

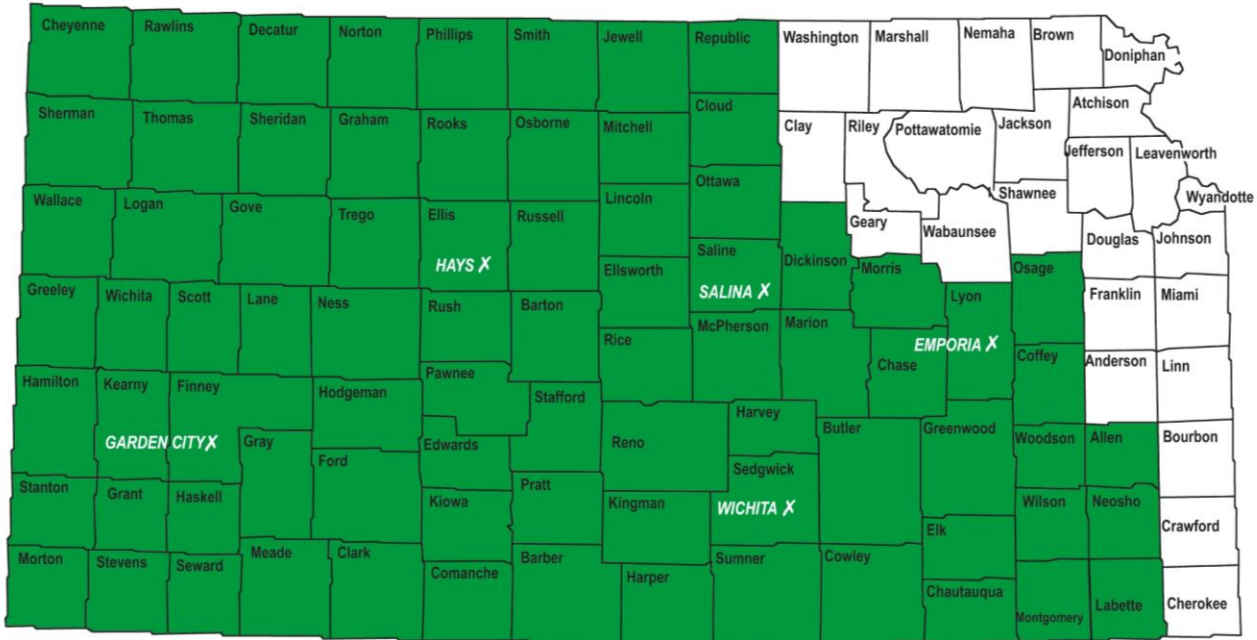


# **Volunteer Essentials**

## ***Event • Camp • Series Planning Guide for Volunteers***



# Girl Scouts of Kansas Heartland



**X** Location of Regional Offices

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

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**Web site:** [kansasgirlscouts.org](http://kansasgirlscouts.org)

**Staff Contact Information** can be found at: [kansasgirlscouts.org](http://kansasgirlscouts.org)

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# Introduction

## Pathways Overview

Across the country, the Girl Scout community is hard at work on a whole new approach to making sure that everyone can participate in Girl Scouting in the ways they want to. Both girls and adult volunteers can choose from flexible ways to participate that offer the freedom to tailor your level of involvement to fit your schedule and lifestyle. You can also volunteer behind the scenes, working in your council office, instead of volunteering directly with girls.

Girls can choose any one, all, or some of the options—camp, events, series, troop, travel, and virtual\*— within a single membership year, while volunteers have the option of partnering with girls throughout a membership year or committing to an opportunity for only a few weeks or months. (\*Note that virtual is still in development.) Based on external independent research and extensive surveys with thousands of council staff members from around the country, we have a good sense of which options will interest girls, based on their grade levels (see the chart at right).



Grades												
K	1	2	3	4	5	6	7	8	9	10	11	12
Troop												
		Camp										
				Series								
									Events			
						Travel						
			Virtual									

Event, Series, and Camp programs offer an ideal way to give girls leadership opportunities. The three processes (girl-led, learning-by-doing, and cooperative-learning) work beautifully as girls lead their own planning, cooperatively plan every aspect of a large event, short series, or camp experience and learn through the process what works and what doesn't. In the same way, the three leadership keys (discover, connect, and take action) expand girls' leadership skills as they spend weeks or months planning, which may include an extensive take-action component.

