



Program Aide Specialty: Event Planning

Girl Scouts - North Carolina Coastal Pines
6901 Pinecrest Road
Raleigh, NC 27613
1-800-284-4475; 919-782-3021

WHY HAVE EVENTS?

Reasons for events:

- ☺ To have fun
- ☺ To get to know people from other Troops/groups
- ☺ To renew friendships
- ☺ To retain girls in one or more levels
- ☺ To increase membership in one or more levels
- ☺ To meet a council goal or objective
- ☺ To focus on particular areas of learning, skills or activities
- ☺ To extend Girl Scouting to areas not being served
- ☺ To celebrate something
- ☺ To share something
- ☺ To use a special resource
- ☺ To demonstrate something

Will the idea work?

Before you officially put the date of the event on the calendar, you need to ask some questions to be sure that your idea is realistic, feasible and meets a need.

- Is it appropriate for the program age levels that the event will serve?
- What is the potential participation?
- How many girls and adults must attend to make this event feasible?
- Does the program for the event help meet the Girl Scout goals and objectives?
- Are there other events or trainings or religious holidays planned in the area or the council that will conflict with the event?
- Is the event affordable?
- Is there time enough to plan the event?
- Will the event be worth the investment of time and money?
- Will this event help girls grow and develop?

PLANNING AN EVENT

The success of an event depends on careful planning. The following steps will help your group plan a successful even. Note: All steps should be completed in partnership with a trained adult Event Director.

1. For a Girl Scout event, schedule a meeting with a trained adult Event Director and/or Membership Director to discuss plans.
2. Determine the event's purpose and focus.
3. Recruit the event committee members and appoint a chairperson for each committee.
4. Establish a timeline & responsibilities for each committee.
5. Prepare a budget with the trained adult Event Director.
6. Choose a site. – See *Safety-wise, Safety & Risk Management in Girl Scouting*, and *Safety Management at Girl Scout Sites & Facilities*
7. Develop the program.
 - a. Consider the number, ages and abilities of the participants
 - Consider space and facilities of the site
 - Design specific program activities and schedule
 - b. Consult Girl Scout resources
 - c. Utilize community resource people
 - d. Design the clean-up plan
8. Design flyer and submit for approval and processing.
9. Prepare evaluation and submit for approval and processing.
10. After consulting with the trained adult Event Director on recognitions, order and pay for recognitions.
11. Complete final event reports and financial reports in conjunction with the trained adult Event Director for submittal to your Membership Director within four weeks of event.

Remember to allow plenty of time! Quality events do not happen overnight. They **take at least six months to plan**. Each committee chairperson works with her committee and the appointed event director to develop a long-range plan. This allows everyone to see the big picture and helps ensure that deadlines are met.

Remember: As a Program Aide, you'll need to work with a trained adult Event Director in planning and implementing an event. The information in this booklet should be reviewed with the Event Director. He/she will also have additional resources and necessary paperwork regarding planning a Girl Scout event.

EVENT COMMITTEE MEMBERS

A successful event requires a group of individuals who can work together effectively as a team.

EVENT DIRECTOR – appointed by Membership Director

- must complete training prior to planning an event and understand the focus and the purpose of the event and willing to work within that purpose. The director needs to understand the scope of the job and the time it will take. The director completes and signs the Event Director's position description and agreement and checklist with the Membership Director. Some events may require a co-director.
- Meet with Membership Director during planning process.
- Communicate regularly with Membership Director.

PROGRAM AIDE EVENT PLANNER – works in partnership with the trained adult Event Director

- must complete Program Aide Core training and PA Specialty: Event Planning
- must work with the Event Director in all aspects of planning and implementing the event.
- gives direction and support to the event committee members

EVENT COMMITTEE

Once the Event Director, Membership Director, and Program Aide Event Planner meet, a committee is recruited to help organize, coordinate and implement the event, and then all need to meet together to plan for the event. The key to success is recruiting responsible people to do the jobs that need to be done and then letting them do their jobs. Remember, your success depends on how well you guide others in doing their job. Keep the following in mind when recruiting the event committees:

- girl's ideas should be represented at all levels of planning and implementing the event
- consider recruiting community members with the skills needed to support the purpose of the event to help.

