

# Event Director's Manual



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# Overview

## Purpose and Goals

Deciding on the purpose and goals of your event is essential if you are to be successful. If you are unclear about your event, the flyers and messages you send out about the event will also be unclear. Here are some questions to consider when determining the purpose and goals.

What type of event is this?

Is it for girls or adults?

If it is for girls, how involved will the girls be in planning it?

What age group of girls are you targeting?

Is it to serve current membership or is it to recruit new members or both?

Will your event support GSUSA program goals? Will it help girls to:

Develop self-potential?

Relate to others?

Develop values?

Contribute to society?

Are there specific try-its, badges, interest patches, or contemporary issues related to the event? What program links do you want to emphasize?

Will your event support council goals and objectives? Check with your membership staff if you need more information about these.

Who are you inviting to the event? Will it be open to non-members as well as members? Could you invite girls or adults from other service units or regions? What can you do to make your event as inclusive as possible?

Will the event lend itself to newspaper articles or other public relations tools? Are there other agencies/organizations in the community with whom you could collaborate to do this event? What impact will the event have on Girl Scouting?

## Council Goals

Working to support the GSUSA goal of eliminating racism, the council will recruit and retain girls who reflect its diverse communities and populations.

The council will design and implement programs available to all girls within its jurisdiction.

The council will ensure that at least 35% of the operating budget is funded through adult generated sources.

The council will develop and market a Girl Scout image that values diversity and that will generate community interest and financial support of Girl Scouting.

The council will manage its resources with flexible and relevant systems that empower the staff and volunteers to meet the diverse needs of all girls in their communities.

## Definitions of Events

Programs for girls may be generated within regions to be responsive to the specific regional needs. When events, trainings and programs are planned on a regional basis, girls have opportunities to make choices and to participate in a wider variety of programs. Regional boundary lines may be crossed to plan events. This flexibility will allow a program to be more culturally diverse or to take advantage of resources in other regions. Programs may also be planned for council-wide participation.

A Service Unit Event is an event for girls and/or adults in a specific service unit. It is envisioned, planned, and implemented by a committee, sub-group of the service unit team, troop of girls, or any other group that is meeting the needs of a specific service unit. The event could be age specific or it could be open to the entire membership of a service unit.

A Multi-Service Unit Event is an event for girls and/or adults that encompasses some combination of service units. This might be all the service units in a cluster or association, or it may cross regional boundaries. Whenever possible, event planning committees should have input of some form from the entire area served by the event. This input could be from volunteers on the committee, phone contact, discussion at service or team meetings.

A Cluster or Regional Event is one to which girls and/or adults of an entire region have been invited. To be considered a regional event, all members from the event's target age level(s) must be invited. A regional event may also plan to leave a percentage of its registration open to another area, specifically to increase the diversity of the experience for the girls involved.

A Council Event is one in which all members of one or more age levels throughout the council have been invited.

All event directors are encouraged to work closely with service unit managers and with the membership staff. The staff person may be a Director of Membership and Marketing, Community Services Manager, Outdoor Program Specialist, or Adult Development Director. Find out when you agree to the position who your support person is. Discuss your expectations of her, and hers for you.

All events must follow the established council event guidelines found in this manual, your Leader's Guide, council camping manuals, and Safety-wise.

## Scheduling Events

Overview - The timing of your event is very important - schedule it when several other things are already going on and you will create conflicts for people and perhaps make it impossible to succeed before you even get started. Be sure you take religious holidays into consideration.

For example, Totem Council maintains a master calendar for planning, coordinating, and referencing by council staff and management volunteers. The calendar includes council, regional and service unit events. It is published monthly through the staff newsletter and quarterly through the Volunteer Manager's Checklist.

Council and Regional Events - Overall coordination of council and regional Girl Scout events is facilitated through a meeting of membership staff, outdoor program staff, the director of adult development, and the lead site manager. The focus of the meetings is to coordinate, balance, and encourage collaboration between all regions of council. The group also ensures that time and space is made available for troop camping at our sites.

To get an event placed on the calendar, the event director will submit the event plans to the appropriate staff person - the regional Director of Membership and Marketing, Adult Development Director, or Outdoor Program Specialist. Regional and council wide event plans will be taken to the coordinating meeting mentioned above before being placed on the calendar.

Service Unit Events - Service unit events do not need approval by staff, but should be approved by the service unit manager. Service unit events can be placed on the calendar through the local membership staff.

All Events - Once an event has been approved, if it is to be held at a council camp, the camp reservation form should be completed and turned in to the program or camp registrar. Contact your service unit manager to verify procedures within your council.

## Location Issues

## Where to Start

- Read Safety-Wise
- Review event purposes and goals
- Make a list of all possible sites

## Points to be Considered in Choosing the Location

- Size - large enough or too large
- Wheelchair accessibility
- Adult planning event has toured property
- Written permission to use the property has been obtained from the property owner
- Standards for heating, electricity, ventilation, lighting, kitchen, toilets, and water are commensurate with local fire and health regulations and local building codes
- Procedures to protect campers from harmful insects, poisonous plants, and rodents are established
- Adequate water supply is available and is certified as safe by a government or private laboratory as required by local city or county regulations
- At least one toilet facility and one adjacent hand-washing facility are provided for every 15 persons in an overnight site or every 30 persons for a day event
- Provisions have been made for proper disposal of garbage
- Areas for campfires are well cleared with fire fighting equipment nearby
- Shelter is provided for inclement weather
- One story buildings are preferred. If upper story is used, it must have two or more exits, remote from each other. Exits are by stairs, not ladders, with well secured hand rails or guards. One exit is an outside staircase.
- If beds are used: a bed for each person is provided that is no more than two beds high, with two feet between beds and a minimum of 40 square feet per person
- Sufficient area is provided for group activities - cooking, eating, games, meetings, etc.
- Local law enforcement and fire protection agencies are known and notified if the area is at all remote
- All toilets meet state health standards of construction, maintenance and cleanliness
- Swimming and boating areas meet Safety-Wise standards

