



Let's Plan: SEME Events Toolkit





Introduction

Thank you for making a difference here and now by helping to plan a Girl Scout Event!



In this toolkit, you'll find some additional resources and links to help you plan a SEME Event. One adult from the troop must have taken the "611 Special Events Director" course in gsLearn before you start planning your event. Be sure to access the most recent versions of required [SEME forms](#) trainings via the [GSGLA website](#).

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Definitions: SEME Events

What is a Special Event?

A special event is defined as an event organized by Girl Scouts for Girl Scouts, and meets any of the following criteria:

1. Events that invite/include FOUR or more troops, that require a sign up or registration process.
2. Events that take place as part of a Take Action Project, Bronze, Silver or Gold Award project, outside of regular troop activities.
3. Any events that collect funds in any way (regardless of if profit is anticipated or not). Events that do not require payment, make a profit, or make LESS than \$250 will not count against money earning activities limit.
4. If the event is organized by another organization (i.e. parade or community clean up) it is NOT a Girl Scout Special Event unless it meets any of the criteria above.

Who organizes a Special Event or Money Earning activity?

1. Troops - Older girls hosting events for younger Girl Scouts.
2. Service Units - A group of adults hosting events for Girl Scouts and/or adults.
3. Individuals - Destinations, Travel, and Gold Award candidates hosting for their project/trip.

Does the Special Event:

- Support the Girl Scout Leadership Experience (GSLE) outcomes?
- Reflect the values of the Girl Scout Mission, Promise, and Law?
- Provide an opportunity for personal growth, exploration and discovery?
- Involve girl planning and input?
- Provide a positive learning experience?
- Support the event's purpose and goals?

What are the criteria and eligibility requirements to do Special Events and Money Earning?

- Service Unit and Council approval are required before an event can be advertised or accept registrations.
- Applications must be submitted at least 4 weeks prior to the event.
- Troops must be in good financial standing with the council. (See [Volunteer Essentials](#) for details and all Council policies around Money Earning)
- All troop members must be registered and have parent permission slips to participate.
- Girl Scout Daisies CANNOT plan and host SEME activities.
- Troops must have participated in both council sponsored product programs in order to be eligible to do profit making activities. (See SEME manual for specifics)
- Troops must have a purpose and financial need for the Money Earning Activity.
- Brownie, Junior, and Cadette Troops may only do a maximum of 4 Money Earning Events in a year.
- Large multi-level, Senior, or Ambassador troops may do a maximum of 6 Money Earning Events in a year.
- Money Earning Events (profit making) are not permitted during the cookie booting portion of the Cookie Program.
- Money Earning Events cannot solicit or raise money for other organizations.
- See the SEME Manual for more details and guideline.



There's No I in Team

Foundations are critical to your success at.... **ANYTHING.**

That you have a committee and that you take time to build a team with that committee is vital to your success with Girl Scout Events.

Start at the very beginning, even if you already know each other individually. Take time to get to know each other, talk about everyone's expectations, hopes, and dreams for the event, to make agreements, to discuss a plan B, and to get to know each other some more.

The [SEME Manual includes](#) great information on roles for a committee, and the benefits of working on a committee. Below are some great ice breaker suggestions for planning meetings.

Some favorites with links:

- [Ungame Questions](#)— need a deck of cards.
- [Two Truths and a Lie](#)
- [Fingertip Hula Hoop \(#13\)](#)
- [No hands cup stacking \(#17\)](#)
- [Scavenger Hunt \(#2\)](#)— do this as a team
- [Someone Like Me](#)
- [Just Like Me](#) (one way)
- [Just Like Me](#) (another way)
- [See What I mean? \(#5\)](#)
- Also, [these](#)
- And these [virtual ones](#)





Event Planning Worksheet

General Description:

Working Title: _____

Goals & Outcomes:



What are the key activities we want to include?

How will we integrate the Girl Scout Leadership Experience and the National Program Portfolio into these activities? (See the Badge Explorer).



Ideal Committee: _____

Who might we specifically ask to help?

What other human resources do we need?

What is our budget? _____

What are the space requirements?

Where do we want to hold this?

Back up choices?

What do we need to think about for plan B?

How will we publicize the event?

What is our Go/No-Go number?

Other thoughts?