Below are a few suggestions to divide event responsibilities:

Business Manager - handles all the event finances and keeps records for the event, i.e. registration money, and purchases supplies, etc.

Program Chairperson - responsible for planning and seeing that the event program is carried out. If the program has several distinct divisions such as songs, games, crafts, skills, there can be chairpersons for each of these activities. Each chairperson is responsible for recruiting specialists and other volunteers to help. T-shirts, patches or event design with the Girl Scout logo must be reproduced by a licensed vendor. If you have any questions on Girl Scout logo usage, please contact the Communications and Marketing Coordinator at the Raleigh Service Center.

Registration Chairperson - works with the business manager and is responsible for registration prior to and on the day of the event. This includes nametags and confirmation packets.

Facilities Chairperson - responsible for finding and making all the arrangements for the event site. This can include arranging for use of buildings, food services for any meals, equipment provided at the site, on-site First Aider, security arrangements and decorations. *All contracts must be submitted and signed by the Chief Executive Officer.

Equipment/Materials Chairperson - responsible for securing all equipment and materials for the event. Following the event, she returns and/or makes an inventory of equipment and materials.

Publicity Chairperson - works with local Girl Scout Media Coordinator to ensure media coverage. Distribution of flyers must be approved by the Membership Director. The Communications and Marketing Coordinator at the Raleigh Service Center can assist you with use of the Girl Scout logo.

Clean-up Chairperson - responsible for seeing that everything is left "cleaner than we found it" and all materials and trash are removed from the event site.

Create as many committees as needed to make the event run smoothly. Responsibilities may be divided differently depending on the people available and type and size of the event.

EVENT FLYER

The event flyer is the primary means of promoting the event. The flyer should be attractive, informative, and simple. Keep these points in mind:

1. Set a distribution date (i.e mailing, emailing, area communicators, etc.) and stick to it. Allow enough time for Troops to discuss the event, get permission slips and registration back with the event fee. **The promised delivery dates of information must be met - this is a part of event credibility.**
2. All flyers must be submitted to the Membership Director for approval and processing through the Business Services department. The flyer should include:
 - a. Girl Scouts - North Carolina Coastal Pines
P.O. Box 52294, Raleigh, N.C. 27612-0294
1-919-782-3021 or 1-800-284-4475
 - b. Title of the event and a brief "catchy" description of what will happen. Art work to compliment the theme is always attractive. Business Services can create this portion of the flyer or the complete flyer.
 - c. The date of the event and the beginning and ending time.
 - d. The location and directions (if an information packet is not to be sent to each registrant).
 - e. The cost and information on what the money covers - program activities, patch or snack. Clearly state refund policy.
 - f. The registration form, procedures, where the completed registration is to be sent, and deadline for registering (and the last date that refunds can be requested if that is an option).

When designing the registration form, be sure to include all the information you will need to organize the event and communicate with those who are registered for the event.
 - g. The Girl Scout logo and United Way logo will be added in the place you designate when your flyer is submitted for printing to the Raleigh Service Center. Please follow the guidelines for using the Girl Scout logo (see appendix) when formatting your flyer.
 - h. Tag-Alongs are younger or older siblings of registered Girl Scouts or any younger or older children who are not registered for an event. Tag-Alongs will not be present at an event unless the event is specifically designed to handle this situation.
3. In addition to the flyer, you may need to arrange for follow-up information to go to participants. This may include such things as site reservations, meal tickets, event schedules, maps.
4. **All flyers and printed materials must be submitted to the Membership Director for approval.**
5. The Membership Director will submit approved flyers to the Raleigh Service Center for printing and/or mailing using the Request for Office Services Form (OS510).

6. Remember to submit your flyers and printed materials to the Membership Director **at least four weeks** before needed to allow for approval and submission to the Raleigh Service Center. Keep in mind that the Raleigh Service Center will need **at least 15 working days** to process and mail the materials.
7. You may also decide to distribute flyers in another manner after approval (i.e. give out to Leaders at Leader meeting, email to Leaders, or include information in monthly Area Communicator).

