

Event Director

The Cast

The Script

Publicity

The Production

Box Office

Reviews



Girl Scouts of Northern California
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TABLE OF CONTENTS

The Cast

Event Director Position Description	4
Sample Committee Position Descriptions	5
Partnering With Girls	6
Effective Event Committees	7
First Aider Position Description	8
First Aid Procedures	9

The Script

Planning Girl Scout Program	10
Event Financial Form	11
Event Notification & Report Form	11
Selecting a Date	119
Site Considerations	11
Permission Forms	12
Health History Forms	12
Contracts	12
Insurance	12
Transportation & Insurance	12
Trip & High-Risk Notification & Approval	13
Certifications & Local Ordinances	13
Event Emergency Calendar	13
The Event Schedule	13
High-Risk Activities	13

Publicity

Flyer Checklist	14
Registration Form Checklists	14
Promoting Your Event	14

The Production

Safety Planning	
Safety Checklists:	
Site Security	15
Communications	15
Emergency Plan	15
Headquarters Records	16

Box Office

Pre-Registration Procedures	16
Confirmation Packets	17
Registration at the Door	17
Check In Procedures	17

Reviews

Event Evaluations	18
Post Event Checklist	19

Event Reporting Forms & Tools

Finances:	
Budget Worksheet	20
Financial Report for Events	21
Event Notification & Report Form	22
Event Emergency Calendar	23
Event Roster Templates	23
Media Information Sheet	23
Flyer Checklist	24
Registration Form Checklist	25
Procedural Forms Checklist	26

You're an Event Director!

Events provide the opportunities for girls and adults to rekindle friendships with "old" friends, to learn life skills, and provide leadership opportunities for girls. If you've ever planned a child's birthday party, a wedding, or any other large celebration, you're familiar with some of the logistics involved with planning an event. This guide should help you with some specifics to consider when planning Girl Scout events.

In Girl Scouts of Northern California, service units have responsibility for oversight of their events, and for mentoring and supporting Event Directors. Your service team members are eager to help you! The forms and procedures found in this booklet are designed to facilitate communication between Event Directors and service units. In addition, your council staff is eager to assist you if you have questions or need any other support. Congratulations on becoming an Event Director!

About this training

This entire Participant Notebook is designed as a gigantic checklist.

- Not everything in the checklist will apply to your particular event. As you work through the checklist when you plan your event, consider each item. If it doesn't apply to your event, check it off and you're done with that one!
- The checklist might be missing some things that you should consider for your particular event. Don't feel limited to these items! Hopefully this checklist will help to spark your own ideas of things you should consider when planning your event.
- The suggested timing may be off—maybe you don't really need to do something quite as far ahead as suggested by the checklist. Leave that item unchecked and go back to it later. Before your event, you should have all the items checked off.
- The checklist is not meant to take the place of your common sense. You're a talented, can-do, organized very capable person, or you would not have been appointed as an Event Director. Your creativity and careful planning skills are a necessary ingredient for a successful event.
- If you're like most people, at some point during this course you are going to scratch your head and think "all of this planning is just too much!" In Girl Scouting, we have the philosophy that good planning and problem prevention is key to holding successful and safe events. The payoff is going home after a seamless and smooth event where everyone had fun and nothing happened that you weren't prepared for!

Visit our council website to view a video of three Camporee Directors who experienced an emergency situation—they were grateful they had followed Girl Scout procedures and guidelines! They have been instrumental in helping to develop some updated procedures which will allow future Event Directors to benefit from their experience.

EVENT SCENARIOS

Event #1: Bowling Night for Daisy Recruitment

Location: Kindergarten and First grade girls with parents/guardians. 35 lanes, building capacity 575.

Participants: Kindergarten and first grade girls with parents/guardians

Cost: Nominal fee will be charged to participants to help defray cost of event.

Timing: Weeknight evening, 1 1/2 hours

Description:

- Girls assigned to bowling lanes as they arrive.
- Each lane hosted by a Cadette/Senior/ Ambassador girl who will interact with the participants and help them to get to know each other during the game.
- After they bowl, girls will go to the café area to learn about the Girl Scout Promise and learn a song to sing for their parents at the end.
- Parents go to party room; hear inspirational girl stories and receive information about Girl Scouting and how to start a troop.

Event #2: Thinking Day Event

Location: Local middle school multi-purpose room. Stated room capacity 800.

Participants: Troops/groups in service unit

Cost: Each troop/group will be charged a fee per girl to cover the cost of the event. Girls will also bring pennies to donate to the Juliette Low World Friendship Fund as described below.

Timing: Sunday afternoon, 2 1/2 hours

Description:

- Each troop/group represents a WAGGS country, bring a game, song, or snack to share from that country
- Girls in different pathways (not in a troop) will be combined to form one group to participate together
- Girls receive a “passport” when they arrive which will be stamped when they visit each “country”
- Girls bring one penny for each letter of their full name to donate to the Juliette Low World Friendship Fund

Event #3: Camporee “Reach for the Stars”

Location: Group camping area at county park

Participants: Brownie troops in service unit. Maximum capacity is 250

Cost: Each troop/group will be charged a fee per girl to cover the cost of the event

Timing: Friday 4:00 pm through Sunday 11:00 (with options for one night or day only participation)

Description:

- Each troop/group assigned to a campsite (bring own tents or camp under the stars), one group will be formed for girls in non-troop pathways
- Saturday features a wide-game format (groups rotate to different stations). Two rotations in morning, whole group eats “astronaut food” (freeze dried) together for lunch, then two rotations in afternoon
 - Station #1: Make different types of paper airplanes, test their flight
 - Station #2: Sing along—learn songs about sky, stars, flying, etc. to sing at campfire that evening
 - Station #3: Meet some women pilots, hear their stories and see demos, questions/ answers
 - Station #4: Story time about constellations
- Saturday evening—meet in meadow for star gazing with an astronomer, then campfire sing along

Event #4: Sacramento Trip “Youth in Government”

Location: Various locations in Sacramento, overnight stay (two nights) at hotel

Participants: Middle school girls (non-member participants asked to pay additional \$10 for GSUSA registration). Event limited to 120 participants.

Timing: Wednesday morning through Friday evening

Cost: To defray costs, group will host a flea market at an elementary school—sell spaces to families/ community residents for \$10, sell coffee/donuts in morning, then water/soda/hot dogs/chips, and hold two car washes as money-earning projects. Local Soroptomist and Rotary Clubs have also generously donated funds for scholarships. Each girl will be charged a fee to cover remaining costs of event.

Description:

- Group travels by chartered bus to Sacramento
- Arrive Wednesday afternoon, tour state capitol
- Thursday morning: meet with local legislators to learn about their jobs
- Thursday afternoon: observe state senate session, then meet with 3 women’s issues lobbyists for panel discussion, questions/answers
- Friday morning: tour State Capitol museum
- Friday afternoon: travel home



Girl Scouts of Northern California

Service Unit Event Director

APPOINTED BY & ACCOUNTABLE TO: Service Unit Director or Program Support Manager

TERM: One year, may be reappointed

PURPOSE: Ensuring the success of the Girl Scout Movement by directing the work of Event Committee members to provide unique Girl Scout program opportunities for girls

INDIVIDUAL RESPONSIBILITIES:

Understanding and acceptance of the principles of the Girl Scout program and the ability to incorporate them into the event

Must be present throughout the entire event

Adhere to health and safety standards as outlined in Safety-Wise and Girl Scouts of Northern California policies and procedures

Ability to motivate, organize and give directions to others

Willingness to follow through on all plans made

Ability to delegate

Ability to work well with both adults and girls

Understanding of and the ability to work within a budget

Recruit and manage an event committee, if needed

IN PARTNERSHIP WITH THE EVENT COMMITTEE:

1. Plan and implement events for girls and/or adults that provide relevant experiences in accordance with the Girl Scout program, policies, standards, and procedures that provide a varied, well-balanced program that involves progression of activities and girl/adult planning
2. Monitor, support, evaluate and celebrate the progress of the Event Committee in achieving committee goals
3. If at all possible, involve girls in the planning and implementation of the event
4. Publicize the event
5. Instruct all committee members and event staff in the service unit and council Emergency Management Plans
6. Utilize community resources to enhance the event
7. Ensure that Event Committee roster is developed and updated as needed
8. Attend required service unit meetings
9. Ensure that health, safety and policy standards are maintained

QUALIFICATIONS:

Registered Girl Scout adult (or girl with an adult mentor) with volunteer approval who lives the values of the Girl Scout Promise and Law and Girl Scout Philosophy

Ability to work with people of diverse backgrounds

Must adhere to Girl Scouts of Northern California policies and procedures

Demonstrated abilities to plan, supervise, evaluate, communicate effectively, and delegate work to others allowing for creativity and freedom to function

Effective management skills to lead a community based team of volunteers

Able to maintain confidentiality when sensitive issues arise

Strong organizational skills and follow-through, i.e. meets deadlines and returns calls or emails

Your appointment to this position begins on _____ and will continue until September 30, 20____.

_____	_____	_____	_____
Service Unit Name	Printed Name	Signature	Date

Appointed by:	_____	_____	_____
	Printed Name	Signature	Date

WHAT CAN BE DELEGATED?

