (early pick-up, return)</i>
	<i>Site agreement to sign</i>
	<i>Other</i>

Planning Timeline

From the time the idea for an event is first explored until the final reports have been turned in there are many details to be considered, decisions to be made, people to be recruited and processes to be established. It might be helpful to develop a timeline for event planning. A Gantt Chart or other timeline will work. The coordinator or planning committee will develop a timeline for the total planning for the event. Each person on the committee should design her own personal timeline so that it can be incorporated in the master timeline for the event.

Save a copy of the event timeline for the event notebook/folder or refer to previous years to compare your timeline with what has been done before.

Some people prefer to do their timeline in a reverse order, beginning with the final date and working backwards. You will probably need to do this to start with, but in writing the timeline itself, you may find it easier to begin with the closest date.

Some of the items that should be included on the timeline are listed below:

- *Regular meeting dates for the committee*
- *Patch order (remember large numbers of awards or badges should be ordered about six weeks before the event)*
- *Registration deadline*
- *Purchase of program supplies*
- *Printing deadline*
- *Final event schedule*
- *Staff recruitment*
- *Staff training*
- *Order chemical toilets*
- *Final site visit*
- *Service unit meetings*
- *Cookie Credit deadlines*
- *Registration forms to the service unit*
- *All flyers approved by council*
- *Follow-up on reserved or ordered items*

Large Event Timeline (Sample)

Eight to six months prior to event

1. *Select and recruit event coordinator.*
2. *Form a planning committee and set planning meeting schedule.*
 - *Determine the purpose of the event.*
 - *Set goals.*
 - *Determine the program to be offered.*
 - *Determine date and time.*
 - *Make a list of potential event sites.*
 - *Delegate responsibilities.*
 - *Develop a timeline for the event.*
 - *Refer to the past history of the event (if any).*
3. *Meet with the service unit manager.*
4. *Present plan to the service unit.*

Six to four months prior to event

1. *Recruit resource people.*
2. *Plan event schedule.*
3. *Secure site for the event.*

Four to three months prior to event

1. *Initiate publicity.*
2. *Reference Safety Activity Checkpoints.*
3. *Design flyer to be printed after it has received approval from council.*
4. *Design and order patch.*

Three to two months prior to event

1. *Print flyer/registration form.*
2. *Distribute flyer/registration form.*
3. *If using Cookie Credit, submit Cookie Credit form 4-6 weeks prior to event.*
4. *Order badges and/or event patches you think you'll need.*
5. *Recruit a first aider*

Four to two weeks prior to event

1. *Check out the site for any last minute details.*
2. *Develop and print materials.*
3. *Develop and print evaluation forms for the girls and adults.*
4. *Coordinator is to follow up with each committee member to make sure all plans are following the timetable.*
5. *Send out confirmations to the girls or troops, if needed.*

After the event

1. *Collect evaluations.*
2. *Send out appropriate thank you letters.*
3. *Provide recognitions for the committee.*
4. *Prepare a report on the event and include suggestions or recommendations.*
5. *Turn in the final budget and evaluation to the service unit manager. Turn in the notebook and add a synopsis of the event to the notebook.*
6. *Turn the event rosters in to the council, if appropriate.*

Suggestions for Committee Gifts

Show appreciation to your committee members by giving them a token of appreciation. It doesn't need to be elaborate. Just something to let them know you appreciate their work on the event. It can follow the theme of the event or just be something nice. You may put this into your budget for the event, but keep the cost small.

Small handmade items—even a SWAP will be fine

Candles or other relaxing items

Something useful

Small basket of candy or pens and notepads or something else fun

Shaped notepad sets

Budget

- *Once the activities and event location are determined, the event budget can be developed. You need to think of EVERYTHING! Site cost, program supplies, first aid supplies, food, cleaning supplies, patch cost, and thank you gifts are all things to consider. Begin by estimating the basic expenses.*
- *Determine the cost per person. Decide now if both girls and adults will pay or if only the girls will pay. When planning an event budget, it is much safer to assume no more than 75% of the girls estimated to attend will actually do so. If 200 girls is the target number, use 150 girls in developing the event budget. Then, decide what the participants will pay by dividing the total estimated expenses by the total number of participants.*
- *If the cost per person is too high, you need to go back and cut some of your expenses.*
- *If you have money coming from donations or other sources be sure to figure this into your income.*
- *If you already have decided how much each person will pay, then use this number to determine how much money you have to work with.*
- *When you have finished, the total income and the total expense lines should be the same amount.*
- *A careful record of all expenses should be kept as well as all receipts to verify expenses.*
- *Check with the service unit manager to see if any expenses will be covered by the SU budget or if there was any money leftover from a previous event.*
- *At the end of the event, the coordinator will need to provide:*
 - *Detailed cash record*
 - *Receipts*
 - *Typed report of the event activities, contacts, and summary of evaluation to update the notebook.*
 - *Turn the notebook in to the service unit manager with the above items.*