EVENT SITE

The director/chairperson and other event planners should visit and choose an appropriate site for the event. Be sure to check the following:

1. Is the space large enough for the maximum number expected?
2. Is the space suitable and SAFE for the activities planned?
3. If an outdoor event is planned, is there a shelter?
4. Are there plenty of bathrooms? (See Safety Management at Girl Scout Sites & Facilities)
5. What arrangements need to be made for trash disposal?
6. Is it possible to leave the building/site easily in case of fire?
7. Be sure there is a written evacuation plan. Give a copy to each Leader and post a copy. Make sure adults and girls are familiar with the plan.
8. Who on site is the person to contact when making arrangements? Is there a backup person who can be contacted?
9. Do you need a written site-use agreement or contract? It is good to confirm in writing.
10. Make sure that the arrangements are clear - date, times, cost, facilities you can and cannot use, equipment that is available for event use and what services are provided.
11. Know who needs to be paid for the use of the site and when (before, during or after the event). Is a deposit required? Is it refundable if the event must be re-scheduled or canceled?
12. Be sure that there is enough parking space for the number of vehicles expected. Clearly mark the parking areas so that participants arriving can find their way easily. Having people in the parking area to direct traffic and to answer questions is a good idea. (Encourage car pooling)
13. Be sure people can find their way to the site. Include a well-drawn map and clear written directions in the event confirmation information. Identify landmarks, use official highway and road numbers and, if appropriate, give accurate odometer mileages from point to point. Include an emergency telephone number or contact for the event site.
14. Be sure people can find their way around the site. Post signs and people in the event area to help participants find their way to restrooms, registration areas and activities.

FOOD

1. Who will provide the meals, plan the menu, buy the food, cook and clean up? It should be someone (or a group) who does not have any other responsibilities at the event.
2. Will the event fees cover the cost of food? Can Troops or individuals choose whether they wish to participate?
3. How much and what kind of storage space is available for food brought to the site (refrigerators, freezers or coolers)?
4. How many days prior to the event is the final serving count required?

5. Is there enough eating space for everyone?
6. Is there enough serving space so that lines do not get too long?
7. Is there enough time allowed for preparation, eating and clean-up? (This is very important for camping events.)
8. What provisions have been made for trash disposal? Have plenty of disposal areas.
9. What will be done with leftover food?
10. If Troops are bringing lunches, have a designated place for these items to be stored in an orderly fashion. Have extra markers handy to mark lunches with Troop number and name of participant.

EVENT PROGRAM

Plan ahead.

Provide clear schedules and instructions.

Activities should begin and end on time. (This can't be emphasized enough.)

Troops need information far enough in advance so that they have enough meetings to prepare for the event. (Remember, some Troops meet only twice a month.)

All event staff and volunteers should be in place, with all required materials, at least one-half hour to one hour before the event is scheduled to start.

Allow time before the opening for Troops registered for the event to sign in, get name tags, maps, programs, schedules or other materials.

If you are planning an overnight camping event, have a meeting with one Leader and one girl from each Troop on the first night to explain general camp information, assign kapers, give first-aid station location and answer questions.

Prepare an opening and closing ceremony.

Divide participants into small groups for activities. Colored yarn bracelets or different color name tags are good means of identifying groups. Be sure girls have at least one or two friends with them in a group.

Use a loudspeaker system to talk to a large group.

Activities planned should be SAFE, FUN, challenging and in keeping with the theme or purpose of the event, while following Safety-Wise regulations.

Plan time for rest and relaxation.

SCHEDULING

1. Allow time for set-up before registration begins.
2. Allow at least one-half hour to 45 minutes for registration before the event opening. Publish the beginning and ending registration time. For camping, allow several hours for arrival and set-up before the first activity is scheduled, particularly if Troops need to pitch tents or prepare meal.

3. START ON TIME!
4. Allow time for groups to move from activity to activity. The larger the group the longer it will take.
5. Inform activity Leaders of the time scheduled for their presentation and what the signal to change groups is.
6. Plan "flex" time into the schedule. An easy way to do this is to allow more time than you need for lunch/dinner or the closing.
7. Allow time for the participants to evaluate the event. A good way to ensure event evaluations are turned-in is to give out a participation patch at the end of the event when the evaluation form is collected.

PROGRAMS, SCHEDULES AND OTHER EVENT HANDOUTS

Plan ahead to let everyone know details such as time, place, date and directions. Send in advance or have available on the date of the event, a schedule of the day. These must be reviewed and approved by your Membership Director.