Committee Members

List names and strengths



Girl Scout Leadership Experience

Thinking about what you've brainstormed on the Event Planning Worksheet, review these concepts of the Girl Scout Leadership Experience (GSLE):

If it is a multi-level event, how will you provide progression activities to allow for age/developmentally appropriate learning to take place? Check all that apply:

- ☐ Activities are level-specific
- ☐ Activities are adapted for different levels (increased difficulty)
- ☐ Girls are given more responsibility/choice within the activities as they get older
- ☐ Other: _____

How will you include at least one of the following processes? *(Required for all events and recommendations for opportunities).*

Girl Led	Learning by Doing	Cooperative Learning
<input type="checkbox"/> Girls are involved in the planning of activities.	<input type="checkbox"/> Activities are not only hands-on but also minds-on.	<input type="checkbox"/> Girls teach one another or present to one another.
<input type="checkbox"/> Activities involve the girls in decision making.	<input type="checkbox"/> Girls are involved in determining the next steps based on outcomes.	<input type="checkbox"/> Girls work together to solve a challenge or complete an activity.
<input type="checkbox"/> Questions/activities are open ended and allow girls to think critically.	<input type="checkbox"/> Activities involve role playing.	<input type="checkbox"/> Girls see how they can make a difference in their community.
<input type="checkbox"/> Girls take the lead in discussion	<input type="checkbox"/> Girls have a chance to practice the skills they learn.	<input type="checkbox"/> Girls have a chance to reflect on the activity as a group.
<input type="checkbox"/> Girls are offered choices.	<input type="checkbox"/> Games are used to teach skills.	<input type="checkbox"/> Girls work on activities that are developmentally appropriate in small groups.
<input type="checkbox"/> Other: _____ _____ _____ _____ _____ _____	<input type="checkbox"/> Other: _____ _____ _____ _____ _____ _____	<input type="checkbox"/> Girls learn from professionals in the field. <input type="checkbox"/> Other: _____ _____ _____

What badges, awards, or GSGLA patches will your event address? Please list the corresponding badges steps/activities if know.

- ☐ Check here if you need more info on badges/awards or how to incorporate them into your event.



Six Part - Event Template

Part & Topic	What will we do?	Why are we doing it? Desired outcomes	Who will do it?	What materials do we need?
Start Up				
Opening				
Business				
Activities				
Clean Up				
Closing				



Sample Event Schedule

The length of your event will depend on the number of participants attending and the number of stations or activities you offer. If possible, have separate stations for younger girls and older girls so that they can have a richer experience focused on level appropriateness. If you anticipate having a large number of Girl Scouts in any age bracket, Daisies/Brownies/Juniors and Cadettes and up, you might consider having multiple rotations.

Be sure to consider your location or facility to allow for the best place for certain activities and travel time between stations. Select spaces that will support particular activities and create a traffic flow that will allow people to move well between those activities.

It's important to give time in between workshops for presenters to regroup and set up, and for troops to travel to their next station. Food breaks and bathroom breaks are important, but you don't want too many of them.

Time	Activity	Description
60+ Minutes	Event Staff Set-up Venue	<ul style="list-style-type: none">• Set up outdoor directions to guide people to check in.• Organize check-in area and First aid station.• Arrange tables, chairs, stations.• Orient your volunteers and do a pep huddle.• Ensure any last-minute details are completed.
30 Minutes	Check-in Presenter set-up	<ul style="list-style-type: none">• Using your pre-determined check-in procedures, check-in the troops as they arrive.• Give any special instructions as needed.• Hand out the pre-opening activity and provide instructions as needed for girls to complete.
15 Minutes	Opening	Welcome everyone to this awesome event! <ul style="list-style-type: none">• Introduce yourself and volunteers,• Briefly go over what will happen at the event,• Make sure everyone knows where the bathrooms are and go over any special instructions for the day.• Conduct your opening flag ceremony.
45 Minutes	Activity Rotation	The girls/troops will rotate through the stations as assigned.
5 Minutes	Passing Time	Moving from one session to the next.
45 Minutes	Activity Rotation	The girls/troops will rotate through the stations as assigned.
15 Minutes	Break	This is a time for girls to have a snack and go to the bathroom as needed and for the volunteers to set up for the next activity.
45 Minutes	Activity Rotation	The girls/troops will rotate through the stations as assigned.
5 Minutes	Passing Time	Moving from one session to the next.
15 Minutes	Clean-up & Closing	Ask everyone to clean up something <ul style="list-style-type: none">• Thank participants for coming.• Have a Friendship circle.• Have troops complete the evaluations.
30 Minutes	Event staff final clean-up and check-out.	Remember, a Girl Scout always leaves a place better than she found it. Make sure you remove your items, put tables and chairs back (if applicable), check the bathrooms, and collect any lost and found items.