## Events

Events are stand-alone program offerings; examples include special overnights or lock-ins, one-day themed Girl Scout activities, or leadership conferences for teenage Girl Scouts. The primary difference between events and all other pathways is that different girls may participate in each event individually, as opposed to one group of girls coming together regularly.

## Series

Series is a sequence of linked, cumulative program sessions that relate to a specific theme or purpose with the same group of girls participating in all sessions for a short duration. Series might include, for example, paleontology, media, video game design, meteorology or robotics. Each girl chooses to participate in the entire series as a complete program package; series offerings may be short term (for example, six days of two-hour daily meetings) or longer term (such as meeting every two weeks for twelve weeks) but is always shorter than an academic year. Series offerings may require a pre-requisite to participate from session to session, because girls build on the skills learned at each session. If your series will run over a long period of time – say, several months – you may find that the appendix for troop volunteers is equally helpful to you.

## Camp

Camp offerings feature day, weekend, and resident camp experiences that introduce and explore the out-of-doors. A defining characteristic of this pathway is that it is an outdoor, condensed experience.

- **Day camp** includes girls who are currently attending or have completed kindergarten (and above), and who typically meet for at least three days for four or more hours. The occasional overnight may be offered.
- **Weekend camp** includes girls who are currently attending or have completed kindergarten (and above), and typically last for two or three days, with overnights.
- **Resident camp** includes girls who have completed fourth grade (and above), and typically last three to fourteen days. Campers live at the program site for the duration of the session. Resident camp is typically delivered by seasonal staff during the summer season; this differs from the volunteer-delivered nature of all other pathway offerings.

*Follow the chart on the following page for Girl Scouts of Kansas Heartland recommendations for Camp, Event, & Series progression.*

## Event-Series-Camp Progression Chart

	<b>Camp</b>			
Grade Level	Day Camp	One Night	Two Nights	Resident (Three or More Nights)
Daisy (K-1)	X	With family member		
Brownie (2-3)	X	X	X	
Junior (4-5)	X	X	X	X
Cadette (6-8)	Leadership opportunity	X	X	X
Senior (9-10)	Leadership opportunity	X	X	X
Ambassador (11-12)	Leadership opportunity	X	X	X

	<b>Event</b>			
Grade Level	Day Trip	Day Trip with Overnight	Badge/Skill-set workshops	Leadership Conference or Retreat
Daisy (K-1)	X	With family Member	X	
Brownie (2-3)	X	X	X	
Junior (4-5)	X	X	X	
Cadette (6-8)	X	X	X	X
Senior (9-10)	X	X	Leadership opportunity	X
Ambassador (11-12)	X	X	Leadership opportunity	X

Topics listed are examples, and camp/event/series are not limited to these listed.

	<b>Series</b>				
Grade Level	STEM-based (Science, Technology, Mathematics & Engineering)	Healthy Living	Financial Literacy	Journey-based	Other topics: photography, car care, horses, etc
Daisy (K-1)	X	X		X	
Brownie (2-3)	X	X	X	X	
Junior (4-5)	X	X	X	X	X
Cadette (6-8)	X	X	X	X	X
Senior (9-10)	X	X	X	X	X
Ambassador (11-12)	X	X	X	X	X

# Roles

## Your Role as a Program Volunteer

Your most important role as an event, series, or camp volunteer is to be excited about everything this opportunity affords you: a chance to partner directly with girls; an opportunity to bring new girls into Girl Scouts; an invitation to play a critical role in their lives; a chance to watch them blossom under your direction!

To ensure that every program infuses the Girl Scout Leadership Experience (GSLE) at every opportunity, limit your role to facilitating the girls' brainstorming and planning (but never doing the work for them). Allow the girls to lead, learn collaboratively, and learn by doing (and by making mistakes). All the while, however, provide ideas and insight, ask tough questions when you have to, and support their decisions with enthusiasm and encouragement!

