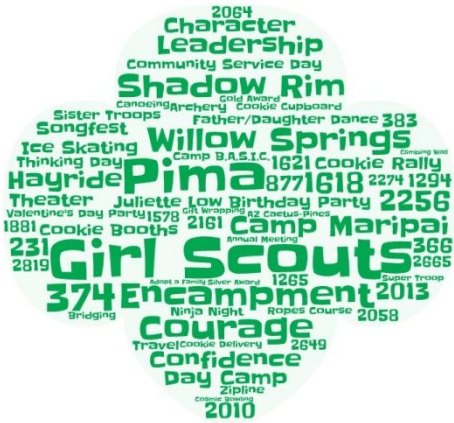


PIMA NEIGHBORHOOD EVENT PLANNING GUIDE



Thank you for agreeing to host a neighborhood event. The information in this packet is intended to introduce you to neighborhood policies and procedures to make your event meaningful for your troop as they plan and for the girls who attend. The skills your girls learn when planning an event (budgeting, planning, teamwork, and leadership) are as important as the event.

SECTION ONE

Why plan Events? The Girl Scout Leadership Experience

For nearly a century, Girl Scouts has helped girls become leaders. Not the stereotypical stand-in-front, boss-people-around variety of leadership, but the much more nuanced real-world leadership to which today's girls aspire:

- Knowing yourself and using that knowledge to understand the world around you.
- Standing up for what you think is right and working cooperatively with others to make sure the "right" things happen.

Girl Scouts has identified 15 specific outcomes that girls achieve through Girl Scouting. These outcomes are organized around the three keys to leadership:

- Discover. Girls understand themselves, their values, and their world.
- Connect. Girls care about, inspire, and team with others.
- Take Action. Girls act to make the world a better place.

The Girl Scout Leadership Experience is designed to ensure that every Girl Scout achieves the same outcomes, regardless of how they participate.

Discover: Girls understand themselves and their values and use their knowledge and skills to explore the world.

1. Girls develop a strong sense of self.
2. Girls develop positive values.
3. Girls gain practical life skills.
4. Girls seek challenges in the world.
5. Girls develop critical thinking.

Connect: Girls care about, inspire, and team with others locally and globally.

1. Girls develop healthy relationships.
2. Girls promote cooperation and team building.
3. Girls can resolve conflicts.
4. Girls advance diversity in a multicultural world.
5. Girls feel connected to their communities, locally and globally.

Take Action: Girls act to make the world a better place.

1. Girls can identify community needs.
2. Girls are resourceful problem solvers.
3. Girls advocate for themselves and others, locally and globally.
4. Girls educate and inspire others to act.
5. Girls feel empowered to make a difference in the world.

If the outcomes are what girls gain from the Girl Scout Leadership Experience, the processes are how they gain them. These processes are the heart of Girl Scouting. The processes are:

- Girl-led. Girls play an active part in figuring out the what, where, when, how, and why of their activities.
- Learn by doing. Rather than listening to someone tell them about it, girls get in there and do it! They explore their own questions, gain new skills, share ideas, and take time to reflect.
- Cooperative learning. Girls work together toward shared goals in an atmosphere of respect and collaboration.

SECTION TWO

Leading a Girl-Led Event

Why do we have events? To enhance the leadership experience for the GIRLS! So naturally a very important part of planning an event is getting girls' ideas on what they want the event to look like. How do you do this? Ideally, girls can start doing most of the work of an event when they reach the Cadette level, but there have been successful events run exclusively by Junior troops. The key is knowing yourself, your girls, and your parent support system.

Girl Scout Grade Level	Involvement Examples
Daisy	<ul style="list-style-type: none"> • Develop rules of conduct for the event • Choose between two or three items, such as food options and/or activity options
Brownie	<ul style="list-style-type: none"> • All of the above • Choosing the event's theme from three or four options • Making name tags and invitations • Leading a flag ceremony at the event
Junior	<ul style="list-style-type: none"> • All of the above • Developing the theme of an event • Leading activities for Girl Scout Daisies and Brownies • Leading opening and closing ceremonies
Cadette	<ul style="list-style-type: none"> • All of the above • Email, telephone, or personal contact with potential sites, vendors, and/or volunteers • Planning songs, activities, skits, and ceremonies • Sharing their skills and experiences in Girl Scouts • Those with Program Aide training can be given even more responsibilities
Senior and Ambassador	<ul style="list-style-type: none"> • All of the above • Total planning of events with adult support and advice

Getting Started

If you are working with girls who want to host an event—large or small—be sure girls are leading the event planning, instead of sitting by passively while you or another adult plans the event. To get girls started, ask them to think about the following questions:

- What sort of event do we have in mind?
- Who is our intended audience?
- Does the audience have to be invited or can anyone come?
- What is our main topic or focus?
- What is our objective—what do we hope to accomplish at the end of the day?
- Will one or more speakers need to be invited? If so, who? How do we find speakers?
- Where will the event take place?
- Is there a charge for this venue?
- Is the venue large enough to accommodate the audience?
- Do we have to obtain permission to use this venue? If so, from whom?
- Are there adequate facilities for the audience?
- Is there adequate parking or a drop-off point for girls?
- Do we need tables? chairs? podiums? microphones? speakers? a screen?
- What sort of entertainment will we provide?
- Will we provide or sell refreshments? If so, what kinds?
- How many chaperones will we need? Who will we ask?
- What emergency care do we need to plan for?
- Do we need to purchase additional insurance for non-Girl Scouts?
- How will we advertise the event?
- What decorations will we use?
- Will we give away any keepsakes? Patches? Badges?
- Will we charge for the event? How much?
- Who will set up the event?
- Who will clean up after the event?
- How will we determine whether the event was a success?