Finances: (Check with your SUM or SU financial consultant for details)

- *Money reimbursement can be handled in several of ways:*
 - *The coordinator may get checks from the SUM or SU financial consultant in the amounts needed for expenses (for example—if you know the cost of the pizza, activity attending or hotel fee).*
 - *The coordinator or other committee members may keep a tally of their expenses and can be reimbursed after the fact.*
 - *At times the SUM or SU financial consultant may give a blank check to cover expenses; however it is extremely important that the amount and location of the check is reported promptly so it can be recorded in the SU checkbook.*
- *Turn all registration money into the SUM or SU financial consultant for deposit into the SU bank account so the money will be available to draw on for the event.*
- *More information for the SUM or SU financial consultant can be found in GSEOK's Service Unit Team Manual.*

Event Budget Plan

Event

INCOME

TOTALS

	<i>Number</i>		<i>@ Fee</i>	
<i>Fees:</i>		<i>Participants</i>		\$
		<i>Participants</i>		\$
		<i>Participants</i>		\$
				\$
<i>Other:</i>				\$
				\$
			<i>Total Income=</i>	\$

\$

EXPENSES

<i>Food</i>	X	X	=	\$
	X	X	=	\$
	X	X	=	\$
<i>Housekeeping</i>				\$
<i>Office supplies</i>				\$
<i>Printing</i>				\$
<i>Health supplies</i>				\$
<i>Program supplies</i>				\$
<i>Event patches or award patches</i>				\$
<i>Awards</i>				\$
<i>Telephone</i>				\$
<i>Postage</i>				\$
<i>Small equipment</i>				\$
<i>Insurance</i>				\$
<i>Recognitions</i>				\$
<i>Rent</i>				\$
<i>Transportation</i>				\$
<i>Lodging fees (hotel, kitchen fee at Tallchief)</i>				\$
<i>Total Event Expenses=</i>				\$

\$

Health and Safety

Select a site that fulfills the needs of your individual event, and meets the Safety Activity Checkpoints. No matter what event or activities you have planned there are standards that will apply.

Review council policies and procedures.

Review activity progression chart (form #571T) for council requirements.

An adequately equipped first aid station must be staffed at all times. Events must be staffed by a first aider (if over 200 participants you must have first aider for each additional 200 people). If the location is more than 30 minutes from emergency response time, a Wilderness First Aider or Wilderness First Responder is required for the event. Keep records of all treatment rendered in a bound book, and submit with final records. The first aid kit and log book should be kept by the service unit. A logbook will be included in the event folder.

If it is a troop attended activity, each troop is to provide their own first aider and keep their own record of first aid given. The troop first aider is responsible for keeping the green health history forms (form #260F), but should notify the event first aider if there is a girl in her troop at risk (asthma, diabetic, allergic to bee or wasp stings, etc.). The event first aider is available for consultation for troop first aiders or when the troop first aider is unavailable. Record of first aid given by the first aider should be kept in the log. If on the rare occasion the event first aider agrees to be the first aider for a troop who for whatever reason doesn't have one, then the green health history forms and permission slips need to be given to the first aider until the end of the event.

If it is an individual sign up activity, the first aider will have the health history and permission slips for each girl attending. She/he should review for emergency needs and medications and keep a record of all first aid care given in the log.

Some things to think about:

Determine the location and availability of a telephone. Know the location of the nearest hospital. Most events will be held within a 911 area. If not, locate the necessary emergency phone numbers.

If there were a need to evacuate your event site do you and your entire planning group know what to do and how to do it?

If one of your event participants is reported lost do you know what to do first?

If a strange person were reported hanging around the event site what would you do?