Programs can include the names of those people who have helped with the event. This is a nice form of recognition.

EVENT-RELATED PATCHES, PINS, BUTTONS, T-SHIRTS

The event planning group decides whether or not to have such an event item. Points to consider:

1. Will such an item add to girls' enthusiasm for the event?
2. Can the cost of the item be included in the event fee without making it too costly for the participants?
3. **By using your event time frame plan you will plan for ample lead-time between when the order will be placed and when it must be delivered. Different companies have different requirements. An average is 6 - 8 weeks.**

A source for such items is GSUSA or your council shop. Other suppliers may be used provided they are licensed as a GSUSA vendor. A list of GSUSA licensed vendors is available on request from the council stores.

GSUSA mails the "Girl Scout Customized Items" catalog each year to all registered Leaders. Be sure to use the current catalog for prices and designs.

If you choose to use another supplier, you are responsible for following that company's instructions exactly. Do not violate other manufacturers' copyrights by submitting a copyrighted design (for instance, a GSUSA design). Check with the Communications and Marketing Coordinator if you have questions.

There are two ways for the event director or business manager to order such items:

A. **ORDERING THROUGH RALEIGH, GOLDSBORO OR FAYETTEVILLE SERVICE CENTER SHOPS:**

- Call the council shop a minimum of two months prior to the date items are needed.
 Raleigh Service Center: 919-782-3021 or 1-800-284-4475
 Goldsboro Service Center: 919-734-6231 or 1-800-558-9297
 Fayetteville Service Center: 910-437-9900 or 1-888-374-9900
- Be prepared to pay for the items ordered on receipt.

B. ORDERING DIRECTLY FROM THE SUPPLIER:

- . The event director or business manager handles all processing and payment.

If an event committee wishes to design and order an event T-shirt, its design, cost and method of sale should be carefully planned. Paid advance orders, by individual's name and size, are strongly recommended. The Council Shops do not process event T-shirt orders.

PUBLICITY

Newspaper, radio, television coverage - Contact the media coordinator in your area well in advance of the event. Keep this person informed from the beginning and coordinate all publicity. If you do not know who the media coordinator is, consult with your Membership Director or the Communications and Marketing Coordinator.

If there is no media coordinator in your area, you need to recruit someone to assist you with this responsibility.

The Communications and Marketing Coordinator is also a resource person.

HEALTH, SAFETY AND SECURITY

Event First Aid Station:

All events will have an assigned First-Aider set up at a centralized First Aid Station staffed following *Safety-Wise* guidelines found on pages 36-37. The "First Aider" is an adult who has taken Girl Scout council-approved First-Aid and CPR training. Both the First-Aid and CPR portions must be current to staff the First-Aid Station. There are two levels of First-Aid training for Girl Scouts;

Be thoroughly familiar with and follow the Crisis Communication Information and Procedures; in the event of emergency (form CP111). Some rescue squads are willing to come to the event to provide this service. Each Troop must have a person qualified in first aid as stated on the TP103 form; however, all first aid administered during an event should be handled by the person in charge of first aid. You should have insurance forms on hand in case they are needed. For events over 200 participants, a level 2 first aider is required.

MEDICINE

Parents or guardians of any girls who are taking prescribed medications (for example, allergy medicine) should inform Leader or first aider in advance. Any over-the-counter or prescribed medications must be in the original container and administered in the prescribed dosage by or in the presence of the responsible adult as per the written instruction by custodial parent, guardian or physician (*Safety-Wise*, pg. 39). There is a form that needs to be filled out and signed by a parent regarding medicine (TP 106A)

For county and service unit camping events, the following council policies must be followed:

1. Each Troop planning to go Troop camping will have written approved permission (form TP103) from the Service Unit Manager.
2. The planning period with an Outdoor I and Outdoor II Trained adult must precede any overnight camping program.
3. Upon arrival at the event, a completed Health History (form TP106) for each girl and adult attending must be given to designated Event First-Aider. If medication is required to be administered, a TP106A must be on file.
4. A Troop going overnight camping shall be accompanied by:
 - a. At least one adult who has completed Outdoor I and Outdoor II training.

- b. At least one adult certified to render first aid (*Safety-Wise*).