As a program volunteer, you may work with girls over the course of a few weeks or a few months. Regardless, you serve as a partner and role model to girls. You'll also work closely with a co-volunteer because two adults must be present at all times when working with girls, and at least one of those volunteers must be female and not related to the other adult. Men can serve as program volunteers, but an adult female who is not related to the other volunteer must be present at all times, and at no time is a girl to be alone with only one volunteer. Remember to check the adult-to-girl ratios in Volunteer Essentials, chapter four (Safety-Wise).

## Volunteer Positions

There are a number of different Girl Scout volunteer positions that may be involved with planning Events, Camps, or Series. Think about which position(s) best fit your skills and interests.

### The **GSLE Committee Organizer**:

- Is responsible for ensuring all Pathway offerings established in assigned area are aligned with the Girl Scout Leadership Experience while relevant to girls' interest and needs.
- Works with Membership and Community Growth Organizer to recruit volunteers for Lead Advisors, Individual Girl Member Support, Girl Facilitators, and Troop Volunteers in the planning and delivery of program offerings.
- Ensures that all volunteers involved have timely and up-to-date communication/information about the GSLE, national and local program resources, safety and risk management.

### The **Lead Advisor** (Camp, Event, Series)

- Responsible for establishing, planning, and implementing volunteer-led, experiences for girls that align to the Girl Scout Leadership Experience through camp, event, or series opportunities within an assigned area.
- Over sees safety and risk management for each offering.
- More than one lead may be established within an assigned area based pathway delivery (such as a day camp lead and a healthy-living event lead)

### **Coordinators** (Camp, Event, Series)

- Provides assistance to the Lead Advisor in establishing, planning, and implementing the Girl Scout Leadership experience through camp, event, or series opportunities.
- Each opportunity may have a group of coordinators to implement and deliver the experience (such as a business manager, facilities or program coordinator)

## Your Responsibilities

Responsibilities for these positions are detailed in the full position descriptions, but duties for Event, Series, and Camp planning volunteers generally include:

- Sharing your knowledge, experience, and skills with a positive and flexible approach
- Working in partnership with girls so that their activities are girl-led, and also partnering with other volunteers and council staff for support and guidance
- Organizing fun, interactive, girl-led events, series or camp that address relevant issues and match girls' interests and needs
- Inviting girls from the entire service area to participate without limiting programs to your community or only to girls who are currently registered
- Processing and completing forms and paperwork, including the Event/Series/Camp Application
- Responsibility for safety and risk management of the site and activities
- Overseeing group funds with honesty and integrity
- Maintain communications with girls and volunteers

## Your Support

In your role as a volunteer, you can find support not just from those other volunteers in your community, but also from additional volunteers, parents and guardians, council staff members, community members, and others who have expressed interest in working alongside you.

Instead of getting burned out trying to accomplish everything by yourself, remember to ask for help! Here are a few things you may need to ask for help with, but these are just suggestions: filling in for you; arranging a location; promotion of the event, camp, or series; locating adults with special skills or expertise; assisting during a program; and managing group records. Don't forget that girls should also be involved in the planning. *Find more details about girl-led planning on page 8.*

## Event Committee

When planning an event, consider putting together a committee that includes both other Girl Scout volunteers and girls. Whether girls are involved with initial planning, or managing specific tasks the day of the event, they are practicing the Girl Scout Leadership Experience: discovering themselves, connecting with others, and taking action to make the world a better place. Once you've drafted a loose framework or idea for your event, based on the checklist in the next section, take this time to ask the girls what they think. Older girls may not want you to draft any sort of idea in advance, meaning you would simply put the initial idea away and let them take the reins. Younger girls, on the other hand, may only be able to fill in a few ideas here and there, as their personalities and interests dictate. Involving them empowers them and promotes the fun and friendship that have always been so integral to Girl Scouting.

Once you've assembled the committee, the first thing you'll want to do is meet with this group and discuss what brought you to Girl Scouts; review your strengths and skills; and talk about how you would like to work together as a team. Also discuss:

- When the program itself will happen, and how long the planning process will take
- When and where to meet as a group, if necessary
- When, where, and how often to hold planning meetings



# Letting Girls Lead

## Girls' Roles in Program Planning

Planning a program offers an opportunity for girls to hone their leadership skills once they have completed the following teen mentoring opportunities:

- Program Aide Training (available for girls in sixth through eighth grade)
- Volunteer-in-Training (available for girls in ninth through twelfth grade)
- Outdoor Program Aides (available for girls in sixth through eighth grade who have completed the Program Aide training and the Outdoor Leadership for Older Girls)
- Counselor-in-Training I (available for girls in ninth grade or above, who have completed the Outdoor Leadership for Older Girls)
- Counselor-in-Training II (available for girls who have completed Counselor-in-Training I)

**Note:** It is not recommended that Girl Scouts work with younger girls within two years of their own grade range. For example: Cadettes can work with Girl Scout Daisies and Brownies but not Juniors.