Event Co-Directors

- Shares duties as assigned with Event Director

Registrar

- Works with Publicity Chair to assemble registration forms for girls and adults
- Manages pre-registration and on site registration
- Sends confirmations to participants as needed
- Hands over registration money received on a timely basis

Treasurer

- Manages finances, monitors budget for event
- Maintains complete financial records
- Turns over any remaining balance at end of event to the council or service unit in a timely manner
- Girls may not be signers on bank accounts (to protect them from liability) but could keep track of the funds

Secretary

- Maintains and distributes minutes of meetings
- Handles needed correspondence including thank you letters

Publicity Chair

- Working with Registrar, prepares flyers and pre-registration forms and materials
- Distributes flyers and registration materials
- Promotes the event through available websites, yahoo groups, council Monday Mailings and other means as appropriate

Equipment Manager

- Obtains necessary equipment
- Establishes procedures for check-out of needed equipment
- Returns equipment as necessary after event

Health Supervisor/Nurse

- Must be an adult (although may be assisted by girls)
- Holds current first aid and CPR certification for Level 1 or 2 as needed
- Establish emergency communication system for event
- Establish and communicate emergency crisis plans for event
- Ideally should not hold other responsibilities during event
- Administers first aid as needed during event

- Knows how to use *Safety-Wise*, can recognize health emergencies where additional medical attention is needed
- Maintains health log for event

Program Coordinator, Specialists, Unit Leaders

- Provides workshops or activities at the event
- Where possible, trains girls to provide program activities
- Provides adult coverage in appropriate *Safety-Wise* ratios if troop leaders will not attend with their girls
- Be certified as needed for activities (lifeguards, archery instructors, etc.)

Food Coordinator

- Handles arrangements for food at the event
- Investigates and ensures that food preparation regulations established by the site owner or local city/county are followed
- Supervises meal preparation and clean up
- Ensures that meals or snacks are healthful and nutritious

Logistics Manager

- Handles necessary signage at the event
- Establishes and communicates parking information to all adult participants
- Establishes system for distributing/delivering supplies as needed
- Supervises parking attendants, event clean up

Shopper

- Purchases food, supplies, or equipment as needed by units, troops or groups during the event

Photographer

- Takes pictures at event (and perhaps of event preparation)
- Ensures that photos are not taken of girls where parent permission has not been granted

Emergency Telephone Coordinator

- At "home base" to relay messages to event
- Follows service unit and council crisis management procedures

Sibling Baby-sitter

- Watch children during the event so other parents can get involved

Ceremonies Coordinator

- Responsible for coordinating opening, closing and other ceremonies as appropriate

Remember that girls can partner with adults and eventually learn to take over many of these adult jobs—find ways to involve even the youngest girls in running events!

Naturally, every event does not need ALL of the above positions. For a very large event, you might want to have all of these people. For a smaller one, you might combine some of the tasks for one person to do, and probably wouldn't want or need this much help. What is important is that the committee members establish and **agree on position descriptions early in the process** to ensure that all tasks are taken care of, and that duplications of effort are avoided.

If you find that your event is so simple that you don't really need a committee, consider involving girls—this would be a perfect event for them to start out with!

EFFECTIVE EVENT COMMITTEES

Recruit the right people for the right jobs, get a good mix of people and personalities. Try to recruit adults to provide girls with diverse role models.

Provide a clear explanation of the work to be done—ideally, involve your committee in developing position descriptions

Provide a timeline for the completion of tasks, follow up to determine progress as you go along

Be open to new ideas, allow staff some flexibility to add their own personal touches to their tasks. People support what they help create.

Provide guidance and assistance as needed

Be sure to provide team-building opportunities

Be sure to recognize committee accomplishments—give credit for a job well-done. Verbal or written 'thank-you' and/or gifts are important

TRAINING YOUR STAFF
Be sure to include training in your timeline.

Determine what your staff needs to know, and what needs to be done.
Create a team feeling and a sense of common purpose.
Review expectations—yours and theirs.
Cover site boundaries, logistics, procedures, general program content, event timeline, safety and discipline, emergency procedures, budget concerns as needed.

Involve girls wherever, whenever possible!!



Girl Scouts of Northern California

Event First Aider



APPOINTED BY & ACCOUNTABLE TO: Event Director

TERM: Event duration, may be reappointed

PURPOSE: Ensure the safety of girls and adults present at Girl Scout events and administer first aid as needed.

INDIVIDUAL RESPONSIBILITIES:

Must be present throughout the entire event, and ideally should have no other responsibilities or duties. An alternate First Aider should be available to substitute as needed if the First Aider will be busy during certain times.

Download the latest GSNorCal Health Care Plan for First Aiders from the council website and follow protocol outlined therein. This document is updated on a regular basis to reflect generally accepted first aid procedures.

Consult *Safety-Wise* for a list of supplies that must be maintained in the first aid kit. Inventory and purchase needed supplies before event, and replenish after.

Obtains directions to the nearest hospital and maintains a list of emergency phone numbers including ambulance, poison control, police, hospital

For events where participants do not attend with troop/group leaders, First Aider should maintain Health History Forms for girls and adults and discreetly share information *only as needed* with other adults (allergies, activity limitations, etc.)

Determine a suitable location for the First Aid Station that is visible and convenient. First Aid Station should have a quiet area for patients, a clean place to lie down, adequate protection from sun or weather. Assures station is staffed at all times. Announce location of First Aid Station to all participants present; instruct participants to report all illnesses and injuries to their troop, unit, or group leader who will send them to the first aider if necessary.

Keep and dispense medications according to *Safety-Wise* guidelines. No medication, including over the counter medications such as Tylenol, cough syrup, or Neosporin, should ever be given without the prior written permission of a custodial parent, guardian, or physician.

Administer first aid as needed to girls or adults, and informs director and parents of any injuries sustained.

Maintain Health Log. The Health Log should be bound and page numbered (do not remove pages) and can be obtained from the service unit; do not skip lines. Records should be kept in pen. After event, Health Log should be returned to service unit. Documentation must include:

- Name of patient
- Complaint or type of injury
- Treatment or Medication given
- Name of person administering treatment (whether troop/group leader or first aider)
- Date and time of treatment

Maintain a supply of Accident/Injury forms and insurance claim forms. If there are any injuries, ensure that those forms are filed and send a copy of that girl's Health History form to the Area Director for your area

After event, return Health History forms to leaders or destroy them for any girls who were not injured

IN PARTNERSHIP WITH THE EVENT DIRECTOR:

With the Event Director, complete and file Accident/Injury Forms and insurance claim forms

Instruct all adults present at the event that only an adult with current first aid/CPR training certification should assist a victim except in the case of extreme emergency until qualified help arrives. Troop leaders may give girls regular medications with prior written permission from the custodial parent, guardian or physician (any medication given must be entered into the Health Log).

Ensure that health, safety and policy standards are maintained.

Establish safety guidelines for event participants to prevent injuries for event participants, such as fire or knife safety, food storage and preparation guidelines, etc.

QUALIFICATIONS:

Current Level 1 or Level 2 First Aid and CPR certification as specified in *Safety-Wise*. Level 2 first aid certification is required for events with more than 200 participants and for family camping, and when activity checkpoints in *Safety-Wise* indicate that a Level 2 First aider is needed.

Ability to maintain good judgment regarding health and safety procedures and crisis situations.

Ability to assess when additional medical attention should be obtained.

Good oral and written communication and interpersonal skills. Knowledge of typical emotional and physical needs of children

Knowledge of health and safety standards as outlined in *Safety-Wise* and Girl Scouts of Northern California policies and procedures

Your appointment to this position begins on _____ and will continue until September 30, 200____.

Printed Name

Signature

Date

Appointed by:

Printed Name

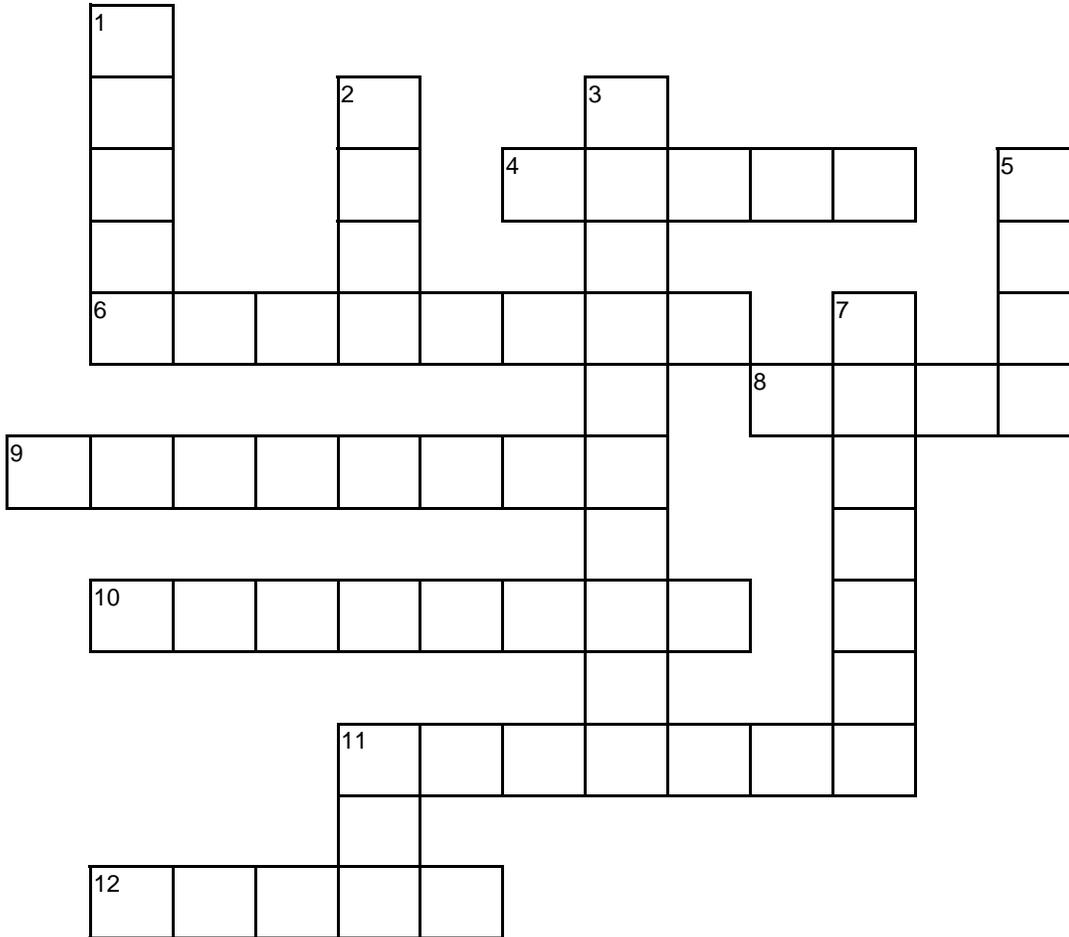
Signature

Date

FIRST AID PROCEDURES

Level 1: For any multi-troop event of up to 200 participants, a Level 1 first aider is required. Level 2 is required if specified by Safety-Wise in the specific activity checkpoints for the activities you'll be doing.