Do you have enough refrigeration for your perishable food? Food poisoning is no fun.

Do you have a safe way to keep and dispose of garbage and trash?

What will 50+ cars do to the traffic at the event site? Do you need to have help with traffic control?

Plan Ahead! It makes a difference!

Flyer and Registration Materials

Information and registration flyers should be distributed to all participants well in advance of the event. Attractive artwork and clear designs or pictures help make a flyer more appealing and exciting. The following information should be included:

- *Name of the event*
- *Girl Scout logo*
- *Day, date and year*
- *Arrival and departure times*
- *Cost of event and what it covers*
- *Registration procedures, deadline date, refund statement, payment of fees*
- *Application tear-off to be returned*
- *Encouragement for adult volunteers*
- *Permission slips for individual registration*
- *Contact person's name and phone number for questions*
- *If using Cookie Credit: deadlines, amount non-refundable*
- *What to bring*
- *Add disclaimer text to flyer*

**All flyers need approval from the Council Communications Department
BEFORE they are printed and distributed.**

Information Packet

The following is a list of items that should be included in the information packet that is sent to those who have registered for the event:

- *General information/welcome*
- *Event schedule*
- *Program activity description*
- *Rules, smoking/role of leader and adults*
- *Parking*
- *Reminder about green consent form and permission slips*
- *What to bring*
- *What to wear*
- *Map*
- *Event roster*

If a confirmation card is all that is needed (for example a workshop), include:

- *Time and place of event*
- *What to bring*
- *Amount still due*
- *Emergency contact number*

Patches

Some events may have a special patch, as a commemorative of the event. A design contest for the girls is a good way for patch designs to be selected. Creativity and girl input are two excellent reasons for girls to be included in designing the patch. Be sure to include the words "Girl Scouts" somewhere on the patch as well as the event name and date (year). Please consider the expense of patches when developing your fees. A patch is not required for every event!!!

Event Roster

In order to determine if Girl Scouts of Eastern Oklahoma is serving all segments of the population, it is important to keep accurate records of all girl and adult participants. One of the easiest ways to acquire the necessary information is from the leaders at the event. Enclose an event roster in the information packet and each leader can fill it out and bring it to your event. This information should be kept with the final report. The racial/ethnic profile of each troop should be included.

Event Evaluation

Why evaluate?

- To measure the success of the event
- To learn what could be improved another time

Who should evaluate?

Everyone that was involved

- Participants
- Workshop leaders, consultants, resource people
- Planning committee
- Event coordinator

When to evaluate?

Will vary with type and length of event

- Participants – usually prior to the closing of the event
- Workshop leaders – at the end of the event
- Planning committee – shortly after event, at the final meeting
- Coordinator – within 2-3 weeks after event, when all reports and other evaluations have been compiled

How to evaluate?

Methods will vary with type and length of event and grade level of participants

- Verbal questions- a showing of hands
- Discussion- by the entire group or reporting from group discussions
- Paper ballot- using 5 numbers to rate a session from 1 to 5, 1 being the lowest and 5 being the highest
- Comments on a piece of paper that is passed around the room or posted on the door as people leave
- Written evaluation by individuals

Written Evaluations: Evaluation sheets should be designed so that all participants will have the opportunity to indicate the things they liked best, liked least, suggestions for improvements, overall reaction to the event, and a place to express things in their own words.

Consider:

Grade level of participant

Type of event

Length of event

Purpose of event

Goals of event

Program content of event

Format:

- *Questions with multiple choice answers*
- *Questions that can be answered on a scale of 1 to 5*
- *Statements where participants can fill in a blank*
- *Give participants the opportunity to ask questions*

Resources

“Help is all around”

There are many places to go and people on whom you can call for help in planning an event. From site selection to program ideas, the help is available. Often all you have to do is ASK. The following are suggestions:

PEOPLE

*The event committee
Past event committee member(s)
Local service unit team/members
GIRLS
Families of Girl Scouts
Friends of Girl Scouting*

*Girl Scout staff
Troop sponsors
Local clubs; organizations
Businesses
Other*

PLACES

*Civic halls/auditoriums
Parks (town, county, state, national recreation areas)
University/college
GSEOK campsites
Hospital auditorium
Museums
Historical sites*