## Girl-led Planning

Girl led means that girls play an active part in figuring out the “what, where, when, how, and why” of their Girl Scout activities. This means girls are more engaged in playing a critical role as decision-makers in the planning and implementation of their activities. As part of an adult-girl partnership, volunteers can use the Girl Led process to strengthen and support girls' empowerment and decision-making roles in activities. Girl led experiences have the potential to benefit girls on numerous levels.

Research suggests that youth programs are most effective in producing positive change and eliminating risky behavior when the learning experiences are conceived of and implemented by the young people themselves. Additionally, when girls are leading their activities, they are also engaging in their own “Learning by Doing” process, increasing their interest in and memory of skills learned and concepts acquired. Within the Girl Led process, adults provide grade-appropriate guidance, ensuring that planning, organization, set-up, and evaluation of all activities are done as much as possible by girls. In the higher grade levels, these activities will be initiated and conducted by the girls themselves, with adults serving only as resources and support. The Girl Led process within the Girl Scout Leadership Experience ensures that girls are engaged in learning, leadership, and decision-making opportunities as they prepare to become active participants in their local and global communities.

As with any other activity, be sure girls are leading the 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:

- **Assessment:** Assess the needs and interests of your audience. This can be done both formally (e.g., through surveys) and informally (e.g., asking people like fellow volunteers or leaders and girls). Assessing needs and interests is a critical first step towards purposeful programming.
- **Goals:** Once you have a sense of your audience's interests and needs, begin to clarify your goals for the event. Establishing goals and objectives will guide your organization in the planning process. Consider the following as you establish your goals:
  - Who is your audience?
  - What are you trying to accomplish by having this particular program?
  - How do the goals tie-in to the Girl Scout Leadership Experience?

- **Brainstorming:** Brainstorm ideas designed to meet identified needs, interests, and goals. Discuss the feasibility of programs, available resources, special requirements and conflicts of possible duplication in programs. Brainstorming is often one of the best ways for a group to come up with ideas for general programming and publicity gimmicks. Also, consider whether your program ideas are inclusive of many/all girl members. While we rarely meet all girls' needs in one program, we should strive to be as inclusive as possible in our efforts.

*Ideas for girl-led events with family, friends, and community experts are also available in the Journey adult guides!*

# Planning and Checklists

## Initial Planning

Begin planning by selecting a date, requesting space, creating a timeline, and starting necessary paperwork.

- Identify possible dates and then select the best one(s). Take into account time needed to organize and publicize. Determine possible conflicts, such as community events, holidays, weather, other programs, etc.
- Determine the anticipated attendance – this will allow you to secure the most appropriate location and can help you estimate costs more effectively.
- Look for facilities/space for the program. Consider all your options and be sure to check early because your top choice may already be reserved.
- Consider who will be involved in the planning, implementing, and evaluation of the event.
- Identify the special needs of the event (e.g., equipment, parking, stage, insurance, safety, sound, etc).
- Establish a working calendar or timeline for deadlines.

## Budgeting

Develop a budget. Use the sample worksheet and example found in this guide or create your own.

Is this event, series or camp program being done as a troop money earning activity?

- If yes, submit the “Request for Money Earning Activity” along with the Event/Series/Camp Application.
- If not, is the cost per girl covering the expenses?

## Program Planning Timeline & Checklist

Use this guide to help you organize your Event, Camp, or Series programs.

### 12-8 months before:

- Choose type or theme of event, including target audience
- Secure site/location (may need to be secured 6 months to 1 year in advance) and event date
- Secure all necessary permits for use of the location
- Prepare initial budget

### 7-5 months before:

- Develop a girl-friendly, attention-grabbing flyer. See information on branding and promotion in this guide.
- Make transportation arrangements if necessary
- Confirm volunteers to help with the event (will the adult/girl ratio be met?)
- Complete budget

### 4-2 months before:

- Complete the Event-Series-Camp Application, which includes options for listing the program on the GSKH website
- Turn in a copy of your program flyer along with the Event-Series-Camp Application.