Level 2: For more than 200 participants or whenever you will have an event more than 15 minutes away from an emergency responder, or when doing any activity specified by Safety-Wise, a Level 2 first aider is always required.



The GSNC Health Care Plan for Events must be downloaded and reviewed prior to each event



ACROSS:

- 4 Health History Forms should be kept by the first _____ if the girls do not attend the event with their troop leaders (who would normally keep them).
- 6 The first aider should purchase any needed _____ for the first aid kit before the event.
- 8 Level 1 and Level 2 certification _____ include first aid and CPR.
- 9 The first aider should keep some _____/Injury forms in case there are any injuries.
- 10 If there are any injuries, they must be reported to the event _____ as soon as possible after the injury has been treated.
- 11 A certified first aider must be _____ during the entire event.
- 12 The Health Log should be _____ so that pages may not be removed

DOWN:

- 1 Any injuries should be reported to the council using the Accident/Injury Form within 24 _____.
- 2 Do not _____ lines in the Health Log
- 3 The first aider should have _____ on how to get to the nearest hospital.
- 5 Safety-Wise has a _____ of supplies that should be kept in the first aid kit.
- 7 The first aider's Level 1 or Level 2 certification must be _____.
- 11 Entries in the Health Log must be made using _____.

ACROSS: 4 aider, 6 supplies, 8 must, 9 accident, 10 director, 11 present, 12 bound
DOWN: 1 hours, 2 skip, 3 directions, 5 list, 7 current, 11 pen

EVENT PLANNING TIMELINE & CHECKLIST

COUNTDOWN TO EVENT
150 : 13 : 42 : 11

DAYS HOURS MINUTES SECONDS

BETWEEN 4-6 MONTHS OR MORE BEFORE EVENT:

PLANNING:

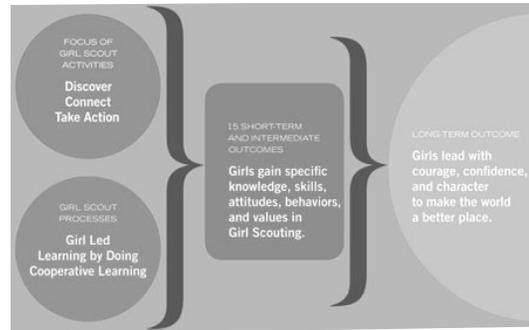
Deciding on the purpose and goal(s) of your event is essential if you are to be successful. If you are unclear about your event, the flyers and information you send out about the event will also be unclear; this can cause confusion on the part of your staff and participants. Here are some questions to consider when determining the purpose and goals.

What type of event is this? Decide:

- Is the event for girls or adults?
- If it is for girls, how involved will the girls be in planning it? (Adult-Girl Planning is essential for the success of your event.)
- What age group of girls are you targeting?
- Is it to serve current membership or is it to recruit new members or both?
- How many participants (girls and adults) can you accommodate? How many are you expecting?
- How will this event meet the needs of the girls and the community?

Theme Ideas & Types of Events:

- Surf the internet for hundreds of ideas for themes and types of fun events. Here are a few:
 - Airplane Day (build and fly paper or model airplanes)
 - Bubble Science
 - Bowling
 - Camporees
 - Carnival
 - Day in the Park
 - Daisy Magic
 - Fashion Show
 - Girls Night (with Mothers or other special adult)
 - Girl Scout Birthday Party—March 12
 - Halloween Event/Juliette Low Birthday Celebration
 - Harvest Festival/Food Drive
 - Kite Flying Day
 - Me & My Guy Event (Father/Daughter)
 - Older Girl Campout
 - Orienteering Day
 - Pancake Breakfast (wearing pajamas?)
 - Roller Skating
 - Science Fair
 - Star Gazing/Sing Along evening
 - Talent Show
 - Thinking Day
 - Wild West Roundup Picnic



Will your event support GSUSA program goals?

Consider:

- Will the event be fun?
- Will the girls DISCOVER (Girls discover a strong sense of self, learn new skills, develop awareness or values, or use their skills to explore their world)?
- Will the girls CONNECT (Will your event teach girls to care about, inspire, and team with others locally and globally?)
- Will the girls TAKE ACTION (Will the girls have the opportunity to act to make the world a better place?)
- Which of the 15 leadership outcomes will the girls gain from this event? (Transforming Leadership can be downloaded from the GSUSA website with more information.)
- Which values in the Promise and Law will girls learn more about?
- Will the event provide opportunities for girl input and give girls a chance to plan or lead activities?
- How will girl participation and responsibility be incorporated in the planning and execution of the event?
- Will the event provide for cooperative learning?
- Will the event provide opportunities for girls to do hands on activities?
- Is the program suitable to the age, group, and experience?
- What kind of opportunities for personal growth will there be for girls and adults?

Are there specific Try-Its, badges, interest patches, or other program resources related to the event?

- If so, what program links do you want to emphasize?
- Is your program already emphasizing these links?

Will the event be inclusive of all members?

- Is it scheduled on a religious or cultural holiday?
- Is it inexpensive enough to be affordable?
- Are the activities adaptable for those with special needs?
- Are the activities/food choices culturally sensitive?
- Will girls be involved with people from diverse backgrounds?

Be Inclusive!

Not all girls live with their mother and/or father. Be sure to name your event in a way that girls will feel free to bring another caring adult: e.g. VIP and Me, Me and My Guy, etc.

Also, be sure to consider specific religious observances, foods, or certain activities that may exclude some girls. Choose a theme that can offer variety and options.

EVENT PLANNING TIMELINE & CHECKLIST

BEGIN THE PROCESS:

- Begin compiling a binder or scrapbook for present and future reference. Keep site and vendor info, etc.
- Gather service unit input to develop concept for event
- Gather girl input to develop theme, title, and activities
- Determine which members you need for your committee
- Enlist girl and adult volunteers for event committee and hold meeting(s)
- Delegate action items
- Include event on service unit calendar
- Consider entering event on council Emergency Event Calendar (must do at least two weeks before event, but earlier allows for council staff to connect interested people with your event)
www.GirlScoutsNorCal.org/eventemergency

EVENT FINANCIAL FORM (BUDGETING):

- Use budget worksheet to start the budgeting process
- Determine estimated total event cost
- Determine fee per person (develop payment schedule if necessary)
- Submit Event Financial Report to service unit for approval before any money is collected or spent and before the event is publicized in any way
- Determine who will handle the financial transactions
- Establish financial record-keeping system and expectations
- Work with service unit to determine how, when, and by whom expenses and deposits will be paid
- Determine needed forms: Money Earning, Gifts in Kind, Sponsorship, etc.
- Review guidelines in Safety-Wise concerning fundraising
- Consider affordability of event for the girls in the area being served
- Determine amount to be set aside for Financial Assistance for girls who may not be able to afford the event

EVENT NOTIFICATION & APPROVAL FORM:

- Obtain approval from Service Unit Director or Program Support Manager for event as soon as possible and before sending any publicity or flyers out about the event

Select a Date:

- Consider service unit and council calendars
- Consider school schedules (public and private)
- Be inclusive! Consider religious holidays (be careful—observances for some holidays begin the evening before)
- Consider expected weather conditions



To reserve a council site, contact the property reservations specialist in the Oakland office: (510) 562-8470 ext. 112. Troops may make reservations up to six months in advance, service units up to nine months.

Select a Site:

- Review *Safety-Wise* standards for sites
- Maximum occupancy established by fire department or site owner
- The area is large enough, suitable, and safe for planned activities
- Adequate outdoor space?
Adequate indoor space?
- The facility has adequate insurance and a Certificate of Insurance listing Girl Scouts of Northern California as additional insured
- Site is accessible to individuals with disabilities
- If indoors, accessible and well-marked exits. If multiple story building, there are at least two exits separate from each other. Exits are by stairs, not ladders, with well-secured handrails.
- Toilets and hand washing facilities:

Overnight Sites	1 for every 20 persons
Day Camp	1 for every 30 persons
All Day events	1 for every 100 persons
Large overnight events	1 for every 50 persons
- If beds are provided, must be no more than two high
- Plumbing meets local and state standards for health, building and plumbing codes
- Safe water supply (or bring in adequate water)
- Electricity needs are met
- Equipment at the facility is up-to-date and in good working order
- Efficient garbage disposal, sewage, wastewater systems
- Adequate parking. Safe place for drop off/pick up
- Telephone available for your use (cell service is not always available)
- Fire extinguishers are located throughout the facilities
- Emergency evacuation plans are posted
- Adequate smoke detectors and sprinklers are in place according to local fire codes
- Water supplies for fire protection purposes meet the requirements of the authority having jurisdiction
- Local law enforcement and fire protection agencies are known and notified for remote sites
- Areas for campfires are well cleared and have fire fighting equipment nearby (a permit may be required—check with park ranger)
- Kitchens, dining facilities, and food service areas comply with all applicable building and health codes.
- Site can provide for proper storage and preparations of food to prevent illness
- Does the site provide adequate protection from weather?