The bottom line is, not only are you responsible for the items listed above, but you are responsible that the site meets all the requirements as stated in Safety-Wise

## How to Secure Council-Owned Campsite

To reserve a council-owned campsite, complete a camp application and submit, along with a deposit, to Council Camp Registrar

Reservations are made on a first-come, first-served basis, beginning on the first business day of the month in accordance with the following schedule:

- \* Service Units must send \$10 deposit per unit, with camp application, up to one year in advance
- \* Troops must send \$25 deposit, with camp application, up to four months in advance.

Suggestion: Consider using a community site or other local facility for Girl Scout event when appropriate. Contact your local chamber of commerce, school district or community relations office of your city for possible suggestions.

# Financial Issues

## Finances

Setting Event Fees - All events should be self-sustaining. Fees should be based on actual costs of the event. Event Directors should know what the break-even point is (for number of participants) and publish minimum and maximum numbers on flyer.

Fees by participants should be paid by check. If cash is received, a receipt should be given.

Financial aid may be available from your Service Unit funds.

## Budgeting and Record Keeping

Keeping accurate records and receipts of all transactions for your event will ensure good management practices and keep the event on budget. Planning can help you to define your budget. Review the budget items below to help you plan expenses.

Once the event is completed, a financial report is due to support staff or service unit manager. Use Event Financial Report Form to make your report.

## Budget Items

### Expenses

#### 1 Promotion, Photography, Registration

Promotion: cost of flyers, artwork, posters (this may be donated)

Photography: Excellent way to promote next time around. How many pictures/slides? Cost of film and processing.

#### 2 Office Supplies

Most events need a few small items: name tags, stationary, paper, etc.

Include duplicating materials, mailing labels, etc.

#### 3 Telephone

Toll calls prior, during and after the event should be a part of the budget.

#### 4 Postage

Will you mail registration flyers? Will you mail confirmation of registration? Include postage also for reports after your event.

#### 5 Medical Supplies

The service unit may have a large well-stocked first aid kit for loan. Be sure kit is up-to-date before and after event, and replace used items. For any event, a bound journal with pages numbered consecutively is required for first aid treatment. (May be used year after year.)

#### 6 Training Costs

Staff training and recruitment materials: easel paper, marking pens, hand-outs, snacks, etc.

#### 7 Program

This is a big item and should reflect the event goals. Art supplies, equipment for special programs, repair of equipment, speaker's fees, resource publications, hand-outs, participation incentives such as patches.

#### 8 Housekeeping

This includes clean-up equipment, paper towels, toilet paper (none is provided at council sites), trash bags, etc., that you'll need to keep things neat and clean up after the event.

#### 9 Volunteer Staff Recognition

Given by Event Director to event volunteers. THIS IS VERY IMPORTANT! Patches, certificates or other tokens of appreciation. Letters from girls and small plants are appreciated. There are many ways to show appreciation.

#### 10 Transportation

Includes buses, ferry fares, tolls, parking, drivers, etc.

#### 11 Insurance

Insurance for tag-alongs who are not participants is the responsibility of parents. Insurance is also needed for registered Girl Scouts at events lasting more than two nights. Non-member participants (boys and girls) will need insurance coverage. Be sure that the request for additional coverage and accompanying money is sent to the council office no later than two weeks before the event, to insure coverage. Contact council for specific details and forms.

#### 12 Food and Beverages

Depends on the number and type of meals and snacks, girl menu-planning. Consider sack lunches vs. cookouts, milk vs. fruit juices, coffee, tea, cocoa.

#### 13 Meeting Space and Equipment Rental

Cost of using building, site and/or other facilities, electricity, tables/chairs, projectors, screens, etc.

#### 14 Miscellaneous

This is for all the little things that don't fall into the other categories.

#### 15 Child Care for Volunteers

#### 16 Volunteer Reimbursement

### **Income**

#### 1 Program or Registration Fees.

#### 2 Contributions

Monetary or in-kind. Check with your membership staff or service unit manager for policies on monetary contributions.

# People Issues

## Girl/Adult Partnership Girl Planned Events Are Possible

Be realistic - an individual's involvement depends on many factors.

Daisy Girl Scouts: Limit the number of items to choose between two or three, such as menu items.

Brownies: Enthusiastic support for any event that involves them individually or as a troop. Brownies CAN make choices.

Involvement Examples: Choosing basic theme or idea  
rules of conduct  
making name tags/invitations  
doing flag ceremony, etc.

Juniors: Can be active support as teams, patrols or troops for an event.

Involvement Examples: All the above plus...  
development of theme  
teaching Brownies songs, games, crafts  
short-term planning  
teaching ceremonies, skills, plays, etc.

Cadettes: Can help with planning support as individuals, teams, patrols, or troop for events (their time involvement is limited). Those with Program Aide Training can be given more responsibility.