- After approval, begin distributing flyers to Girl Scout troops and to schools/churches/other community outlets (1-2 months before the event is suggested).
- Order rentals if necessary (like port-a-potties, tents etc.)
- Purchase necessary supplies

**1 month before:**

- Continue distributing flyers to Girl Scout troops and to schools/churches/other community outlets.
- Use social media sites and your local paper to publicize the program.
- Collect registrations and money; provide updated information and maps etc.
- Ensure that all volunteers have been background checked and registered
- Write confirmation letters/emails to performers, speakers, and other contracted services. Keep a copy for your files.

**Month of the event:**

- Reconfirm site, transportation, volunteers, caterer, etc.
- Purchase non-Girl Scout member or high-risk activity insurance, if applicable.
- Arrange transport of all equipment and supplies
- Organize registrations and make sign in sheet
- Create evaluations for participants to fill out
- Assemble equipment and supplies
- Finalize room/equipment reservation and setup needs.
- Arrange for needed/additional help (volunteers, teen girls) and supplies.
- Delegate and coordinate each person's responsibilities in advance of the event.

**Day of event:**

- Arrive early and set up supplies/equipment
- Check-in volunteers and any performers or speakers
- Collect participant evaluations
- Introduce the event and identify your organization and any other sponsors.
- Keep the event on schedule.
- Be prepared to pay speaker or performer at conclusion of event if pre-arranged.
- Leave site cleaner than you found it
- Return equipment as soon as possible
- Make major emergency reports within 24 hours of an incident

**The month after:**

- Turn in Event-Series-Camp Financial Report
- Write thank-you notes to people who helped along the way.
- Pay all remaining expenditures
- Evaluate the program by discussing what was worthwhile and what the group would change or eliminate.
- Brainstorm ways to make the event better or bigger next year – or decide that one year was enough.

- Turn in any accident report forms (non-emergency)
- Have the girls take the lead on bringing the group back together to reminisce, tell stories, and share photos.

## Sample Event Outline

### **Fantastic Flags • November 11 • 1:00 p.m. to 4:00 p.m.**

**Purpose:** to teach girls basic flag ceremonies and etiquette so that they can perform for the community  
**Pre-Activity:** song circle—sing patriotic songs, teach “It’s a Grand Old Flag”

#### **Schedule:**

Opening: house rules, etc., divide into groups

(30 min.) Station A: learn basic flag ceremony

(30 min.) Station B: make beaded flag pin

(30 min.) Station C: learn flag etiquette for outdoors, parades, hanging flags

(30 min.) Station D: play flag history game

**Snack:** (30 min.) red apples, white popcorn, blue juice (snack after two rotations, then do other two rotations)

**Closing:** (30 min.) clean up stations, do evaluations, close with friendship circle and flag ceremony.

#### **Supplies needed:**

- Registration table: name tags, sign-in sheets, pens
- Pre-activity: poster with lyrics
- Station A: US flag, OR flag and GS flags on poles, stands
- Station B: red, white, blue beads, gold safety pins
- Station C: list of history questions and answers
- Station D: flag etiquette books or member of American Legion
- Snack: apples, popcorn juice, napkins, cups (for popcorn and juice)
- Closing: evaluations, pencils, items for flag ceremony

## Event Budget Worksheet

(see sample on the following page)

Name of program \_\_\_\_\_ Service Unit/Troop Hosting \_\_\_\_\_

Program Facilitator \_\_\_\_\_ Contact # \_\_\_\_\_ E-mail \_\_\_\_\_

Program Location/Address \_\_\_\_\_ Date of program \_\_\_\_\_

Use this worksheet to determine the cost of the program and submit a copy to the Finance Committee Organizer. Once the program is completed, use the final column to record actual cost and complete the Event-Series-Camp Financial Report.