EVENT PLANNING TIMELINE & CHECKLIST

- Site allows for adequate security precautions to be taken
- Identify contact people in case assistance is needed during the event
- Other site concerns in Safety Management at Girl Scout Sites and Facilities (service units have a copy)
- Develop site criteria and search for site
- Send deposit for site, obtain permit or contract
- Obtain required council staff signatures on any contracts as outlined in the Council Resource Guide
- Determine whether the site or any vendors will require a Certificate of Insurance. If so, use Certificate of Insurance Request form.
- Review *Safety-Wise* and the *Council Resource Guide* guidelines for conducting events and activities

Permission & Health History Forms

- Determine whether the Annual Permission Form may be used (if not, the Regular Permission Form must be used)
- Determine whether troop/group leaders will collect and bring girl permission forms (group registration events) or whether you must collect them from individual girls

About Permission Forms:

Troop/group leaders must understand that they must have a signed permission form for every girl to participate in any event. (Annual Permission forms may be used if the activity lasts less than 6 hours, the destination is less than 1 hour driving time away, and the activity is not high-risk, otherwise regular permission forms must be used).

About Health History Forms:

Health History Forms for either girls or adults are considered medical records, and are subject to privacy laws. What does this mean? Health History Forms should be seen only on an 'as needed' basis.

In a troop situation, usually one person is designated to read the forms and notifies other adults as needed regarding medical conditions, medications, allergies, etc. according to the parents'/guardians' wishes. The forms are kept in sealed envelopes, and opened by others only in an emergency situation. Health History Forms should always be along for any troop meeting or activity.

For events where the first aider will hold the Health History Forms, rather than the troop/group leader keeping them for her/his group, the Health forms should be kept in a secure location where they will not be accidentally seen by others. The first aider should read through the forms prior to the event (or at the beginning of it) to find out about any pertinent health conditions, medications, allergies, etc. That information should be shared only on an as needed basis according to the parents'/guardians' wishes.

After the event: If any person was treated at the event by the first aider, her/his Health History form should be forwarded to the service unit with the health log. All of the other Health History forms should be returned to the troop leaders or destroyed after the event.

- Determine whether troop/group leaders will bring girl Health History forms (group registration events) or whether you must collect them from individual girls and keep them with the First Aider
- If your event is overnight, Adult Health History Forms must be used

Contracts:

- All contracts must be signed by a council staff member. The *Council Resource Guide* has information to help you determine which staff member should sign your contract.
- Permission and Health History Forms:
- Determine whether the Annual or Regular Permission Forms are required
- Determine how to obtain Health History Forms from girls (Will leaders bring them? Is it necessary to collect new forms from individuals?)
- If an overnight event, Adult Health History Forms are required



Insurance:

- For questions or more information about any insurance matters, contact the insurance specialist in the Oakland office insurance@GirlScoutsNorCal.org
- Vendors and facilities should have a Certificate of Insurance on file with GSNC that shows \$1,000,000 in liability insurance and listing GSNC as an additional insured. Allow at least 3-4 weeks.
- Additional insurance must be obtained if unregistered people (adults or children) will be present at your event. Additional insurance is also needed if the event will last longer than 3 days. This insurance is extremely inexpensive (often approximately \$5) and easy to obtain. For more information consult the Council Resource Guide or the council website. Allow at least 2 weeks.
- Vendors or facilities may require that Girl Scouts of Northern California provide a Certificate of Insurance. Allow at least 2 weeks.

Transportation Insurance & Other Concerns:

- Certain insurance minimums must be met if the group will be renting vehicles or chartering buses, so permission must be obtained from the council program department. Consult the *Council Resource Guide* for additional information.
- Vans carrying up to 10 people are permissible. Vans carrying up to 12 people may be used with special permission from the council. 15 passenger vans may not be used to transport Girl Scouts.



EVENT PLANNING TIMELINE & CHECKLIST

Trip & High-Risk Notification & Approval Form

- If you will be doing any high-risk activities (see box below) OR your event is longer than 2 nights, you must submit a Trip & High Risk Notification & Approval Form (just one form for the whole event—troops/groups do NOT need to turn them in)

Certifications & Local Ordinances

- Question the site owner/manager regarding necessary certifications or local ordinances in order to comply with them. For example, it may be necessary to have a person who holds a Food Handlers' License in order to serve food at your event.
- Determine whether a Level 1 or Level 2 First Aider is required
- Determine if any other adults with special certifications or training are required

Emergency Master Calendar

- Consider entering event on council Emergency Event Calendar (must do at least two weeks before event, but earlier allows for council staff to connect interested people with your event)
www.GirlScoutsNorCal.org/eventemergency
- If you must make a change on anything on your Event Emergency Form, please give the change to your CDD or Program Staff Liaison who will make the change for you. If you enter again, a second event will be entered onto the calendar and people won't know which one is correct.

BETWEEN 2—4 MONTHS BEFORE THE EVENT

120 : 18 : 23 : 05

DAYS HOURS MINUTES SECONDS

BEGIN ESTABLISHING THE EVENT SCHEDULE:

- Committee should plan to arrive before the participants in order to supervise set-up, communicate with site liaison and fire/police, post signs, set-up registration table, escort event staff to their positions, and resolve last-minute situations
- Registration should begin 30-60 minutes before the event
- Always start and end on time
- Schedule an opening and closing ceremony
- Include a time for brief announcements (location of first aider, lost and found, emergency procedures)
- Include icebreaker activities
- For a multi-day event, schedule a fire drill within the first 24 hours
- Consider assigning group or adult kapers (jobs) to assist with certain duties such as clean up
- Consider dividing the participants into smaller groups and rotating them or use split schedules to move groups as needed
- If rotating groups, be sure to schedule in time for the rotations to happen (e.g. passing periods between workshops)
- Schedule time for snacks or meals as appropriate

HIGH RISK ACTIVITIES

The activities specified by GSNorCal as high risk activities in the Council Resource Guide (which is not intended as an exhaustive list) are all included because they fit into one or both of the following categories:

- the activity involves a reasonable expectation of physical risk to the girls
- the activity involves legal risk to the adult volunteers and/or the council (these include situations where rider or other additional insurance may be required, vendor or facility contracts may need to be signed, or specific critical guidelines must be followed to ensure the safety of the girls)

Camping Activities: backpacking

Land Sports: archery, bicycling, caving, challenge/ropes courses, climbing walls, gymnastics, horseback riding, rock climbing, skateboarding, skiing, snowboarding, vaulting (on horseback)

Water Activities: boating, canoeing, kayaking, rafting, sailing, snorkeling, swimming, tubing, water skiing, windsurfing

If the girls will be participating in high risk activities like the above, a Trip & High Risk Activity Notification & Approval Form must be filed with the council program department. Note that only one form for the event should be filed (each participating troop/group should NOT file this form) Questions? program@GirlScoutsNorCal.org.

EVENT PLANNING TIMELINE & CHECKLIST

- Be realistic about time needed for activities—practice ahead with a group of girls to test time estimates and if possible, train event staff ahead of time
- Allow enough time for activities so that girls have time to learn AND practice any new skills
- Be mindful of the attention spans for the age of the participants—be sure to change activities frequently enough to keep the girls engaged
- If possible, have alternate activities available for early finishers
- Vary activities between active and restful, serious and playful, activities that need a lot of concentration with “brain breaks”
- Don’t be afraid to schedule some “down-time” for longer events (but have some activity ideas available for girls who may become bored)
- For longer events, schedule breaks for the adults
- Consider establishing kapers for girls, adults, or groups to help out with certain duties
- Clean up is part of any activity—schedule time for it
- More planning:
- Obtain approval for money earning events, if any
- Research sources for information and people to help deliver program activities
- Develop inclement weather plans
- Determine consultants, supplies, food, patches, and site costs for budget
- Address transportation and parking control needs
- Order patches, T shirts, any other supplies
- Make deposit payments: site, vendors, materials, etc.
- Inspect the site to observe details (audio-visual, electric, lights, entrance/exits, bathrooms, security, etc.)

