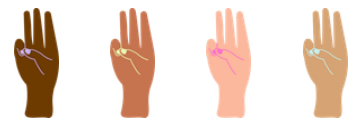


Welcome to Your Service Team Role!

We are SO excited you have chosen to be part of a key element of the Girl Scout experience in your community! Volunteers are the heart of Girl Scouts, and we are happy to have you on board in this role. As a Service Unit Team member, you are a direct representation of Girl Scouts. A well-functioning service unit increases awareness about the Girl Scout Movement, supports Girl Scout volunteers in the area, and increases the reach of Girl Scouting through membership, service, hosting events, and providing programming. These actions are critical to sustaining and expanding the Girl Scout Movement. Thank you for taking this step into leadership with GSNI, and we look forward to seeing the amazing things you do!



Service Unit Event Coordinator

As a Service Unit Event Coordinator, you will collaborate with the Service Unit Team, so you are not alone in your role! At the Service Unit Planning Meeting in August, you and the team will decide what events to host for the year. You can decide how the events can be planned. For instance, will you lead the planning for any events or ask for volunteers to plan each event? Either way you will oversee events and help as needed to strive for event success. The Membership Engagement Specialist (MES) is also available for any questions or concerns. It is a team effort!

What an Event Coordinator Does

How an Event Coordinator Does It

Collaborate with the Service Unit Team	
Discuss past events to identify successes and challenges.	Determine what past events were well attended and enjoyed by the youth.
Establish the type of events to be offered for the year.	Discuss past successful events to decide if the event will be hosted each year. Brainstorm any new events the team would like to host. Ensure events follow GSNI guidelines.
Examine the process for taking event registrations and payments.	Ask for feedback on the current process to find out if it needs to be changed. For instance, CheddarUp allows for electronic registrations and payments. CheddarUp can also create reports to organize event information.
Work with the Treasurer to discuss event budgets.	Connect with the Treasurer at the Service Unit Planning Meeting in August. Introduce yourself and ensure you have each other's contact information. Determine a system for discussing budgets and passing along any physical payments.

Planning Events	
Familiarize yourself with GSNI Branding Requirements.	Visit the following pages for the Quick Branding Guide, logos, fonts, flyer templates, and additional resources: • Branding page on GSNI's website • Rallyhood Branding Page
Determine who will plan and organize the event(s).	Share at service unit meetings and through service unit communications about the events for the year. Ask for volunteers to lead the planning and/or to work with others to plan an event of interest.
<i>Manage event details.*</i> <i>*If delegating to other volunteers, explain you must be kept in the loop, have final approval, and ensure all guidelines are followed.</i>	Decide on event details: • Type of event and activities. ◦ Review Safety Activity Checkpoints (SAC). • Planning timeline (see Event Workflow Sample). • Girl Scout level(s). • Date, time, and location. • Estimated costs and potential participant fees. • Badge/patch included? • Open to non-members (tagalongs, bring-a-friend, or family members)? • Adult-to-youth ratios (provided by parent, troop, or event volunteers)? • Invite with registration information (flyer, CheddarUp, Sign-Up Genius, or Rallyhood). • Permission slips and potential waivers (leaders or event volunteers responsible for collection). • Event day volunteers and responsibilities.
Obtain approvals from GSNI prior to sharing registration information.	Email MES proposed event flyer or CheddarUp link for review. Email customercare@girlscoutsn.org any required travel forms, activities flagged in SAC for GSNI approval, and/or facilitator requests.
Promote event.	Connect with the Communication Liaison and/or Service Unit Manager at the Service Unit Planning Meeting to discuss the process for distributing event invites. Follow the determined process for the initial invite and send reminders.
Monitor registrations and volunteer sign-up.	Continually check on registration numbers to ensure minimum participant requirements are met. If not, determine if the event will be cancelled or if the invite can be extended to other service units. Verify volunteer sign-ups for event safety guidelines. If not, recruit more volunteers or cancel event.
Post-event follow up.	• Debrief after the event with volunteers. • Send gratitude to volunteers and sponsors. • Ensure after-event responsibilities are completed. ◦ Wrap-up any registrations and payments. ◦ Work with Treasurer on reimbursements. ◦ Distribute badges/patches.

Event Workflow Sample

2-12 MO PRIOR	6-10 WEEKS PRIOR	5+ WEEKS PRIOR	4+ WEEKS PRIOR	4 WEEKS PRIOR	3-5 DAYS AFTER
					
VOLUNTEER	PLANNING	APPROVAL	COMMUNICATION	REGISTRATION	FEEDBACK
Identify an event opportunity and find volunteers to assist in planning the event.	Complete event planning, budget, and flyer with registration requirements.	Share flyer with MES for approval. Seek GSNI approval for travel, facilitator requests, and activities flagged in SAC.	Share event details with Communication Liaison to include in service unit communications and social media.	Open event registration for at least 2 weeks. Share reminders via service unit communications.	Share a survey with event participants. Summarize feedback on what went well and what can be improved for next time.

Important Topics & Potential Events by Month

July

Take a break!

August

- Attend Service Unit Team Planning Meeting to decide what events to host

September

- Share the events to be planned and need for volunteers

Bridging and Highest Award Ceremonies

October

*Rededication/Investiture Ceremony
Juliette Low's Birthday*

New Membership Year begins October 1

November

*Service Project Ideas:
Veteran's Day
Feed My Starving Children*

December

*Holiday party,
caroling, or donation drive
for winter holidays*

Enjoy your holidays!

January

Service Unit Cookie Kick-Off

Cookie season begins!

February

World Thinking Day

March

Girl Scout Birthday/Week

April

*Volunteer Appreciation Month
Girl Scout Leader Day*

Renewal begins!

May

- Renew your role
- Attend Service Unit Planning Packet year-end review

Bridging and Highest Award Ceremonies

June

Take a break!