Involvement Examples: All the above plus...  
telephone or personal contact  
working well with adults  
planning of songs, skits, ceremonies, events, etc.  
sharing their skills  
sharing their experiences: wider opportunity, special trips, etc.

Seniors: Great event planners - individually, in teams, patrols or troops (their time is limited).

Involvement Examples: All the above plus...  
total planning of some events with adult support and advice

KNOW YOUR INDIVIDUAL GIRLS - Their abilities vary widely.

Leaders, advisors, event directors MUST WORK WITH THE GIRLS having the idea firmly planted in their own minds that GIRLS CAN DO IT AND WILL DO IT. It comes down to "Be honest, loving, and have lots of faith and patience."

When delegating to girls, remember:

- give one task at a time
- spread out the task
- give a time line
- follow up to see if she needs help

## Criteria For Quality Program

Criteria to keep in mind when striving for a good program:

- be related to at least one of the Five Worlds (People, Well-Being, Today & Tomorrow, Arts, Out-of-Doors) and the Four Program Goals
- reflect the Promise and Law
- address current needs of the girls, community
- provide opportunity for personal growth, exploring and discovering
- be appropriate to the age level
- be fun
- be flexible
- be inexpensive
- have girl input (if not girl planned)
- be challenging
- be positive learning experiences
- be inclusive of all members
- have a well-trained and happy staff

Other questions to ask yourself:

1. Will the program teach or reinforce some knowledge?
2. Will it develop skills?
3. Is the program suitable to age, group and experience?
4. Is the program consistent with progression guidelines?
5. Does your event support event goals?
6. Do you offer participants a chance to give feedback on the event?

### **Tip...Bright Idea Box**

Ever use a bright idea box? A covered shoe box in a good location accessible to all participants can be used to solicit comments (pro and con) on the event or program content. This gives you the chance, even for a short event, to get an idea if people are enjoying the event.

PS: Make sure you check it several times a day (responding, too) and also make sure people know about it from the beginning.

## Diversity

As an Event Director, you need to be aware of many differences among the girls and adults in our Council. These differences include geographic location, age, religion, ethnic group, education level, physical abilities, economic level, number of years in Girl Scouting, and countless other differences that enrich the overall Girl Scout experience.

Be careful not to stereotype and to consider all girls. For instance, it might take some girls over two hours of travel to reach your event. Will you have time for snacks near the beginning of the event? Or will your letter of confirmation remind leaders to provide for this themselves? Do your written materials include lots of white space and big margins to help those with dyslexia? When planning a Native American Day, for instance, realize that there are many important differences

between tribes. You might focus on tribes in your area and find some local tribal representatives to help with the event. Try to recruit adults to help with the event that reflect our diversity and provide girls with diverse role models.

Remember, too, that our girls and adults share many similarities as well as differences. With attention to your overall program goals and sensitivity to both similarities, your event is sure to be a success.

## Recruitment of Staff

Do you need...

- ◇ Apprentice/Assistant Event Director - in training for next year
- ◇ Business Manager
- ◇ Registrar
- ◇ Child care staff
- ◇ Cooks (check with council for training needed for use of camp kitchens)
- ◇ Dishwashers
- ◇ Emergency telephone contact at "home base" to relay messages to event
- ◇ Equipment Manager
- ◇ First Aider (who has current certification) with vehicle to insure an accident-free event
- ◇ Girl Planning Group
- ◇ Greeter/Hostess
- ◇ Maintenance/Clean-up Crew
- ◇ Meal Planner(s)
- ◇ Outside Resource People
- ◇ Photographer
- ◇ Program Specialists (crafts, music, outdoor skills, etc.)
- ◇ Publicity Coordinator
- ◇ Shopper(s)
- ◇ Transportation Chair
  - A. Traffic Controller
  - B. Parking Attendants
  - C. Arrangements for Commercial Carriers: airlines, buses, trains, boats. (Contact council for specific procedures for approval of these companies)
- ◇ Unit Leader(s) and Staff
- ◇ Waterfront Personnel
- ◇ Kaper Crew - for cleanup chores or to help cook. Make sure Kaper helpers do not miss scheduled events

FINALLY: Enough adults to meet leader-girl ratio, based on nature of activity and in accordance with Safety-Wise. If there are not enough adults volunteers to help with the event, the event may have to be canceled. Don't forget to ask for help in recruitment!

## Delegating

The chief purpose of delegating is to divide the work load. It is the entrusting of an activity or responsibility to another person. It also provides opportunities for growth and development for you and your staff.

- Give a clear and brief description of the work to be done
- Give specific results expected
- Give a timeline for completion of tasks
- Give guidance and assistance when needed
- Follow up (check on timelines, etc. to see how it's going)
- Give credit to those who do the job (frequent verbal "thank-yous" go a long way)

## How to Train Your Staff

1. Be sure to put training on your timeline.
2. Determine what your staff needs to know and what needs to be done.
3. At the training:
  - ◇ create a team feeling and sense of common purpose
  - ◇ review expectations of the event - yours and theirs
  - ◇ cover the basics:
    - site boundaries
    - procedures
    - timing of activities, etc.
    - number at stations or activities
    - general program content
    - discipline
    - emergency procedures
    - weather conditions
    - budget - how to handle unplanned and planned expenses
    - alcohol policy

- smoking policy
4. A happy, confident staff makes for a good, safe and fun event.  
Happy leaders make for happy girls.
  5. Don't forget to plan a staff recognition.