PUBLICITY:

- Obtain approval from service unit before distributing flyers
- Establish registration procedures, cancellation policy

Flyer Checklist:

- If Girl Scout logo will be used, check guidelines for use on council website
- Who is sponsoring the event?
- Name of event
- General description, purpose or other info. If a money earning event, note what proceeds will be used for.
- Who is invited? (grade level(s), registered Girl Scouts only?, friends?, parents?, siblings?)
- When: Date and Time—Double check date, check the year, make sure day and dates match. Is Thursday really the 17th?
- Where: Facility Name, Address with city and zip code (include directions if needed)
- Why: Reason for hosting this activity—if possible, relate it to one of the 3 leadership keys: Discover, Connect, Take Action

- How Much: Fee info, non-member cost if different, what the fee includes (food, T shirt, patch), cancellation policy (will refunds be made before a certain date?) and whether financial assistance is available
- How to Register: Pre-registration required? By when? OK to register at the door? Late registration fee? Whether confirmation information will be sent, if sent will confirmation be via mail or e-mail
- What to Bring: If confirmation will not be sent, what should participants wear, bring, expect, know
- Contact Information: Who to contact with questions, e-mail and/or phone #
- Does it promote: Does it entice people to attend your event? Does it look fun?
- Keep it neat and simple: The more words, the less people will read. Include all important information, but no more. Use bullets or phrases. Try to focus on one dominant visual element—avoid the measles (lots of small things)
- Emphasize the important items: Use larger fonts, extra space, bolded statements, prominent placement on page
- Fonts: Should be clean and easy to read. Font size should be large enough to read easily. Use fancy fonts sparingly. Avoid using fonts with serifs (tails on the letters such as this) in the body. Using too many different fonts will make things look cluttered—usually use no more than 2-3 different fonts at maximum
- Artwork, graphics: Graphics are attention-getting and enhance the flyer as a promotional tool. Ensure that your graphics present an inclusive message. Ask permission to use copyrighted images. Use graphics that will reproduce well—test it out.
- Proofread: Have at least one other person (preferably more) check over the flyer before it is printed. Allow plenty of time to have others proofread.
- Approval: Check with your service unit to see who must approve your flyer before distribution.

Registration Forms Checklist:

- Where to send registration
- Needed participant information
- Permission statements
- Participant Choices
- Payment reminder

Promotion

- Create flyers/packets and distribute
- Design publicity plans
- Begin accepting registrations and send confirmation materials

EVENT PLANNING TIMELINE & CHECKLIST

SAFETY PLANNING:



USE SAFETY-WISE

- Event Director completes Safety-Wise training if they haven't already
- Determine adult/girl ratio for this event
- Determine appropriate level first aider needed
- Consult activity checkpoints for activities

SITE SECURITY:

- Consult *Safety-Wise* regarding site safety
- Tour entire site and note hazards: traffic, accessible cleaning supplies or other chemicals, areas accessible by the public, exposed tree roots, marshy areas, cliffs, poison oak, areas where girls would be out of sight, etc.
- Establish boundaries and off-limits areas for participants and communicate them with participants
- Establish procedures for girl supervision
- Establish the buddy system for girls (and adults?)
- Establish rules for girls to notify adults when they will use the bathroom or go to a different area
- Establish procedures for politely asking non-participants to leave the area
- Establish safe areas to store valuables
- Establish an evacuation plan
- Multi-day events require a fire drill within the first 24 hours of the event
- Communicate GSNC alcohol (may not have) and smoking (smoke out of sight of girls) policy to all adults
- Establish procedures for girls to check in and out of the event, girls who leave early, etc. Ensure that girls are only released to the proper adults.
- Establish security plan. How will participants be supervised by staff/adults?

COMMUNICATION:

- Ensure that your event is listed on council master calendar with on site emergency contact information AT LEAST two weeks before your event.
- Determine location of the telephone
- Know location and transportation route to get to nearest hospital

Did you know?

Event Directors must have completed *Safety-Wise* training. This course is available as an online course or in home study format, and takes approximately 45 minutes to complete. Visit the council website for more info: www.GirlScoutsNorCal.org

Communicate your emergency plans with all adult and girl participants—plans do no good if nobody knows them!

- Compile a list of local emergency telephone numbers: ambulance, hospital, poison control center, police, fire, building maintenance, etc. Distribute and post information—especially near telephones
- Establish an emergency contact person who is not at the event. List this person's contact information on the registration form. If possible, the person should have a list of all participants and their emergency contacts.
- If your site is large, how will event staff communicate with each other? Cell phones? Walkie-talkies?
- Contact fire and police prior to event if event will be in a remote area or there are special parking, traffic, or safety concerns

EMERGENCY PLAN:

- Design a plan for managing emergency situations, including consideration of:
 - Natural hazards (lake, cliffs, etc.)
 - Natural disasters (storms, floods, fire, etc.)
 - Each program activity
 - Injuries or medical emergencies
 - Lost children
 - Intruders
- Communicate with event staff and other adults on how to respond in an emergency prior to event
- Establish and communicate emergency evacuation plan with all participants (where will they go?)—let them know who is in charge in these situations prior to event. Should cars back into parking spots?
- Establish emergency communication system on site

SAMPLE EMERGENCY PLAN*:

In the event of an accident:

- Nearest adult should stay with & comfort the injured victim(s). First aid should be performed by anyone other than a certified first aider only in a life-threatening emergency.
- Another adult should act as a runner to notify the director and first aider. (If no adult is available, two girls may be dispatched as runners to locate another staff member or the director.)
- Once the first aider arrives at the scene, first aid will be administered and a decision will be made whether to take the victim to the emergency room, to request a doctor or an ambulance, or to request law enforcement personnel.
- Either the first aider or the director will place the call for more aid.
- A determination should be made at this point if the accident constitutes an emergency and the steps listed for council emergency management in the Council Resource Guide should be followed.

*Note that this is just the part of an emergency plan for accidents. A full emergency plan should include consideration of all the items above.

EVENT PLANNING TIMELINE & CHECKLIST

- Establish security plan, adult supervision placement
- Review Girl Scouts of Northern California Emergency Plan in the *Council Resource Guide*. Electronic copies of the emergency card can be downloaded from the council website.
- Review Service Unit Emergency Plan if there is one
- How will parents be communicated with in the event of an emergency?

HEADQUARTERS EMERGENCY RECORDS:

- A roster of all girl and adult participants in attendance should be maintained. If girls will participate with their troops/groups, the group may turn in an individual roster prior to the event or at check-in
- Troop/group leaders are generally responsible for permission forms, health history forms, and photo release forms for all girls attending with their troop/group, but sometimes depending on the site layout or types of activities planned, the registrar should hold these documents (first aider holds Health History Forms)
- Girls must have a health examination within the preceding 24 months for participation in resident camps, an event more than 3 nights, or for organized competitive sports.
- Health History forms for adults are required for overnight events or when they will participate in physically demanding activities
- Adults must have a health examination if they will participate in extended trips or physically demanding activities
- Site and vendor Certificates of Insurance
- Site rental contract or permit
- Activity Accident Insurance Basic Coverage pamphlet
- Basic Insurance Claim Form
- Accident/Injury Report Forms (use for any accident or illness that required or potentially may require medical attention OR incident of serious verbal abuse or an unusual and/or serious behavioral situation)
- GSNorCal Emergency Card should be distributed to all event staff and a reminder sent to troop/group leaders to distribute to all adults present
- On site contact information for all event staff if available (e.g. cell phone numbers)

FOUR-SIX WEEKS BEFORE

42 : 09 : 16 : 27

DAYS HOURS MINUTES SECONDS

- Collect registration payments for activity/admission fees
- Send information packets to event staff, consultants, and/or vendors with event schedule, directions, map,

and emergency plans for the event. Confirm in writing what to expect at the event.

- Distribute confirmation packets to participants with schedule, directions, what to bring, and event emergency plans. Remind troop/group leaders of their responsibility to bring forms, distribute emergency cards to all adults, etc.
- Finalize event schedule
- Borrow or purchase needed equipment, supplies
- Release publicity materials to media and invitations to community leaders
- Verify equipment/set-up needed and site rules with site liaison
- File Trip & High Risk Notification and Approval Form to council if any activities are high risk, or event will be longer than 2 nights (1 form for whole event—troops do not need their own)

2 WEEKS BEFORE

14 : 00 : 06 : 52

DAYS HOURS MINUTES SECONDS

- Enter event on the Event Emergency Calendar at www.GirlScoutsNorCal.org/eventemergency
- Purchase special insurance for any non-registered participants (non-registered event staff, parents, siblings, non-member girls, etc.) Contact insurance@GirlScoutsNorCal.org
- Finalize emergency phone tree and provide to at home event emergency contact person.
- Follow up with event staff, consultants, and media
- Prepare rosters/sign in sheets for all girls & adults
- Visit site to verify set-up and equipment operation
- Finalize list of items to bring to event, begin packing them
- Purchase remaining needed items
- Determine signs needed and prepare them
- Enlist clean up and other volunteers
- Check weather forecasts, take precautions accordingly such as supplying adequate drinking water on hot days
- First aider downloads GSNorCal Health Plan and reviews
- Download several copies of Media Information Sheet
- Establish Lost & Found procedures

FINALIZE REGISTRATION/CHECK IN PROCEDURES

Pre-registration

- Create spreadsheet (electronic is ideal) to track who has registered—including names, and pertinent demographic



EVENT PLANNING TIMELINE & CHECKLIST

information such as grade level of participants or other useful information, how much money has been collected, T shirt or patch orders and sizes, etc.

- Periodically share the spreadsheet with committee members to allow them to plan and help to promote event to those who haven't yet registered.
- Consider requiring potential event participants to register and pay to hold their spot (don't allow verbal registrations) —registration space should be filled on a first-come, first-served basis
- If the event fills, create a waiting list to fill spaces created by cancellations.
- Deposit money collected into the service unit checking account on a regular basis
- Periodically reconcile amount deposited with registration records
- Late registration. Set a deadline when announcing your event and stick to it. Don't make exceptions without approval from the Event Director.
- Send confirmation packets to registrants.
- Consider sending tickets or wristbands for your event so that participants can be checked in more quickly and/or allow participants to arrive individually rather than with their total group.