Always be aware of the responsibility for safeguarding every member. When planning an event, consider what plans need to be made to insure the health, safety and security of all event participants. However, approach the responsibility with common sense and keep it in perspective. If we don't do that, we can take all the fun, excitement and adventure out of the Girl Scout program.

All activities planned must be shared with Membership Director during planning stage of event.

Remember, *Safety-Wise* provides us with good common sense guidelines for health, safety and security and must be used when planning an event. Two other resources that should be consulted are: Safety Management at Girl Scout Sites and Facilities and Safety and Risk Management in Girl Scouting; both can be obtained from your Membership Director.

INSURANCE

Girl Scout Basic Accident Insurance covers all registered members for approved, supervised Girl Scout activities, including events lasting two nights or less. (See Girl Scout Activity Accident Insurance Basic Coverage pamphlet for Federal holiday exception and description of coverage.)

All activities--trips, events, or projects--lasting more than two nights are not covered by the basic Girl Scout Insurance Plan. Activities lasting more than two nights require additional insurance. You may choose from three plans:

- Plan 2 - accident insurance only
- Plan 3E - a secondary accident and sickness insurance
- Plan 3P- a primary accident and sickness insurance

Each of these additional insurances requires submission of a special enrollment form and payment of an additional premium. **Additional information and enrollment forms are available through your Membership Director. Enrollment forms are made available ONLY after trip has been approved.** Please follow these steps to obtain additional insurance.

- Event Director completes insurance enrollment form, then submits the form and payment to the Membership Director.
- Minimum payment is \$5.00
- Membership Director signs enrollment form and Event Director mails the form along with payment to:

Mutual of Omaha Insurance Company
P.O. Box 31716
Omaha, NE 68131

INSURANCE CLAIMS

1. Complete the green form: Basic Accident Plan for Registered Girl Scouts. (Additional copies are available from your Membership director.)
2. The event health supervisor is responsible for having the attending physician complete the reverse side of the claim form. She/he then will submit the claim form with the original bills to Raleigh Service Center. Advise hospital/physician that additional bills are submitted directly to Mutual of Omaha.

EVALUATIONS

BE CREATIVE with the evaluation, but ask questions that will find out what you want to know. Do you want to find out what was liked best or least by girls and adults? Do you want a Troop evaluation or evaluations by individuals? Do you want suggestions for future events? Do you want to know if any of the activities will carry over into Troop program? Do you want to include questions on cost or facilities? Does the Event Report Form require information you can gain from the evaluation?

You may want different feedback from the adult participants. From their perspective was it easy to be sure girls were where they needed to be? Were the adults kept busy? etc.

Evaluations do not always have to be written. They can be pictures or phrases on a graffiti board. You can ask questions and get answers by asking for applause or for girls to stand up or sit down. Decide which techniques are most useful with different age levels. (Hold up smile, frown, or ho hum faces made out of paper plates; cheer/applaud things you like)

The important point is that an evaluation is a measurement stick - of the present and for planning for the future.

A PAT ON THE BACK: RECOGNITIONS

Each person who helps with the event should be thanked, by letter, after the event is over. You may also want to give certificates or small gifts to those who helped. Plan for tokens of appreciation in the budget.

The closing ceremony may include thanking those who made the event possible.

Keep in mind that formal recognitions as a part of the event should be kept short. No one appreciates a long, drawn out ceremony. You may want to have your own recognition ceremony after the event is over for those who made the event possible. This recognition can be combined with the evaluation process which needs to take place after the event.

You may recognize all the helpers and planners of the event with special name tags or clothing apparel that they wear during the event. This recognizes their contribution to the planning and helps people identify those who can answer questions.

FINAL EVENT REPORT

Summarize the evaluations, complete the financial report, and the Event Report Form, (PG420).

All this information should be sent to your Membership Director within four weeks after the end of the event.

Items to include in the final event report are:

- _____ 1 copy of the expenditures worksheet, form PG430
- _____ 1 copy of income received, form PG440
- _____ All receipts or photocopies of receipts
- _____ Bank statements
- _____ Health log if any entries are made
- _____ Event Report, form PG420

You may want to write an article and send a picture for the council's newsletter. Articles submitted by the first of each month may be published in the next month's newsletter. Black and white or color photographs are acceptable with