## Administrative Issues

### Registration and Confirmation Procedures

If you are doing your own registration, you may want to adapt some of these council procedures for your use. If participant registration is being received by the council office, you will have the following supports:

- A confirmation of receipt of registration will go out the week it is received.
- A confirmation packet, including directions, schedule, arrival and departure times, meal information, equipment to bring, etc., should be sent out at least one month prior to the event. The contents of that packet is your responsibility and we ask that it be given to your Director of Membership and Marketing for printing at least six weeks prior to the event. Please limit the material going in the packets in order to keep printing and postage costs down.
- A list of the troops or individuals participating will be sent to you after the registration deadline. The list will include the name, address and phone number of the person making the reservation, troop number, and number of girls and adults participating.
- The membership staff receive a weekly update of number registered in each event. They will keep you posted as to how well your event is filling up.
- Girl event registrations are processed by the Program Registrar. Adult event registrations are processed by the Training Registrar.
- Late registrations? Let the registrar know the week of the registration deadline whether or not you will accept late registrations.
- To receive money to purchase supplies, food, etc., please ask your staff support to submit a check authorization for an advance. You may request up to the amount you would expect to receive in income for the event. Receipts must be kept for all purchases and a financial report completed immediately after the event. The costs of mailing and printing confirmations should also be covered by your event budget.
- Any registrations received at council will be forwarded to you. Checks will also be forwarded if they are made out to you. If the checks are made out to council, they will be cashed and deposited. You will then receive an advance to cover the amount received by council.
- Confirmation materials (within reason) may be printed at council offices.
- The council event registrar will answer basic questions about programs, covering any information that is in Panorama. However, all other questions will be referred to the event director or to the staff and service center providing support for the event.
- If the event fills up, a waiting list will be developed. This waiting list will be utilized to fill spaces created by cancellations. Troop/individuals will be notified that they are on a waiting list. Check with your membership staff for procedures regarding refunds, deposits, etc.
- Registration fees for events are not refundable unless the event is canceled or full. If a troop or individual cancels after registering, the fee will only be refunded if their space can be filled by someone on the waiting list.

#### Confirmation Packets

- Welcome note
- Map/directions to location
- Check-in and check-out times and locations

- Emergency number at site or emergency contact person if a number is not available
- List of equipment to bring
- information about meals, if appropriate
- Schedule for event
- Who to call with questions
- Girl Scout Council identification
- Balance due on registration, if appropriate

## How to Promote Your Event

The best way to promote your event is to use both written materials like flyers or published notices and word-of-mouth. Members of your committee can go to local Service Units and let leaders know about the event you have planned. Timing is important. Six to eight months is not too soon.

Don't forget to let your local community know about your event - before the event to register girls and adults, and after the event for publicity purposes. If registration is open to registered Girl Scouts only, your radio or newspaper notice should say that.

Any notice you would like published should contain the essentials of your program: What the purpose of the program is; who can come; when the event will take place; where the event will take place; and how much it will cost.

You can also send pictures and press releases to your local newspaper, council publication or service unit newsletter, or ask them to come out and cover your event. You will have more success in getting coverage if you can give the editor at least two weeks advanced notice and if you suggest times during the event when activities that are especially photogenic will be happening. Check with your Community Services Manager or Director of Membership and Marketing to see if you have a volunteer Public Relations Manager for your area to help with local promotion.

## Registration Flyer Essentials

The quality of your flyer and the information it contains can save you money and a lot of time, especially if a contact person's phone number is on it for further information.

Production of flyers for regional and council events may available through your council. Please contact your membership staff person for more information. Production generally must be requested at least one month in advance.

### Production of Girl Scout Flyers

When you put words on a piece of paper and send it to people, you create a communication tool that is important not only to the success of a particular event but to the perception people will have of the organization. We want the impression we create to be a positive one. There is clip art for the Girl Scout logo, Council logo and United Way logo available from your council. Also, your membership staff may have templates for flyers, including vital pieces like the council name, onto which you can put your event information.

## 1. Planning

- a) Identify the reader/audience. Are you communicating with:
  - 1) Parents? Leaders? Professional people outside the organization?
  - 2) Girls? Identify age levels. Is flyer written for girls or their parents?
  - 3) Members? Non-members?
- b) Identify the most appropriate writing style, visual message for the reader/audience. Avoid "busy" flyers.
- c) What do you want the flyer to accomplish?
  - 1) Give information?
  - 2) Get someone to do something? Remember to include:
    - a response/registration form
    - person/number for additional information
  - 3) Does the flyer communicate your goals for the event?
- d) Determine how flyer will be distributed.
  - 1) If the flyer is mailed, verify the position of mailing label, use of postage and method of folding flyer.

## 2. Elements of the flyer

- a) Flyer heading/title
- b) Event Information
  - 1) Description of event
  - 2) Identify participants
  - 3) Date/time
  - 4) Place/address (map or route instructions, if necessary). Beware of local vernacular that may be unclear to others outside the area.
  - 5) Cost (including statement re. \$6.00 national membership for non-members). Also include availability of financial assistance, breakdown of what is covered in the fee, cost for adults.
  - 6) Items to bring (if applicable, including medical forms)
  - 7) If overnight event, description of lodging; i.e. outside or inside units at camp
  - 8) Contact person(s) for additional information
  - 9) Registration deadline
  - 10) Event cancellation and refund policy
  - 11) Confirmation information
  - 12) And something to tell me why I should want to do whatever it is you want me to do.
- c) Girl Scout identification (service mark)
- d) Council identification (sponsoring organization)
- e) Response/registration form for event should include:
  - 1) Name(s) of participant(s). (or leader's name and number of girl participants.)
  - 2) Address
  - 3) Telephone: day and evening numbers
  - 4) Service Unit
  - 5) Grade or program level
  - 6) Troop number
  - 7) Information on making out and forwarding payment checks; amount enclosed
  - 8) Parent/guardian permission for participation and for use of any photos
  - 9) Permission for daughter to join Girl Scouts (if applicable)
  - 10) Other choices on event, such as workshops, unit at camp, dietary restrictions.
- f) United Way affiliation

## 3. Flyer Design Basics

- a) Design styles
  - 1) Symmetrical - balanced or central format
    - dignified, comfortable, but can be boring.