Confirmation Packets:

Confirmation packets can help to communicate needed information about the event, and minimize event time that must be spent on logistics, leaving more time for fun. Here are some things you might consider including:

- Welcome letter and map/directions to location
- Needed paperwork to bring: event roster, special permission forms, Health History forms
- Event schedule, safety rules, emergency procedures, pre-ordered patches, etc.
- Consider having tickets or wrist bands for group leaders to distribute ahead of time to speed up check in
- Check in and check out times and locations
- Floor plans or site map showing headquarters, first aid station, activity areas, area assignments, etc.
- List of equipment to bring, what NOT to bring (e.g. iPod or other valuables, etc.)
- Schedule for event and description of activities
- Info about meals
- Emergency plans
- Emergency contact number at site
- Who to call with questions
- Clear explanation of troop adult duties. Do you need them to help with jobs (kapers)? Is it leader responsibility to keep girls' Permission Forms and Health History Forms? Should they assist with activities? Do you need them to help with clean up? Be clear about what is expected.
- If packets are sent out early, consider sending out a last minute reminder with updated information.

REGISTRATION AT

THE DOOR:

- Have plenty of people processing the money/ registration forms so the line moves quickly
- Create a sign in sheet that can be quickly completed that will act as a participant roster
- Collect money, permission form, Health History forms, etc.
- Provide participant with needed items received at check in such as schedule, map, "passport", wrist bands, patch, evaluation, etc.
- Give instructions about where to go next, what to do next
- Keep a secure cash box. At the end of the event, the cash should be counted by two people together and turned over to Treasurer or Event Director with the total count in writing signed by both individuals.



Check In for Pre-registered participants:

- Have plenty of people processing check in so the line moves quickly
- Have check in begin 30-60 minutes before event start
- Create a check off list of participants who have pre-registered. Have numerous copies available.
- Consider having stations that break up the alphabet or troop number list to keep lines moving e.g. A-F line one, G-M, etc. or Troop # 1-296 here)
- If participants register as individuals, collect permission forms, Health History forms as appropriate.
- If participants check in with troop/group, collect individual participant roster for group
- Provide participant or group leader with needed items such as schedule, map, "passport", wrist bands, patch, evaluation, etc.
- If selling items such as patches or T shirts, keep a secure cash box. At the end of the event, the cash should be counted by two people together and turned over to Treasurer or Event Director with the total count in writing signed by both individuals.
- Communicate procedures for girls to check out of the event, girls who leave early, etc. Ensure that girls are only released to approved individuals.
- Make sure there is adequate space in a safe area for participants to wait before the event begins. Consider having song leading or other activities to keep participants from becoming too restless.

EVENT PLANNING TIMELINE & CHECKLIST

DURING THE EVENT

00 : 02 : 01 : 17

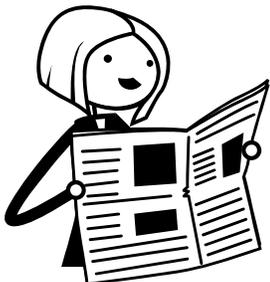
DAYS HOURS MINUTES SECONDS

- Arrive early
- Circulate among event staff, communicate and inspire—be enthusiastic
- Troubleshoot problems as they arise; expect the unexpected
- Set up equipment and post signs at least one hour before start time
- Event Director should be free of tasks that prevent giving direction; delegate tasks that suddenly occur
- Welcome and direct the event staff and vendors
- Welcome media and community leaders
- Registration should begin 30-60 minutes (or more) before start time of event
- Set up activity stations 1 hour + before start time
- Treasurer brings checkbook to pay any bills
- Acknowledge committee members, event staff, consultants, etc.
- Ensure that site is left clean

EVALUATION FORMS

- Done by participants, event staff, and Event Director
- Ask questions only about things you could/would change. Whether or not participants liked the weather doesn't really give you information you can use!
- Types of evaluation tools:
 - Verbal evaluations
 - Written evaluations including rating scales, happy faces, free response questions
 - Pictures/drawings
 - Journal writing
 - Evaluation games, such as having participants run to one side of the room if they preferred activity #1 and the other side if they liked activity #2 the best.

READ YOUR REVIEWS! EVALUATION FORMS



Kudos are nice to hear, but comments about what could be changed are actually more helpful because they allow you to make your event even better next time.

- Hand clapping—loudly if you liked something, quietly if not
- Mural or graffiti wall
- Surveys after the event—paper or electronic. SurveyMonkey.com is free and easy to use.
- Should include outcome measures—were your goals reached?
- Include demographic information to help analyze, e.g. grade level of participants (did the Brownies love this and the Cadettes hate it? What does that tell you?)
- The longer the evaluation takes, the fewer respondents will complete it.

Sample Evaluation Questions

Girl Participants

1. What three things did you like best?
2. What would you change about the event?
3. At the next event I would like to...
4. Something I learned was...
5. If your friend was thinking about attending this event next year, what would you tell her?
6. Could you teach someone else how to _____?
7. Please rate the following activities...
8. Please rate the food...
9. I'd just like to say...
10. Would you come to this event next year?

Adult Participants

1. What did you like best?
2. What would you change?
3. Please rate the communication before the event and/or confirmation materials and/or event training session...Was the event what you expected?
4. What else should have been included in the confirmation materials?
5. Did you feel the event ran smoothly?
6. What would have made this event easier for you?
7. What skills did your girls learn at this event?
8. Please rate the site, food, activities...
9. Please rate the event timing/schedule...
10. Would you bring your troop/group to this event next year?

Event Committee

1. What went well?
2. Did the girls seem to enjoy the event?
3. What would you do differently?
4. Did the event run smoothly?
5. What support would have made your job easier?
6. What information would you share with next year's Event Director?
7. Rate the site, vendors, activities, etc.
8. Were there enough supplies available, other items that would have been helpful?
9. Should we do this event again?
10. Would you serve on this committee again?

EVENT PLANNING TIMELINE & CHECKLIST

AFTER THE EVENT

00 : 00 : 00 : 00

DAYS HOURS MINUTES SECONDS

Event Binder or Scrapbook:

- Flyer, other promotional materials
- Registration form
- Confirmation packet
- Handouts/booklets
- Pictures of how things were set up
- Pictures, samples or descriptions of activities
- Site and vendor information
- Income and expense information
- Final attendance numbers
- Patch
- Evaluation Summary
- Anything else that would be helpful to someone running this or a similar event in the future

Committee, Staff Wrap Up:

- Hold wrap-up meeting/celebration with event committee/staff to evaluate and recognize them for their accomplishments
- Evaluate the event with staff and committee
- Recognize people for their accomplishments with public praise, a certificate, small gift, thank you note as appropriate
- Write thank you letters, perhaps send a certificate of appreciation or other small token to recognize contributions of time or money (event volunteers, vendors, media or local dignitaries who attended, etc.)
- Write thank you letters and acknowledge service hours for girls who assisted with event planning or helped at the event.

Financial

- Pay remaining bills and reimburse volunteer expenses
- Complete Event Financial Report Form and submit to the service unit within two weeks of the event
- Submit Gifts In Kind Form and write acknowledgement letters for donated goods or services. Obtain sample solicitation and acknowledgement letters from the GSNorCal Fund Development Department.

Reporting

- Complete Event Notification & Report Form and submit to service unit within two weeks of the event

- Submit Financial Form for Events and include all original receipts and any remaining funds
- Compile evaluations and give results to Service Unit Director or report at a service unit team meeting

Miscellaneous

- Follow up with patch distribution, if needed
- Return borrowed equipment
- Refurbish consumable resources (e.g. first aid kits)
- Write thank you letters
- Celebrate a job well done!



*Kick up your heels
and celebrate!*

Sample Certificate of Appreciation:

CERTIFICATE OF APPRECIATION

This certificate is awarded to

NAME OF RECIPIENT

In recognition of valuable contributions to

XYZ SERVICE UNIT FANTASTIC FANDANGO EVENT

Signature _____

Date _____

Signature _____

Date _____

BUDGET WORKSHEET:

(Name of event)

Step 1: Estimate the fixed costs and enter them into column A and total them. Fixed costs remain the same regardless of the number of participants e.g. site rental costs are the same no matter whether 10 people attend or 100 people attend.

Step 2: Estimate the per person variable costs. Variable costs change depending on how many people attend e.g. you need to buy more food and supplies if more people come, so those costs will go up with more people.

Step 3: Estimate the minimum number of attendees (the least number who would attend in a worst case scenario) and multiply that number by the per person variable costs and enter into column B and total them.

Step 4: Estimate your best guess number of participants you think you will have and multiply that number by the per person variable costs and enter into column C and total them.

Step 5: Enter the maximum number of participants that you could allow (depending on site maximums and available event staff and resources) and multiply that number by the per person variable costs and enter into column D and total them.

Step 6: Add the totals from column A to the totals for column B and enter it in the Total Estimated Costs for column B. Repeat for columns C and D.

Step 7: Total any money you expect to receive from donations or money-earning activities. _____

Step 8: Subtract the total in Step 7 from the totals in Step 6. This represents the amount you will need to cover with participant fees. _____

Step 9: Divide the amount in Step 8 by the number of participants you expect in Step 4. This is the minimum fee you must charge each participant. This figure might need to be increased in case you don't get that many participants and to ensure your costs are covered. _____

Step 10: Change around your estimates in Steps 1-8 until you feel that you have arrived at your best possible estimates. What if you have more participants than you expect? Fewer? Can you cut any expenses to make event more affordable? Make prudent decisions and finalize your budget.