*Religious buildings, camps
Community groups' sites i.e. Kiwanis Club's building
Family/friends' property
School gyms, classrooms, and fields
United Way agencies' sites
Theatres
Other*

THINGS

*Newspapers/TV/radio
Event: Olympic year, elections, national holidays, and local festivals/happenings
Concerns: environmental issues, handicap awareness, careers, etc.
Girl Scout publications: grade level publications such as Journey books, the Girl's Guide to Girl Scouting, skill-building badge activity sets and training manuals.
Phone book/yellow pages
Internet websites
Other*

NOTE: *Remember to let resource people know exactly what is required. Remember to write thank you notes to people for their time, ideas, contributions, use of site, etc.*

Event Staff Recruitment

How many staff is needed? What needs to be done? The jobs will vary; some may be combined.

Yes	Who do you need?	Recruited	Name	Phone/Email
	<i>Coordinator</i>			
	<i>Co-Chair</i>			
	<i>Business manager</i>			
	<i>Program chairperson</i>			
	<i>Transportation chairperson</i>			
	<i>Facilities chairperson</i>			
	<i>Equipment chairperson</i>			
	<i>Publicity/promotion chairperson</i>			
	<i>Registrar</i>			
	<i>Meal planner</i>			
	<i>Cooks # _____</i>			
	<i>Kitchen assistants #_____</i>			
	<i>Shopper</i>			
	<i>Hostesses # ____</i>			
	<i>Waterfront personnel</i>			
	<i>Workshop and unit leaders</i>			
	<i>Program consultants</i>			
	<i>Photographer</i>			
	<i>Parking attendants # ____</i>			
	<i>Security personnel</i>			
	<i>Emergency Contact person</i>			
	<i>First aider</i>			
	<i>Program Aides or other older girls</i>			

Day Event Schedule (Sample)

Flexibility must be included in every schedule. Allow for extra time to conduct the activity; to change wide game sites; to take more time than expected to start a fire and cook a meal; to alter plans in case of bad weather; or if a group leader is late in arriving, etc. Decide on a schedule, post it and adhere to it as closely as possible. Sound impossible? Not if it is planned to fit the activity, participants' needs, site and safety, plus some common sense. Below is a sample guideline for a non-camping event:

TIME	ACTIVITY
8:00 a.m.	<i>Organizers arrive to post direction signs; arrange activity area; set up registration table; assure all materials are in the right place; outlets/extension cords are accessible, etc.</i>
9:00	<i>Activity leaders arrive to prepare the area they will be using</i>
9:30	<i>Participants arrive and register; receive information Sing-along or other activity may be planned before actual activity starts or each leader is responsible for her troop's "entertainment" before the activity</i>
10:00	<i>Welcome the participants; explain briefly what will be done during the day; introduce group/activity leaders; point out bathrooms, fire escapes, cautions, first aid stations, lost and found, etc. NOTE: If there is to be a flag ceremony during the opening then the flag should be posted before explanations.</i>
10:20	<i>First station/activity</i>
11:00	<i>Change stations</i>
11:05	<i>Second station/activity</i>
11:45	<i>Station ends/go to lunch</i>
12:30 p.m.	<i>Third station/activity</i>
1:10	<i>Change stations</i>
1:15	<i>Fourth station/activity</i>
1:55	<i>Station ends/return to opening area</i>
2:00	<i>Total group sing-along; thank yous to helpers/group leaders, evaluations, retire the colors</i>
2:30	<i>Event ends</i>
3:00	<i>Clean up and leave</i>

Day Event Schedule Description

The flexibility of this schedule is in several places:

The built-in time of five minutes to change gives time for bathroom breaks, finding the next station, etc. Stations should be arranged that there is little travel time between stations/activities.

The lunch period is 45 minutes long thus allowing extra time for catch-up if stations run over by a few minutes in the morning, there is time for bathroom breaks, to get lunches out, clean-up, etc. If the opening was shorter than planned and stations began a few minutes early then there is a longer than planned time for lunch.

The closing time allows for groups to leave the last station (possibly a bit late because they helped clean-up the last station) and join a sing-along that may be in progress before everyone joins the closing. Retiring the colors may be done before all evaluations are completed. Allow a few extra minutes for groups to complete evaluations after the “official” time of departure.