- 2) Asymmetrical - unequal right/left, top/bottom, text/graphic balance
  - creates tension, and tension adds interest to the page
- b) Visual Interest (use of graphics)
  - 1) Illustrations/photographs
    - Try to organize the page around one dominant visual element. Avoid the measles (i.e. lots of small “things”).
    - Select clip-art that will reproduce (avoid blue inks and heavy shadings).
    - Make certain that clip-art is not demeaning to any racial/ethnic group.
    - Do not use copyrighted materials without permission from the owner of the copyright (see “Copyright Regulations”).
  - 2) Boxes
    - Use with discrimination - use to organize space or to emphasize an item.
  - 3) Margins/white space
    - Do not fill up every smidgen of space. White space is a good thing and can make you flyer much more inviting to read.
    - Margins of full-page flyers, 8.5 x 11”, should be at least .75” wide. The larger the page, the wider the margins should be.
  - 4) Girl Scout logo and the words “Girl Scout”
    - These are copyrighted corporate symbols and are subject to specific regulations. (Refer to GSUSA Graphic Guidelines for specifics; available through council.
  - 5) Council logo
    - Council Identification symbol - the integrity of the design should be protected. Check with your membership staff for current design and regulations.
- c) Use of type
  - 1) Hand printed text should be created in a solid black for best reproduction.
  - 2) Typewritten text - make certain the typewriter ribbon gives solid, black impression. Also applies to computer generated text.
  - 3) Lines/Headings set in all capitals are more difficult to read.
  - 4) Lines set in italic are more difficult to read.
  - 5) Keep “decorative” lettering to a minimum.
  - 6) Keep the number of different type styles to a minimum.
  - 7) Caps, italics, decorative and contrasting type styles are all used for emphasis and interest, but should not be overdone. If your flyer is too much “work” to read, it will not be read.
4. General Comments
  - a) Try to lead the reader’s eye (with text or graphics) from one important element to another.
  - b) Handouts at community events, etc., should always have clear organization identity.
  - c) Paper color: select a color that is appropriate for the intent and audience of your flyer. Your favorite color may or may not be the most appropriate.
  - d) There is an inviting array of type fonts, graphics, photos, etc. online to search for. If you see something you like on another web site, check their credits to find a link to their source. Most graphic sites allow copying, as long as you give them credit for their work. BUT, resist the urge to use them all on one page; it will look too busy and will probably be a visual annoyance to the reader.
  - e) Proofread! - Then proof again.
  - f) Ask someone who is unfamiliar with the event to look at your flyer. Don’t ask them if they “like it” or if “it’s okay.” They will glance and say it’s fine. Ask them if they would be interested in attending the event. This will make it necessary for them to read your piece. Don’t assume the reader will understand something you don’t tell her/him.

## Girl Scout Logo: Dos and Don'ts

- The Girl Scout service mark is composed of two parts: The symbol (the trefoil with three profiles) and the logotype (the words "Girl Scout"). Both parts must be used together in all printed materials.
- The service mark may never be redrawn, re-proportioned, or modified in any way.
- The positive reproduction symbol is used when 1) the background is white, or 2) the background is light enough to offer sharp contrast to the darker service mark.
- The reverse reproduction symbol is used when 1) the background is dark, or 2) the background does not offer sharp contrast to the darker service mark.
- If the service mark is used in two colors, the symbol must always be green and the logotype blue: never the reverse.
- Do not change the placement of color in the symbol (i.e. don't color in the "white" face shapes).
- Do not place the service mark against a background of complicated graphics, patterns or textures that could hinder readability.
- Do not use the service mark as part of another design or graphic element (i.e. bars, panels).
- Do not incorporate the service mark with other graphic devices or shapes. Do not use the service mark as part of another design.

## Copyright Regulations

Copyright laws protect the authorship of materials in a variety of categorized which include: written materials, graphics(including cartoons and cartoon characters), music(including accompanying words), dramatic works(including accompanying music), movies and other audiovisual works, recordings, computer programs, blueprints and maps.

Copyright Girl Scout materials include the corporate symbol (the trefoil), most of the GSUSA books and packets and Girl Scout Leader. Council logos are corporate identification symbols as well and are covered by similar restrictions.

Girl Scout program and event directors need to remember that locally reproduced songbooks, recipe books and program materials that include copyrighted elements without permission for use are illegal and place the person producing them in a position of liability.

If use of copyrighted materials is needed, contact the owner of the work (not necessarily the published user) and request written permission to use. If permission is granted, remember to credit the source of the information you use.

# Health and Safety Issues

The following sections on health, security and first aid are not a substitute for reading and complying with Safety Wise!