Description	Projected:	Actual:
Expense		
Will need to estimate the # of participants in order to determine some costs		
Facility/Equipment Fees		
Office Supplies		
Postage		
Copying/Printing		
Food/Beverage		
Patches		
T-Shirts		
Non-Scout Insurance (if non-scouts, family or tag-alongs are invited)		
Program Supplies (list items)		
<b>Total Expense</b>		
Estimate the # of participants, then divide Total Expense by estimated participants to get a per girl fee. If adults are participating, then count them in the estimate. Fees can be adjusted up slightly to cover for fewer participants than estimated.		
Income		
Program Fee X #girls		
Program Fee X #adults (if they are participants)		
<b>Total Income</b>		

Sample Event Budget Worksheet

Name of program <b>Fantastic Flags</b> Service Unit/Troop Hosting <b>XYZ Service Unit</b>			
Program Facilitator <b>Paula Patriotic</b> Contact # <b>000-000-0000</b> E-mail <b>ppatriotic@redwhiteblue.com</b>			
Program Location/Address <b>1776 Betsy Ross Avenue, Independence, KS</b>			
Date of program <b>June 14, 20XX</b>			
Use this worksheet to determine the cost of the program and submit a copy to the Finance Committee Organizer. Once the program is completed, use the final column to record actual cost and complete the Event-Series-Camp Financial Report.			
	<b>Description</b>	<b>Projected:</b>	<b>Actual:</b>
<b>Expense</b>	Will need to estimate the # of participants in order to determine some costs		
	Facility/Equipment Fees	0	0
	Office Supplies (markers, tape, poster board, copy paper)	20	24
	Postage	0	0
	Copying/Printing (150 flyers @ \$.10)	15	15
	Food/Beverage (based on 30 participants)	25	22.67
	Patches	39	39
	T-Shirts	0	0
	Non-Scout Insurance (if non-scouts, family or tag-alongs are invited)	5	5
	Program Supplies (napkins, cups, beads, safety pins)	12	16.98
	<b>Total Expense</b>	<b>116</b>	<b>122.65</b>
	Estimate the # of participants, then divide Total Expense by estimated participants to get a per girl fee. If adults are participating, then count them in the estimate. Fees can be adjusted up slightly to cover for fewer participants than estimated.		
<b>Income</b>			
	Program Fee X #girls (\$5X30)	150	135
	Program Fee X #adults (if they are participants)	0	0
	<b>Total Income</b>	<b>150</b>	<b>135</b>
	<b>Difference + / -</b>	<b>24</b>	<b>12.35</b>

# Seeking Council Permission

*For any questions, use the contact information for our council offices on page 1.*

## Event – Series – Camp Application

Before any program, you and the girls will need to obtain council permission by completing the Event-Series-Camp Application. This is due to your local council office **4 weeks** before your program, though we recommend submitting it up to 8 weeks in advance. Encourage the girls to complete the information on the application themselves.

The application includes contact information; a detailed program plan; dates and location; estimated number of girls and volunteers, plus any non-Girl Scout members who will be attending; and planned safety protocols.

You will also need to submit a copy of your program flyer for approval; see the details on Girl Scout branding below.

The Event-Camp-Series application also includes the following options:

### Girl Scouts of Kansas Heartland Event Calendar

- Service Units, Troops, or Groups may have their event, series or camp posted to the Girl Scouts of Kansas Heartland online calendar at no charge.
- If an event, series, or camp program is posted to the Event Calendar, it is open for all Girl Scouts to attend.
- If programs are limited to a certain area or size you may want to consider not posting the information online.

### Girl Scouts of Kansas Heartland Online Registration

- The online registration system is available for utilization by Service Units, Troops, or Groups sponsoring an event, series or camp. This allows parents and troop leaders to sign up and pay for the program online, and also allows the use of Cookie Credits for payment.
- Cookie Credits may be applied to Service Unit, Troop, or Group events, series or camp programs only when the online registration system is used, and not through paper registrations.
- There is no charge to utilize this system and we encourage its use. Once the event, series or camp is posted for online registration, you will be assigned a username and password along with instructions on how to access the roster for your event.
- Program fees and cookie credit reimbursement will be sent to the host SU or troop as soon after the completion of the event.
- You may choose to utilize the online registration system without having the event posted on the GSKH website calendar.