The built-in clean-up time is a reminder that it takes a few minutes after the event is completed to secure the site (close windows, etc.); tidy up and make certain rooms are left as they were found; put materials in cars; turn off lights and secure the building. Don't forget to remove posters for parking and other directions.

It is possible to schedule shorter period of activities if more activities are desired or if girls have short attention spans. The schedule may allow for several short activities and one or two longer more in-depth activities during the same event.

For large workshops, it may be helpful to recruit parents to come in toward the end of the event to help with clean up. It gives the event organizers time to pack up their own items after a long day or weekend and not have to be responsible for all the cleaning, vacuuming, and rearranging too.

Weekend Event Schedule (Sample)

The following suggestions are for a weekend outdoor event. In this situation the flexibility of the schedule is an EASY cooking menu, breaks during wide game, easy lunch and free time, sufficient time for supper and clean-up and campfire which, if it goes a bit longer than the scheduled time is okay. Sunday has time built into the easy menu and time planned to clean up and pack gear. NOTE: the committee is prepared to stay after the troops leave. It is expected that troops will clean up.

A Girl Scout leaves a place cleaner than she found it!

Day	Time	Activity
Friday	mid-afternoon	Committee posts schedules, gets gear in place
	5:00 p.m.	Arrival time (flexible to accommodate working leaders, those who travel far, etc.) Troops register, settle into units
	7:30	Official welcome, announcements, campfire
	10:00	All camp quiet
	11:00	Lights out
Saturday	7:00 a.m.	Rise and shine, breakfast
	9:00	Flag ceremony, announcements
	9:30	Wide game scheduled: 40 minutes each plus short break lashing and knots; trail signs and short hike; flag ceremonies/song
	Noon	Lunch (no cook sandwiches, soup using propane stoves) clean up; free time
	1:30 p.m.	Wide game continues: 40 minutes each plus short break International games and dances
	4:00	Supper (cook supper on charcoal, dutch oven, etc.) Practice skits for campfire Prepare for Scouts' Own
	7:30	Flag ceremony followed by campfire extravaganza
	9:00	Night hike (optional)
	10:00	All camp quiet

	11:00	Lights out
Sunday	7:00 a.m.	Rise and shine, a simple breakfast Clean units, pack up
	9:00	Flag ceremony and announcements
	9:15	Scouts' Own
	9:45	Free time, load gear
	10:00	Presentation from environmental group
	11:00	Evaluation and check-out
	11:30	Committee does final check of site Check-out with ranger Leaves

If anything can go wrong...

Sometimes even the best of plans go astray. This can have an impact on the event . . . for the best or for a disastrous occasion. It is important to have alternate plans. Sometimes good things can come from meeting an emergency. New program ideas can blossom, girls can see first hand how adults and girls can adapt and still have fun, plans for the next event will learn from the outcome and proceedings. Following are some possible problems and solutions. When planning the event, put some possible problems in a jar and then have the committee brainstorm some solutions. This is known as a “jam jar”.

Problem	Solution
<i>Only a few troops register on time</i>	<i>More publicity, early announcements, vary the date of event, vary program</i>
<i>Committee is overworked</i>	<i>Recruit more helpers, make smaller tasks</i>
<i>It was rained out</i>	<i>Vary site for indoor and outdoor spaces</i>
<i>The girls were bored</i>	<i>Adjust schedule, change activities</i>
<i>Not everyone could come</i>	<i>Change site, have more than one event, have more specific grade level event/activity Let several groups plan smaller events next time</i>
<i>There were several accidents</i>	<i>Explain safety do's and don'ts, use more adult watchers, change events to safer activities or use activities on easier skill levels</i>
<i>There wasn't enough money to pay for the patches</i>	<i>Charge more next time, design a less expensive patch, use buttons Is the patch really necessary?</i>
<i>The site is overused</i>	<i>Go somewhere else, check with others for a new site or ideas</i>
<i>It was a great idea, it didn't work</i>	<i>Ask the GIRLS what they want to do, try something new, use the event to expand on popular themes or to intensify popular ideas</i>
<i>We need some ZIP is the events</i>	<i>Do something really different; let outside career people do the activities for Girl Scouts, have an all night career exploration, have a highlight activity during the event, use snappy promotional materials, be creative!</i>
<i>There was too much else going on</i>	<i>Plan earlier, consult the service unit plan of work, compare council and service unit calendars</i>