Materials List

Based on the activities your committee chooses, create a materials list for acquiring or shopping for your supplies.

Item	Quantity	Acquired How: Bought, borrowed ordered, or printed	Person Responsible

Be sure to remember the basic supplies:

- Name tags
- Pencils/pens/markers
- Tables and chairs
- First aid kit
- Tape
- Scissors
- Flags- American flag (required) and optional:
World Association flag, Girl Scout flag, Service Unit Flag.
- Bell or other signaling device to let troops know when
it is time to switch stations.
- Any other materials needed.

[illegible]



Names	At least 2 months prior to the event				
<input type="checkbox"/> Begin keeping detailed notes about meetings and decisions made.					
<input type="checkbox"/> Develop a plan for communication about the event.					
<input type="checkbox"/> Develop event registration procedures.					
<input type="checkbox"/> Develop the program and include GSLE and NPP activities.					
<input type="checkbox"/> Submit the SEME Application for Service Unit approval and council staff MORE than 4 weeks before.					
<input type="checkbox"/>					
<input type="checkbox"/>					
<input type="checkbox"/>					
<input type="checkbox"/>					



Names	At least 6-8 weeks prior to the event				
<input type="checkbox"/> Arrange for and contact presenters.					
<input type="checkbox"/> Arrange for event first aider per the Safety Activity Checkpoints .					
<input type="checkbox"/> Develop the event budget.					
<input type="checkbox"/> Confirm the site/location and that it meets the Safety Activity Checkpoint standards.					
<input type="checkbox"/> Develop a written plan B and cancellation plan.					
<input type="checkbox"/> Once approved, publicize the event registration.					
<input type="checkbox"/>					
<input type="checkbox"/>					
<input type="checkbox"/>					



Names	At least 4-6 weeks prior to the event				
<input type="checkbox"/> Check in with presenters.					
<input type="checkbox"/> Develop the event's check-in and check-out procedures.					
<input type="checkbox"/> Continue to publicize the event registration.					
<input type="checkbox"/> Continue to develop the program, including some practice of new activities (or new to leaders).					
<input type="checkbox"/> Finalize the program for the event.					
<input type="checkbox"/> If the event include high-risk activities, submit the application e-form.					
<input type="checkbox"/>					
<input type="checkbox"/>					
<input type="checkbox"/>					



Names	At least 2-4 weeks prior to the event				
<input type="checkbox"/> Process registrations and send out confirmations.					
<input type="checkbox"/> Order participants' recognitions.					
<input type="checkbox"/> Check in as a committee to review what has been done and what still needs to be.					
<input type="checkbox"/> Review as a committee who will be responsible for what before, during, and after the event.					
<input type="checkbox"/> Review the event schedule and program for potential problems.					
<input type="checkbox"/> Develop an evaluation form or procedure for the event.					
<input type="checkbox"/> Communicate with any presenters to ensure they are still attending.					
<input type="checkbox"/> Create event signs like parking, directional, etc.					
<input type="checkbox"/> Visit site again for last minute details such as parking, traffic, set-up, etc.					
<input type="checkbox"/> If the location requests a copy of our insurance, submit the COI Request form.					
<input type="checkbox"/>					
<input type="checkbox"/>					
<input type="checkbox"/>					



Names	At least 2 weeks prior to the event				
<input type="checkbox"/> Catch up on everything not completed.					
<input type="checkbox"/> Develop a list of tasks for the day of that you can delegate to non-committee members who want to help.					
<input type="checkbox"/> Plan how you will set-up the facility – traffic, flow, furniture, etc.					
<input type="checkbox"/> Have a final committee meeting to review what’s been done and what lies ahead.					
<input type="checkbox"/> Review the schedule of the event.					
<input type="checkbox"/> Troubleshoot any problems.					
<input type="checkbox"/> Schedule a wrap-up meeting for the week after the event.					
<input type="checkbox"/> All receipts should be submitted before the event.					
<input type="checkbox"/> Breathe.					
<input type="checkbox"/>					
<input type="checkbox"/>					
<input type="checkbox"/>					