Fixed Costs	A	Variable Costs	Per person	B: Min. # _____	C: Est. # _____	D: Max. # _____
Mailing flyer or invitations	\$ _____	Mailing confirmation materials	\$ _____	\$ _____	\$ _____	\$ _____
Other Mailing	\$ _____	Other Mailing	\$ _____	\$ _____	\$ _____	\$ _____
Printing flyers or invitations	\$ _____	Confirms & other event mat'ls	\$ _____	\$ _____	\$ _____	\$ _____
Other printing	\$ _____	Other Printing	\$ _____	\$ _____	\$ _____	\$ _____
Program supplies	\$ _____	Program supplies	\$ _____	\$ _____	\$ _____	\$ _____
Hospitality for event staff	\$ _____	Snacks/Meals for participants	\$ _____	\$ _____	\$ _____	\$ _____
T Shirts for event staff	\$ _____	Patches/pins for participants	\$ _____	\$ _____	\$ _____	\$ _____
Equipment Rental	\$ _____	Other Program supplies:	\$ _____	\$ _____	\$ _____	\$ _____
Training staff	\$ _____		\$ _____	\$ _____	\$ _____	\$ _____
Other program supplies	\$ _____		\$ _____	\$ _____	\$ _____	\$ _____
Site Rental, custodian	\$ _____	Additional custodians	\$ _____	\$ _____	\$ _____	\$ _____
Equipment purchase	\$ _____	Equipment purchase	\$ _____	\$ _____	\$ _____	\$ _____
Service Project expenses	\$ _____	Service Project expenses	\$ _____	\$ _____	\$ _____	\$ _____
Thank Yous for committee	\$ _____	Gifts: event staff, helpers	\$ _____	\$ _____	\$ _____	\$ _____
Donations (fixed costs)	\$ _____					
Insurance (fixed costs)	\$ _____	Insurance	\$ _____	\$ _____	\$ _____	\$ _____
Recruitment (fixed costs)		Recruitment: non GS girls	\$ _____	\$ _____	\$ _____	\$ _____
Other Miscellaneous Costs:	\$ _____	Other Miscellaneous Costs:	\$ _____	\$ _____	\$ _____	\$ _____
First Aid Supplies	\$ _____	First Aid Supplies	\$ _____	\$ _____	\$ _____	\$ _____
Transportation Costs	\$ _____	Transportation Costs	\$ _____	\$ _____	\$ _____	\$ _____
Consultant Fees	\$ _____		\$ _____	\$ _____	\$ _____	\$ _____
Cleaning Supplies	\$ _____		\$ _____	\$ _____	\$ _____	\$ _____
Total Fixed Costs	\$ _____	Total Variable Costs	\$ _____	\$ _____	\$ _____	\$ _____
		Total Estimated Costs		\$ _____	\$ _____	\$ _____



Girl Scouts of Northern California
 With offices in: Chico, Eureka,
 Fairfield, Oakland, Red Bluff,
 Redding, San Jose,
 Santa Rosa, Ukiah & Yreka.
 T (800) 447-4475 F (510) 633-7925
 www.GirlScoutsNorCal.org
 info@GirlScoutsNorCal.org

Financial Report for Events

Use before AND after
events

Name of Event

Date of Event

Service Unit Name or Number

Number and Grade level of girls served

Date form completed _____ Estimated Budget Final Report

Budget information must be submitted to Service Unit Director/Program Support Manager before publicizing the event. The final report with actual amounts must be submitted to the service unit within two weeks after the event, along with any remaining funds and bills to be paid. Original receipts for all expenses must be attached.

EVENT INCOME/EXPENSE STATEMENT

Event Income

	Estimated Budget	Actual
Donations/Community Contributions:	\$ _____	\$ _____
Fees Collected from Participants:	\$ _____	\$ _____
Other Money-Earning Activities:	\$ _____	\$ _____
_____	\$ _____	\$ _____
_____	\$ _____	\$ _____
_____	\$ _____	\$ _____
Money Contributed by Service Unit	\$ _____	\$ _____
Total Income	\$ _____	\$ _____

Event Expenses

Postage and Mailings:	\$ _____	\$ _____
Copy/Printing Costs:	\$ _____	\$ _____
Program and Training Supplies:	\$ _____	\$ _____
Site Rental/Maintenance Costs:	\$ _____	\$ _____
Equipment Purchases/Maintenance:	\$ _____	\$ _____
Service Projects:	\$ _____	\$ _____
Awards and Recognitions:	\$ _____	\$ _____
Donations (to others):	\$ _____	\$ _____
Insurance:	\$ _____	\$ _____
Recruitment:	\$ _____	\$ _____
Other Misc. Expenses (please specify):	\$ _____	\$ _____
Total Expenses	\$ _____	\$ _____
Ending Balance	\$ _____	\$ _____



Girl Scouts of Northern California with offices in: Chico, Eureka, Fairfield, Oakland, Red Bluff, Redding, San Jose, Santa Rosa, Ukiah & Yreka
 T (800) 447-4475 F (510) 633-7925
 www.GirlScoutsNorCal.org
 info@GirlScoutsNorCal.org

Event Notification and Report Form

File with service unit before AND after all events

Date form completed _____ Preliminary Final Report

This form should be filed with the service unit as a communication tool as soon as possible in the planning process and before the event has been publicized to participants. Within two weeks after event, adjust form with actual information and submit with Financial Form for Events to service unit.

Event Director Name	Event Director Contact Address	
Service Unit	City/State/Zip	
Day of Event: On Site Emergency Contact Phone #	Phone #	E-mail address

About the Event:

Event Name _____

Date & Time _____

Location _____

# of Girls	# of Adults	# of Non-Members (unregistered adults or children)
<input type="checkbox"/> D <input type="checkbox"/> B <input type="checkbox"/> J <input type="checkbox"/> C <input type="checkbox"/> S <input type="checkbox"/> A		

(Grade Levels served with this event)

Briefly describe activities and outcomes:

Girl Leadership Experience
 Briefly describe how girls will gain leadership experience with this event:

Forms & Procedures:

Check forms that will be/have been completed:
 (NOTE: not all of these may be required for your trip/activity)

<input type="checkbox"/> Contract with Facility/Vendor	<input type="checkbox"/> Non-member insurance
<input type="checkbox"/> Rental Agreements	<input type="checkbox"/> Trip & High Risk Notification & Approval Form (if high risk activities or over 2 nights)
<input type="checkbox"/> Girl Permission Forms (annual or regular)	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Girl Health History Forms	<input type="checkbox"/> _____
<input type="checkbox"/> Adult Health History Forms	<input type="checkbox"/> _____

Check procedures which will be/have been followed:

Rosters of all girl and adult participants maintained

Promotional flyers approved by service unit prior to distribution

Event included in Event Emergency Master Calendar at least 2 weeks prior to event: www.GirlScoutsNorCal.org/eventemergency

A copy of the emergency plan provided to all event staff and at least one adult participant from each troop/group

Finances:

Estimated total event cost \$ _____

Estimated fee, each participant \$ _____

Attach Financial Report for Events to this form

Check forms that will be/have been completed:

Money Earning Application

Money Earning Evaluation

Gifts in Kind Form(s)

Sponsorship Agreement Form

Check procedures with will be/have been followed:

Fundraising (The direct solicitation of businesses, organizations or individuals asking for funds) done solely by adults

Planning decisions considered affordability of event for the girls in the area being served

Complete financial records kept including original receipts

Financial report and funds turned over to service unit within two weeks of event

Special Requirements:

Name of person who has completed Event Director Training _____

Approximate Date of Training: _____

First Aider Required? Level 1 Level 2

If yes, name of Certified First Aider _____

Date of certificate expiration _____

Other special adult training or certification needed (Safe Food Preparation, Troop Camping Certification, lifeguards, etc)? If so, please provide name, certification information and training dates (use reverse of form if needed)



FLYER CHECKLIST



___ 1. Who is sponsoring the event?

Girl Scouts of Northern California
Service Unit Name, Troop #



Girl Scouts.



You don't have to use the logo, but if you do, check GSNorCal website www.GirlScoutSNorCal.org/ logo for guidelines on how to use it

2. NAME OF EVENT

___ 3. What: General description, purpose or other info. If a money earning event, note what proceeds will be used for.

___ 4. Who: Who is invited? (grade level(s), registered Girl Scouts only?, friends?, parents?, siblings?)

___ 5. When: Date and Time—Double check date, check the year, make sure day and dates match. Is Thursday really the 17th?

___ 6. Where: Facility Name, Address with city and zip code (include directions if needed)

___ 7. Why: Reason for hosting this activity—if possible, relate it to one of the 3 leadership keys: Discover, Connect, Take Action

___ 8. How Much: Fee info, non-member cost if different, what the fee includes (food, T shirt, patch), cancellation policy (will refunds be made before a certain date?) and whether financial assistance is available

___ 9. How to Register: Pre-registration required? By when? OK to register at the door? Late registration fee? Whether confirmation information will be sent, if sent will confirmation be via mail or e-mail

___ 10. What to Bring: If confirmation will not be sent, what should participants wear, bring, expect, know

___ 11. Contact Information: Who to contact with questions, e-mail and/or phone #

STYLE GUIDELINES:

___ 12. Does it promote: Does it entice people to attend your event? Does it look fun?

___ 13. Keep it neat and simple: The more words, the less people will read. Include all important information, but no more. Use bullets or phrases. Try to focus on one dominant visual element—avoid the measles (lots of small things)

___ 14. Emphasize the important items: Use larger fonts, extra space, bolded statements, prominent placement on page

___ 15. Fonts: Should be clean and easy to read. Font size should be large enough to read easily. Use fancy fonts sparingly. Avoid using fonts with serifs (tails on the letters such as this) in the body. Using too many different fonts will make things look cluttered—usually use no more than 2-3 different fonts at maximum

___ 16. Artwork, graphics: Graphics are attention-getting and enhance the flyer as a promotional tool. Ensure that your graphics present an inclusive message. Ask permission to use copyrighted images. Use graphics that will reproduce well—test it out.