Mentoring the Process

Once the girls have made a decision and this decision has been approved by the committee, you need to let girls own that entire aspect of the event.

- Ask girls to provide regular updates to the committee regarding progress.
- If problems arise, ask girls to brainstorm possible solutions.
- Depending on the grade or ability level of the girls, they may be put in charge of buying necessary materials, managing funds for their aspect of the event (with adult supervision), as well as showing other volunteers what to do.
- Give girls a timeline and deadlines for when things need to be completed.

- Be patient. Provide assistance if necessary, but avoid doing things for the girls. They will learn a great deal from mistakes or obstacles.
- Be aware of girls' other commitments.
- Be a positive role model.
- At the event, make sure girls lead their aspect of the event. Do not have girls plan an activity and then have adults lead it or vice versa.

Evaluation

After the event, evaluation of how it went is an important part of the learning experience.

- Ask girls to evaluate how things went.
- Thank girls for all of their help. If you provide tokens of appreciation for event volunteers, be sure to include the girls as well.
- Let girls know about upcoming neighborhood events and how they can be involved.
- In future events, let girls take on more challenging tasks.
- Ask girls to serve as mentors for other girls during planning for the next event.

SECTION THREE

Handling Money

Programming not profit should be at the center expectations for Girl Scout event planning, but a little bit of profit can be a good thing as well.

The following guidelines have been established:

A "Neighborhood Event"

- Is approved by the Neighborhood Manager utilizing guidelines created by the Neighborhood Service Team
- Is typically done at cost or with a modest net loss or modest net income.
- In the event of a modest net loss, the neighborhood banking funds cover the deficit.
- In the event of a modest net income on the event, the neighborhood would retain 10% of that net income, which is then utilized for neighborhood expenses and coverage of events done at a loss. The remainder of the profit would be distributed to the hosting troop.
- The guideline for a modest net profit is that it be approximately 10%/ a few hundred dollars/ \$1-\$2 dollars per girl.
- A profit of more than 10% and up to 30% may be approved by the finance committee. Some factors that are considered include the following:
 - Donations and personal contributions of items to offset the expenses of the event. (For example, the parents donated water, food and/or décor, and therefore the profit margin is higher because of their troop volunteer

donations that they did not expense in an effort to increase the profit margin).

- Event is larger in scope than a couple of hours.
 - Hosting troop's participation on both fall product and cookie sales.
 - Hosting troop's general participation in other events and/or service to the neighborhood.
 - The finance team will follow general GSUSA and council guidelines. Please refer to Troop Money Management, particularly pages 8-13, to understand those guidelines.
- The paperwork and budget for this is turned into the neighborhood finance manager beforehand, for the purpose of ensuring that there is not too great of a loss (which the neighborhood would then need to cover), ensuring that any profit made falls within the general rule of \$1-\$2 per girl/attendee, and to create/maintain a historical record that can help future event planners looking for a guide.
 - The overall guiding principal is that the cost charged to attendees for a neighborhood event is predominantly utilized on items and expenses for the event planned in an effort to have a successful and enjoyable event. A small profit as described above is totally acceptable and allowed.

Recent neighborhood events include McDowell Mountain Pool Party, Ice Skating, Songfest, Juliette Low Birthday Party, Community Service Day, Cookie Rally, Thinking Day, Camp BASIC, and day camp.

Alternatively, a "Troop Money Earning Event/Activity":

- Is approved by Girl Scout Council utilizing guidelines implemented by the GS Council
- Requires the application to and approval of GS Council
- Troop deals directly with GS Council vs. the Neighborhood Service Team (and therefore, no amount of the profit goes to the neighborhood or service team unit)
- Has many specific GS Council parameters and guidelines, which can be found on pages 8-13 [here](#). Some of the items listed include:
 - Troops must have participated in the cookie sales program
 - Monies earned through the Council Product Programs must be the **primary** source of monetary support for the troop
 - Recommended profit margin is 20-30%, fees over cost may be charged as long as the increase over cost is relatively small and does not make the event unaffordable
 - All requests for events as money-earning projects must include a Troop/Service Unit Event Budget
 - Money must be used for Girl Scouting
 - Girls should be able to describe the purpose and how the money will be utilized.
 - Events must be advertised as money-earning.

Determine whether you will be doing a money-earning event or a neighborhood event.

- 1) Working with your girls, establish a budget for the event ([PS-05 Event Planning Worksheet and Budget](#)).
- 2) If you wish to do a neighborhood event, turn in copies of PS-05 to the neighborhood finance manager and the neighborhood manager for approval.
- 3) If you wish to do a money-earning event, fill in the council paperwork ([MS-24 Troop Money-Earning Project Approval Form](#)) and submit it to council along with form PS-05 for approval.

HOW TO HANDLE EXPENSES

Money-Earning Event

- Please follow council guidelines for handling money for Money-Earning Projects.

Neighborhood Event

- As you work on a neighborhood event, all monies paid IN by participants should be given to the neighborhood finance manager. Checks should be made out to Pima Neighborhood.
- Please have a general "no refunds" policy. In general, if girls and families receive a refund from you, they will expect one for any event. Refunds, therefore, can make planning extremely difficult for the planners.
 - For smaller events paid for out of troop funds, it is recommended that you charge at least \$5 per girl and then rebate a portion of the total based on the number of girls who actually attend.
- For pre-determined/billed expenses, the neighborhood finance manager can pay these bills directly via check or credit card. Expenses that are often settled that way include building and equipment rentals.
- For other items, please keep an itemized list of expenses and match them to receipts. A good way to do this is to utilize a Google spreadsheet that you can share with the finance manager. Matching your expenses to specific receipts is helpful to expediting reimbursements.
- Be sure to tell the finance manager who gets reimbursed. Checks will be issued to the person who incurred the expenses.