## AGREEMENTS AND CONTRACTS

Many services or facilities who charge a fee will require a signed contract with them to ensure payment for services. Other facilities may require a “Hold Harmless Agreement” to limit their liability should someone be injured on their premises. **In both of these circumstances, the documents must be signed by the CEO of Girl Scouts of Kansas Heartland.**



There are other types of agreements that do not require the signature of the CEO, such as, a signed agreement that the users will clean up, turn off lights, empty trash, etc. If there is any question of whether the CEO needs to sign please contact your MVP specialist or council office. They will assist you in determining who needs to sign.

## **INSURANCE**

Every Girl Scout member has secondary insurance coverage paid for by the yearly membership fee. If family, community members or girls who are not members are invited to the program, insurance is needed for accident coverage of non-members. The cost is low-\$.11 per person, per day-with a minimum coverage of \$5.

Contact the council headquarters and ask to speak with the retail sales manager 2 weeks prior to the program date to arrange for coverage.

## **BRANDING**

Girl Scouts is a well-loved and iconic brand (think of our trefoil logo and trademark lettering). Few brands are able to be identified by a color or a shape; fortunately, we have the ability to do both. All products ordered for Girl Scout, t-shirts, water bottles, etc..., and the images and phrases featured on these products serve to enhance Girl Scouts' brand voice and mission. These products and their identifying marks send messages to the general public long after an event or project has ended. Everyone in Girl Scouting has a role in protecting the Girl Scout name and marks against unauthorized, inconsistent, and unlicensed use.

Any products, when offered through events, series or camp programs, whether sold or included as part of the program fee, must be ordered through the council shop. There are a variety of designs to choose from each year or a custom design can be ordered. Every effort is made to keep prices affordable and the process of ordering smooth and seamless.

Early in your program planning, determine what type of product, if any, you want to order. Then contact the retail sales manager in our Wichita location as soon as possible to discuss the designs available or the design you wish to have custom printed. Your shop personnel will also provide a timeline for ordering, cost estimate, terms for payment and discuss any other details of the ordering process. *Thank you for helping to protect our Girl Scout brand!*

# Resources

Your resources for designing Events, Series, or Camp programs include the Girl Scout Journeys, the Girl's Guide to Girl Scouting, and the skill-building badge sets. These resources include ideas for girls discovering, connecting, and taking action in a girl-led, cooperative learning, and learning-by-doing environment.

## Journeys

- The journeys show how it is possible to have a Girl Scout Leadership Experience in six to eight gatherings. Many girls and adults quickly find there is more they want to do, which is why the journey books are filled with tips for you to customize the experience. As their imaginations take hold, girls will have many more ideas about their journey. **Use a journey to plan a series, an overnight event, or a camping trip!**
- The journey adult guides provide customizable sample sessions for creating experiences, facilitating discussions, and assisting girls in earning awards. You and the girls are encouraged to customize the sample sessions as you plan your Events, Camps, or Series. **The journey will be much more fun and relevant as girls make it their own!**
- The journey series engage girls in stories – real and fictional – of girls and women taking action in the world. Make use of these stories and expand upon them whenever you can. Ultimately, girls will create their own stories in their group gatherings, as they meet new people and decide how they want to take action in the world. What other stories are going on in your area, and how can girls connect to them? What can girls find in stories – in art or life – that add to the feelings and ideas along their adventure? **Capture girls' imagination and motivate them to take action by sharing stories.**

## Girl's Guide to Girl Scouting and Badge Sets

- The Girl's Guide to Girl Scouting has more than just exciting, new badges for every age level. Each guide, which has everything for both girls and adults is full of information and activities. The Girl's Guide to Girl Scouting includes Legacy, Financial Literacy and Cookie Business badge activities, ideas to help tie the badges into the Journeys, illustrations and quotes from Girl Scout history...and more! Legacy badges include Artist, The Girl Scout Way, Citizen, Cook, First-Aid, Athlete, and Naturalist. In addition, the Skill Building Badge Sets offer badges on different topic areas that tie in with the Journeys. These resources will help in planning for Events, Camps, and Series that incorporate the Girl Scout Leadership Experience!

Check out [Girl Scouts of the USA: Official Web Site](#) for more ideas.

# Promotion Toolkit

Once the details for your event have been set, determine the best ways to promote the event. Think about who you want to attend this event, and the best ways to reach them.