The event director is responsible for complying with all standards in Safety Wise that apply to the event. This is a responsibility that cannot be delegated.

Health and safety principles must permeate every Girl Scout activity. It is only by adherence to these policies that we can maintain an excellent safety record.

## Site Security/Hazards

### Security

Security at any event should not be taken for granted. Council-owned camps are usually secure, but doing things such as not leaving your purse/wallet out, locking vehicles, etc., should be addressed. Also, be aware of someone who appears to be loitering in the camp/event area and report their presence, if necessary, to the site manager or park ranger.

### Non-Council-Owned Sites

Use of non-council-owned sites imposes additional security precautions. Is the site open to the public? If so, what instructions etc., do adults and girls receive regarding interaction with the public. This is especially important if late night or evening activities are planned. From whom do you get help if needed (e.g. police, park ranger, school custodian, etc.)? Where is the location of the nearest telephone? Have you completed an "Application for Non-Council-Owned Sites" form?

### Site Hazards and Boundaries

Prior to camp opening, tour the entire site. Note all hazards; i.e. traffic patterns for cars and people, ruts and holes, logs, exposed tree roots, nettles, beehives, drop-offs, marshy areas, etc. Write these down and share them with your participants and staff.

Especially important with a public area is to establish boundaries - the perimeter of the event site and areas off-limits to participants. Camp rules should also be discussed at this time.

### Other Site Considerations

Other health considerations are stated in the section "Locations Issues." Refer not only to it, but also to Safety Wise and Outdoor Program Facilitator's Manual (if camping) for a more detailed explanation of expectations

You must post Crisis Communication and Emergency Procedures, in a visible location in each building used during your event.

# First Aid

At all times during an event (day camp, encampment, one-day events, etc.), you are required to have a first aider on the site. The first aider must be currently certified as either a Level I or Level II First Aider. Consult Safety Wise for the level of certification needed for your event. The first aider should be in a central location and not have any other position during the event.

The designated first aid station should have as a minimum:

1. Quiet area for potential patients.
2. At least one cot with blankets (more, depending on the number of participants and length of event).
3. List of all emergency phone numbers, driving directions to nearest hospital.
4. All accident and insurance claim forms available.
5. A well stocked first aid kit (items for first aid kit should be purchased by sponsoring group, i.e. service unit). Some councils have first aid kits available for checkout. Contents should include the following as a minimum:

Adhesive Tape and bandages

- Alcohol wipes
- American Red Cross First-Aid Reference Book
- Band-aids, assorted
- Bottle of distilled water

Bound book

- Coins for phone calls •

Flashlight

- Gauze pads
- Instant chemical ice pack
- Latex gloves, disposable
- List of emergency phone numbers
- Matches •

Needle

- Oral Thermometer
- Paper Drinking cups
- Plastic bags for disposal of used materials
- Pocket face mask for CPR
- Roller gauze bandages
- Safety pins
- scissors
- soap (antibacterial)
- Splints
- Table salt
- Triangular bandages
- Tweezers

- White index card, transparent tape, and self-closing plastic bag

- Additional supplies you may need: personal care (for example, sanitary napkins)
6. A bound and numbered journal to enter all treatments given to participants and staff. Each entry should include participant's name, type of injury, aid given, time in/out, and your initials. Date each entry. REMOVE NO PAGES.

7. Any girls who are taking prescribed medications (for example, allergy pills) should inform adult leaders. Any over-the-counter or prescribed medications should be in the original container and administered in the prescribed dosage by the responsible adult as per the written instruction by parent or guardian. All medications brought to the event should be stored in a locked box with the first aider. Clear, concise directions and the person's name must be on the medication bottle.
8. Health cards/registration forms must be kept on hand by the first aider for both girls and adults. Make special note of special needs/limitations of each person present, including adults. Share this information individually with unit staff.
9. A vehicle must be on hand for use by the first aider, to use within the event area and, if necessary, to transport participants to medical facilities. If it is necessary to transport participants, the first aider should remain at the event and another person should do the transporting.

## Emergency Procedures

All events, whether one day or several, should have well publicized emergency procedures posted and discussed in staff training. Girls also should be made aware of "what to do if..." cases. Having a fire/emergency drill during a multi-day event should be incorporated into your planning. Remember to tell girls after the drill that it is the only drill to be held, and if they hear the alarm again it will NOT BE A DRILL but the real thing.

In the case of a critical accident, serious injury, harm, or fatality, ensure that the council "Crisis Communication and Emergency Procedures" are followed.

## Use of Waterfront for Event Recreation

Regardless of whether your event is on Girl Scout property or a public beach, lake or pool, there are certain requirements you must meet, in accordance with Safety Wise and Outdoor Program Facilitator's Manual. If you intend to use the waterfront for swimming, boating, wading, or other water activities, you must have present a currently certified lifeguard and additional spotters in accordance with the number of participants. (Check Safety Wise for the appropriate number and levels of lifeguards required.)

**FAILURE TO ADHERE TO SAFETY WISE PROCEDURES  
MAY MAKE YOU LIABLE IF AN ACCIDENT SHOULD OCCUR.**

# Crisis Communication & Emergency Procedures

Only in the event of critical accident, serious personal injury or fatality.

Carry Emergency Procedures card in wallet.