___ 17. Proofread: Have at least one other person (preferably more) check over the flyer before it is printed. Allow plenty of time to have others proofread.

___ 18. Approval: Check with your service unit to see who must approve your flyer before distribution.

PROMOTING YOUR EVENT



Who: Determine who should hear about your event—girls, parents, troop leaders, event committee, service team, community, event staff, council staff

How: Consider how to reach those people—by mail, e-mail, yahoo groups, websites, information posted (with permission) in public places, school newsletters, school handouts (you often need district permission and may need to bundle the flyers -clipped by 25, etc.), local public access channel, other media sources, paid advertising, announcements at service unit meetings,



REGISTRATION FORM CHECKLIST



FOR INDIVIDUAL REGISTRATION:

___ 1. Where to Send Registration, deadline date _____

___ 2. Girl's Name _____ Troop _____
 Participant School _____ Grade _____ Birth Date _____ Age _____
 Info: Address _____ City _____ State _____ Zip _____
 E-mail _____ Special needs (please indicate) _____
 Determine Parent Phone day () _____ night () _____ cell () _____
 which info you need Emergency contact info _____
 Name _____ Relationship _____ phone # _____
 Person(s) authorized to pick up girl _____

___ 3. Participant Choices: T Shirt size, menu selection, food allergies, dietary restrictions etc.

___ 4. Permission statement as needed: Participation, photo release, medical treatment, membership

___ (Initial) I give my daughter/dependent permission to participate in XYZ Service Unit's Fantastic Fandango

___ (Initial) I hereby consent that the videotapes, photographs, motion pictures, electronic images and/or audio recordings of my daughter/dependent may be used by Girl Scouts for public relations and publicity purposes. I understand that her last name and residence will not be used for publicity purposes.

___ (Initial) In the event of an emergency, every effort will be made to contact a parent/guardian or emergency contact. If no contact can be made, I hereby give authorization to Girl Scouts of Northern California to seek treatment for my child and/or dependent minor by a licensed physician pursuant to California Family Code Section 6910 and California Civil Code Section 25.8. I know of no reason(s) why my daughter/dependent should not participate in prescribed activities except as noted on the Health History Form.

___ (Initial) I acknowledge that my daughter/dependent will make the Girl Scout Promise and accept the Girl Scout Law. The registrant has my permission to join Girl Scouts. [Use statement for recruiting events]

Parent/Guardian Name _____ Signature _____

___ 5. Payment Reminder

I have enclosed my check or money order for \$xx **OR**

Registration Fee _____ \$xx

T Shirts _____ @ \$xx each

Size(s) ___S ___M ___L

Total Enclosed _____

FOR GROUP REGISTRATION:

___ 1. Where to Send Registration, deadline date _____

Troop _____ School _____ Grade Level (Daisy, Brownie, etc.) _____

___ 2. Leader/Advisor Name _____ E-mail _____
 Group Address _____ City _____ State _____ Zip _____
 Contact Phone Day () _____ Night () _____ Cell () _____
 Info: Supervising adult at event: _____ Cell () _____
 Determine Person who has attended event training for this event: _____
 which info Person who attended other required course e.g. camping, first aid _____
 you need Emergency contact info _____
 (person not attending event) Name _____ Phone # _____

___ 3. Participant Choices: Activity or workshop choices, T shirt sizes, menu selections, kaper selections

___ 4. Registration & Payment Info

_____ # of Girls Attending x \$xx each \$ _____

_____ # of Adults Attending x \$xx each \$ _____

_____ # of Patches x \$xx each \$ _____

Total Enclosed \$ _____

NA <input checked="" type="checkbox"/>	Name of Form	Event Reporting Forms & Resources: Download all forms www.GirlScoutsNorCal.org
<input type="checkbox"/>	Accident/Injury Report Form	Use to report any accident/injury within 24 hours of accident or injury
<input type="checkbox"/>	Adult Health History Form	Required for adults attending overnight events. (English, Spanish)
<input type="checkbox"/>	Adult Photo Release	Required when pictures or video taken specifically for use in GSNorCal publications or website.
<input type="checkbox"/>	Adult Recognition Nomination Forms	Use these forms to nominate event staff who performed above and beyond the expectations for the position.
<input type="checkbox"/>	Adult Screening Packets	Required of all adults who will supervise or drive girls, or work with money.
<input type="checkbox"/>	Annual Permission Form	May be used for events where driving time is less than one hour, trip does not exceed six hours, and the activity is not considered high-risk. (English, Spanish)
<input type="checkbox"/>	Authorization to Rent Vehicles	File at least 4 weeks in advance of scheduled trip if you will rent vehicles to transport event participants.
<input type="checkbox"/>	Budget Worksheet	Excel template walks you through the budgeting process and allows you to change around estimates to develop a working budget. Line items are grouped into the correct categories to complete the Financial Form for Events
<input type="checkbox"/>	Certificate of Insurance Request	Use when a vendor or site requires a Certificate of Insurance from the council.
<input type="checkbox"/>	Driver Form	Troop/group leaders or Event Directors must complete driver forms for all adults driving to/from the event.
<input type="checkbox"/>	Emergency Contact Card	Distribute to event staff and troop supervisory adults. Use this form to contact council in case of Girl Scout emergency. In cases where emergency services are needed, call 911 first.
<input type="checkbox"/>	Event Emergency Form	Complete online form at www.GirlScoutsNorCal.org/eventemergency at least two weeks before event. If changes are necessary, your CDD or other staff liaison will have to make the changes for you.
<input type="checkbox"/>	Event Notification and Report Form	File with service unit and CDD <i>before</i> publicizing event, <i>and final report</i> within two weeks after the event.
<input type="checkbox"/>	Event Rosters	Sample Excel templates for group and/or individual rosters
<input type="checkbox"/>	Financial Assistance Form	Use this form to request financial assistance.
<input type="checkbox"/>	Financial Form for Events	Line items match income and expense categories in Service Unit Annual Financial Form. File with service unit and CDD <i>before</i> publicizing event with budget estimates, <i>and</i> with final actual amounts <i>within two weeks after</i> the event. Attach original receipts for all expenses.
<input type="checkbox"/>	Gift In Kind Form	Use whenever a donation of goods or services is received.
<input type="checkbox"/>	Girl Health History Form	Record of girls' medical history and parent/guardian permission for emergency medical treatment. (English, Spanish)
<input type="checkbox"/>	GSNC Health Care Plan for First Aiders	First Aider should download latest copy from website before event. Contains protocol for specific injuries, outlines responsibilities of first aider and other adults, how to set up a first aid station, etc.
<input type="checkbox"/>	Media Information Form	Download several copies of this form to give to media personnel in case they arrive on an unplanned basis to cover a news story due to an emergency/crisis at your event.
<input type="checkbox"/>	Membership Forms	Use to register adults or girls in Girl Scouting if they are not already registered members
<input type="checkbox"/>	Minor Photo Release	Required when pictures or video taken specifically for use in GSNorCal publications or website.
<input type="checkbox"/>	Money Earning Application	File at least 4 weeks before planned project
<input type="checkbox"/>	Money Earning Evaluation	Within 2 weeks after money-earning project
<input type="checkbox"/>	Mutual of Omaha Brochure	Instructions and information about filing a claim under the Activity Accident Insurance
<input type="checkbox"/>	Mutual of Omaha Claim Form	Use to file a claim under the Activity Accident Insurance coverage
<input type="checkbox"/>	Parent Permission Form	Used for events that exceed the requirements for the Annual Permission Form. (English, Spanish)
<input type="checkbox"/>	Property Reservation Form	Used to request the use of Girl Scouts of Northern California property. Call (510) 562-8470 ext. 112 for availability.
<input type="checkbox"/>	Sensitive/Controversial Issues Permission Form	Use when the troop/group will discuss sensitive or controversial issues or do activities involving these types of issues.
<input type="checkbox"/>	Special Event & Additional Insurance Request	Use when there will be non-member adults or girl participants, or when activity is longer than 3 nights, or any other time when additional insurance is desired.
<input type="checkbox"/>	Sponsorship Agreement Form	Use when Troop/group receives a financial donation. If amount is \$500 or more, you must contact your local Fund Dev Dept PRIOR to securing gift for guidance.
<input type="checkbox"/>	Trip & High Risk Notification & Approval Form	This form should be used for events involving high risk activities or lasting longer than 2 nights (just one for the entire event, individual troops/groups do not need to file)

EVALUATION

Your Service Unit _____ Facilitator _____

When/where you took this course _____

Please rate your readiness for the following: (circle)

	I don't get it	Need more info	I'm ready to try it
Planning a fun event that supports the Girl Scout Leadership Experience			
Deciding what kind of help is necessary for running the committee			
Involving girls in event planning			
Developing the planning timeline			
Establishing your event schedule			
Accessing the council staff help you need for contracts, insurance, and other legal issues			
Choosing an adequate site for your event			
Establishing an emergency plan for your event, and communicating it to event adults			
Following guidelines for event first aiders			
Creating an event budget			
Promoting your event			
Establishing registration and check in procedures			
Obtaining evaluations from event participants and staff			
Maintaining safety, financial, and other important records			

(Use the back of this form if needed)

1. What information or techniques did you learn that will you be able to use when planning your event?

2. Were your expectations met during this course? If not, what would you change? What other information do you need?

3. Did your trainer focus on empowering you to use available resources, rather than just telling you what you needed to know?

4. I just want to say...

Your name (Optional) _____