## Flyers

Create a flyer to promote the Event-Camp-Series, keeping in mind the guidelines for using the Girl Scout brand (see “Branding” on page 16). In order to meet those standards, use templates provided to by the Girl Scouts of Kansas Heartland, or create flyers based on the branding guidelines.

Remember to:

- Keep flyers simple.
- Think about who you want the piece to influence and what you want them to do.
- Include the Who, What, When, Where, and Why of your event.
- List the name of the organizing group (for example *Girl Scouts of Kansas Heartland - Tri-County Twisters Service Unit*).
- If there is an event fee, outline the event cancellation and refund policy.
- If advance registration is required, note the deadline in **bold**.

## T-Shirts

T-shirts from an Event-Camp-Series program make great giveaways for participants, and also serve to promote future programs, and Girl Scouting, long after the program occurs. All t-shirts, along with other products, when offered through events, series or camp programs, whether sold or included as part of the program fee, must be ordered through the council shop.

Early in your program planning, contact the council shop to discuss the designs available or the design you wish to have custom printed. Your shop personnel will also provide a timeline for ordering, cost estimate, terms for payment and discuss any other details of the ordering process.

## Promotion Tips

- Connect with service units to schedule promotion time at service unit meetings.
- If you are willing to text from a personal cell phone, put together a message about Girl Scout happenings to send to your contacts, and encourage them to spread to another and so on.
- Use social networking (such as Facebook or Twitter). Make sure to post your messages on the Girl Scouts of Kansas Heartland’s Facebook page, or tweet to @ksgirlscouts. In your message, encourage others to spread the word on what you are posting (or in Twitter language: retweeting or RT).
- Distribute flyers and/or posters about Girl Scouts and the Event-Series-Camp program to current members, schools, businesses, community centers, libraries, religious organizations, etc.
- Keep local government officials updated on Girl Scout happenings in your community.
- Share your upcoming program details with the local media – newspapers, radio stations, etc.

# Safety

How can you, as a Girl Scout volunteer, determine whether an activity is safe and appropriate? Good judgment and common sense often dictate the answer. What is safe in one circumstance may not be safe in another. An incoming storm, for example, might force you to assess or discontinue an activity. If you are uncertain about the safety of an activity, call your council staff with full details and don't proceed without approval. *Err on the side of caution and make the safety of girls your most important consideration.*

Prior to any activity, read the specific *Safety Activity Checkpoints* related to any activity you plan to do with girls.

When planning activities with girls, note the abilities of each girl and carefully consider the progression of skills from the easiest part to the most difficult. Make sure the complexity of the activity does not exceed girls' individual skills. Also use activities as opportunities for building teamwork, which is one of the outcomes for the connect key in the Girl Scout Leadership Experience.

Please see [Volunteer Essentials](#) for information on health histories and/or medical examinations. Also, review the information in [Volunteer Essentials](#) on accident procedures, and make sure you have copies of the [Accident/Incident Report](#) on hand during your Girl Scout program.

# Reengaging Girls

The end of this event or series doesn't have to be the end of a girl's time with Girl Scouting. Some girls participate in Girl Scouting in all sorts of ways; others are excited only about shorter-term series and events. What lies ahead for them – and for you?

- Girls who are involved in many Girl Scouting opportunities may be getting tired of being in a troop or attending camp. That's okay – Girl Scouts offers many ways to participate. Talk to girls about other series or event opportunities, and also about travel offerings at your council. Older girls, especially, enjoy these shorter-term, flexible ways to be Girl Scouts.
- Girls who have never been involved in any other way besides this event or series maybe looking for longer-term opportunities. Juniors or Cadettes may want to join a troop or participate in camp, while Seniors and Ambassadors will want to hear about new series, events, and travel opportunities, so they can stay involved.
- Girls who have planned an event once tend to want to do it again. Be sure girls are aware that other event opportunities will exist for them in upcoming years. The great experiences they had planning this series or event may prepare them for future leadership opportunities.
- Girls may want to hear about the Girl Scout Bronze, Silver, or Gold Award which are opportunities for them to make a dramatic difference in their communities.

And what about you? If you're ready for more opportunities to work with girls, be sure to let the council know how you'd like to be a part of girls' lives in the future. Are you to volunteer with a troop? Participate in another series or event? Help organize a trip? **The possibilities are endless.**