Actions to take:

1. Provide all possible care for the injured person(s).
2. Get a doctor, ambulance, clergyman, police, as needed.
3. Keep a responsible adult at the scene of the accident or emergency situation to see that nothing is disturbed until medical aid or police arrive.
4. Make no statements orally, or in writing, which could be interpreted as assuming or rejecting responsibility for the accident or emergency.
5. If news media appear or call, be friendly but make NO statements. Refer all their queries to your council office, public relations.
6. Immediately call your council emergency contact, so they may advise you on further steps to take. Remember, first aider must stay at the scene, so recruit others in the area to call 911 and council.
7. Caller to 911 should give their name and the phone number from where you are calling. **STAY ON THE LINE!**
8. Be prepared to provide facts about:
  - What happened and what action has been taken
  - When and where it happened (exact place/time/date)
  - Type of injuries. Location of injured. First aid given.
  - Names, ages, addresses of injured. Name of family member to be notified, telephone number, home address.
  - Names, ages, addresses of other people involved. (If a troop/group, include leader's name, troop/group number, program age level.)
  - News media involvement
  - Other agencies involved; e.g. fire, police, ambulance, hospital.
9. Complete a Serious Accident and Illness Report so that there is documentation and submit to council.

News Media Involvement in Complaints, Incidents or Accidents

Alert your council to potential newspaper or broadcast involvement.  
Only the designated spokesperson gives information to the media.

## REFER ALL MEDIA TO YOUR COUNCIL!

### Insurance Claims

Every registered girl and adult member of Girl Scouts of the USA is covered by accident insurance for any authorized and supervised Girl Scout activity lasting two nights or less, including travel to and from the activity. The cost of this coverage is included in the \$7.00 annual membership dues. As a volunteer, you will need to be familiar with this plan and the coverage it provides. It is designed to insure that each member can receive needed and immediate medical attention.

Insurance claim forms and brochures describing this coverage are available from your council. Be sure you take an insurance claim form, parent permissions, and the troop first aid kit, with you on any outing.

If an accident necessitates an insurance claim, following the procedure:

1. Complete and sign the front of the white Proof of Loss form, providing all required information. Have the doctor who treated the injury complete the Attending Physician's Statement on the reverse side. Tear off the bottom white copy and keep it for your records.
2. Send the original white copy and the remaining yellow copy to your council. Enclose all available bills for covered expenses which have been incurred. Do not mail forms directly to the insurance company; they must first go to your council for validation.
3. Your council will complete the claim processing and a benefit check will be sent by the insurance company directly to the injured member of the assigned party.
4. Any additional bills should be sent directly to: Mutual of Omaha, Girl Scout Division, Claims - Special Coverage, Dodge at 33rd Street, Omaha, NB 68131.

The insurance company pays the first \$100 of expenses; remaining expenses are covered by the family's medical insurance. If the family is uninsured, or if the family insurance only covers part of the remaining expenses, the Girl Scout Insurance will pay the additional amount up to a total of \$5,000.00. Remember that this insurance is in effect only for registered members.

To insure non-registered individuals who participate in Girl Scout activities, you should contact your council at least two weeks before your event for the appropriate procedures.

If you are planning a trip that lasts more than two (2) nights, you must apply for additional insurance. When the permission form for an extended trip is submitted, the insurance forms will be sent. Check with your membership staff for procedures to submit the insurance request.

## Pre-Event Checklist

Keep an accurate, up-to-date notebook of event planning for present and future reference.

\_\_\_\_\_ The purpose of \_\_\_\_\_ event is \_\_\_\_\_

\_\_\_\_\_ Review evaluations forms from past events for ideas and tips.

\_\_\_\_\_ Check with Director of Membership and Marketing to schedule regional or council event on master calendar.

\_\_\_\_\_ Location reserved.

Time: \_\_\_\_\_

Place: \_\_\_\_\_

Deposit sent \$ \_\_\_\_\_

Approval obtained \_\_\_\_\_

\_\_\_\_\_ Flyer printed

\_\_\_\_\_ Have all personnel been briefed on job description; requirements; your expectations?

\_\_\_\_\_ Emergency procedures established?

\_\_\_\_\_ Expenses and income determined?

\_\_\_\_\_ Is publicity planned?

\_\_\_\_\_ Confirmation packets put together, including maps - both how to get there and site map

\_\_\_\_\_ Registration update (is event a go?)

\_\_\_\_\_ Health histories of participants

\_\_\_\_\_ Are patches needed? If so, have they been ordered?

\_\_\_\_\_ Event staff training/meeting

\_\_\_\_\_ Follow-through on all items (make a list and check it twice!)

\_\_\_\_\_ Have all resource people been confirmed?

\_\_\_\_\_ Food

\_\_\_\_\_ Resource books

\_\_\_\_\_ Equipment

\_\_\_\_\_ Printed forms/handouts/evaluations

- \_\_\_\_\_ Supplies
- \_\_\_\_\_ First aid kit
- \_\_\_\_\_ Additional insurance if event is more than two nights
- \_\_\_\_\_ Non-member insurance requested and paid for?
- \_\_\_\_\_ Notes on improvements for next event.

## Event Checklist

- 1 Arrive early
- 2 Circulate, inspire, communicate.
- 3 Be enthusiastic!
- 4 Trouble shoot - don't make hasty decisions. Think through the consequences of a decision.
- 5 Delegate tasks that suddenly occur - don't fall into the mind trap "Only I can do this."
- 6 Give staff liberal doses of comfort and caring, T.L.C., etc.
- 7 Relax - the event will take care of itself if preliminary work was done thoroughly.
- 8 Enjoy the event.
- 9 Solicit volunteers for next event if the event is held regularly.
- 10 Ensure all participants (girls, adults and staff) fill out evaluation forms.

## Post-Event Checklist

- \_\_\_\_\_ Return all borrowed items
- \_\_\_\_\_ Refurbish consumable resources (i.e., first aid kits)
- \_\_\_\_\_ Read participant and staff evaluations
- \_\_\_\_\_ Have a meeting with staff to review evaluations and to celebrate a job well done
- \_\_\_\_\_ Send thank-yous to outside resources as well as staff
- \_\_\_\_\_ Complete finances
- \_\_\_\_\_ File financial report
- \_\_\_\_\_ Complete Event Director's Report

\_\_\_\_\_ Send copy to person to whom you are accountable

\_\_\_\_\_ Return extra money to council or service unit

\_\_\_\_\_ Pat yourself on the back.

**YOU DID IT!**

## Encampment Checklist

Getting ready for a service unit encampment is a big job! The following are recommended guidelines to make the weekends encampment go smoothly on both ends! We thank you in advance for your help. Have a great time!

1 Please call the Ranger a few days in advance to confirm arrival time, facilities, and other questions that may arise. We want to minimize no shows.

2 Encampment Directors or designee **MUST** arrive **PRIOR** to troop arrivals - to facilitate check-in and be the last one to check-out. Rangers may not know where troops are assigned and will not want to contradict director's assignments. Orientation hand-outs may be given out then.

3 Please give the Ranger a schedule of events and encampment roster so they may be apprised of your group's activities. Many times, the ranger will need to know the location of a troop for emergency or late/early arrivals.

4 For use of waterfront/lodge/kitchen, adults in charge of those areas must be oriented by the Ranger prior to use. Any required Red Cross certificates will be checked at that time.

5 In case of all emergencies, please contact the Ranger first, so that proper authorities will be notified. If the Ranger is not available, follow posted emergency procedures and report actions to the Ranger at the earliest possible moment.

6 All troops must remain at their campsites until the Ranger has checked them out. Arrange check-out times with the Ranger so the process will go smoothly and quickly. Do not change times unless under an extenuating circumstance. If

more than one group is sharing a unit, the check-out time must be the same for both groups. Common areas of camp (fire circles, bathrooms/latrines, lodge, etc.) must also be checked out at designated times.

7 Be sure attendance forms are completed and turned in to the Ranger.

## Event Director's Job Description

### Purpose:

To direct a Girl Scout event based on the established purpose and goals.

### Accountable:

To the group asking you to direct the event, such as Service Unit, Association, etc., or to a council membership staff for regional and council events.

### Principal Duties:

1 See that everything that happens at the event helps participants to understand the values of the Girl Scout program.

2 Work with assigning group to establish purpose and goals.

3 Work with assigning group to recruit, select, place and train staff.

4 Assure that the health and safety of participants and staff are in accordance with Safety-Wise and council policies.

5 Working with staff, establish a budget, select a site, create flyer, and register participants. Keep records and furnish reports to assigning group.

6 Working with staff, establish a program that supports the event purpose and goals.

7 Maintain control and atmosphere of fun throughout the event. Run the event and staff meetings in a democratic manner. Respect the rights of everyone. Responsible for staff morale and recognition.

8 Develop good public relations between the event, assigning group, council and the community.

9 Evaluate all aspects of the event including budget, registration/participation numbers, program, goal attainment.

10 Thank everyone involved with event. Return all borrowed equipment. Replace items consumed during event such as First Aid supplies.

11 Have fun and learn something new.

## Event/Training Evaluation

Councils are often requested to provide information to various groups (GSUSA, United Way, news media, etc.) about the number of girls and adults involved in their programs. Your assistance is needed to collect this information. Please take a few minutes to complete this summary for any service unit event, multi-service unit event, regional event or training. This form should be completed no later than 30 days after the event and returned to your staff support.

Name of Event/Training:

Date:

Time:

Age Level:

Location:

Staff Support:

Cost per Girl:                      Includes:

Cost per Adult:                      Includes:

Brief Description (including transportation information if provided):

Event Director:

Home Phone Number:

Work Phone Number:

Cellular/Mobil Phone Number:

Pager Number:

Address:

City, State Zip:

Number of Troops Participating:

Number of Service Units:



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Total Expense: . . . . . \$ \_\_\_\_\_

Additional comments including explanation of shortages or profits: . . . . \$ \_\_\_\_\_

## Event Director's Evaluation and Recommendations

Event Dates \_\_\_\_\_

Director Reporting \_\_\_\_\_

Please comment and make recommendations in the following areas:

Planning

Overall Planning Phase

Council Support. Was it adequate? What was missing, if anything?

Budget Process.

Publicity/flyers, etc. What methods were used to recruit girls?

Registration and record keeping.

Staff recruitment/pre-program training.

## Implementation

Operation of your program/what took place?

Site facilities.

Health and safety

Participant's evaluations: highlights, successes and improvements.

Director's comments/recommendations.

Additional comments.

## Council Forms

The following forms are also needed, but each council will have their own, including details specific to your council's operational procedures. NSUDs and SUMs generally have a supply on hand or they will know how to help you.

Day Permission Slip

Overnight Permission Slip

Volunteer Application

Report of Volunteer Interview

Volunteer Referral Form

Application for Non-Council-Owned Sites

Financial Aid For Girls

Financial Aid For Adults

Serious Accident and Illness Report

Notification of In-Kind Donation Received