Names	Day of the event				
<input type="checkbox"/> Arrive early to meet as a committee to review tasks, have a pep-talk, and set-up.					
<input type="checkbox"/> Post directional signs first.					
<input type="checkbox"/> Set-up check-in station and the first aid station next.					
<input type="checkbox"/> Greet presenters. Help them set-up/clean up their space. Provide them with a basic packet with event schedule, contact info, etc.					
<input type="checkbox"/> Communicate expectations of the day to presenters and participants.					
<input type="checkbox"/> Put on a great event.					
<input type="checkbox"/> Have participants and presenters complete an event evaluation.					
<input type="checkbox"/> Leave the site clean and pick up better than you found it.					
<input type="checkbox"/>					
<input type="checkbox"/>					
<input type="checkbox"/>					



Names	After the event – within 2-4 weeks				
<input type="checkbox"/> Hold a meeting to go over participant evaluation. Discuss what worked, what could be done differently.					
<input type="checkbox"/> Collect any outstanding receipts.					
<input type="checkbox"/> Pay any outstanding bills.					
<input type="checkbox"/> Complete and turn in the Final Report form within 2 weeks of the event.					
<input type="checkbox"/> Send thank you notes.					
<input type="checkbox"/> Report out to the whole Service Unit at the next leaders' meeting.					
<input type="checkbox"/>					
<input type="checkbox"/>					
<input type="checkbox"/>					



Venue/Site Checklist

Buildings

- ☐ Complies with all applicable laws and regulations, building codes, fire and health regulations.
- ☐ Every building or structure has exits and other safeguards sufficient to permit the prompt escape of occupants (think about # of people vs. # of exits).
- ☐ Exits are maintained to provide free and unobstructed egress from all parts of the building.
- ☐ No lock or fastening is installed to prevent free escape from the inside.
- ☐ Exists clearly visible and illuminated.
- ☐ Smoke detectors in working order.
- ☐ Recently inspected fire extinguisher available in all buildings.
- ☐ Carpeting, floor tiles, and floorboards for tripping hazards.
- ☐ Sharp items removed or clearly marked.
- ☐ Is facility handicapped accessible? ☐ Yes ☐ No
- ☐ Is accessibility necessary for this event and/or audience? ☐ Yes ☐ No
- ☐ Phone is available for emergency use.
- ☐ Adequate shelter from possible inclement weather available at site or a plan to get adequate shelter (required).

Toilets

- ☐ All toilets meet applicable standards for health, construction, maintenance, cleanliness, are fly-tight, ventilated and partitioned for privacy.
- ☐ Have an outside light or luminescent sign for safety at night.
- ☐ Outdoor toilet facilities have tight fitting toilet lids and self-closing doors.
- ☐ At least one toilet and one adjacent hand washing facility is provided for the following:
 - All day events = 1/every 100 people.
 - Large overnight events = 1/every 50 people.
- ☐ Toilets and hand washing facilities located close to areas for use and must be within 150 feet of the sleeping quarters, in or near health center, near FA areas, in or near the food service area.
- ☐ Hand washing facilities provide water supply, soap dispensers, materials for drying hands and a trash receptacle.

Outdoor Cooking Areas

- ☐ Built on existing sites (established fire circles).
- ☐ Located in an area reasonably protected from the elements.
- ☐ Away from trails or traffic patterns.
- ☐ Are picnic tables available?
- ☐ Away from overhanging branches, steep slopes, rotted stumps or logs, dry grass and leaves, and cleared of any burnable materials.
- ☐ Fire circles and other sources of open flames are located at least 30 feet away from any structure, including tents.
- ☐ **Water for Human Consumption – meets requirements of the Safe Drinking Water Act.**
- ☐ Solid Waste – garbage is stored in fly-tight, rodent resistant containers until it can be removed.

Security

- ☐ Seek out boundaries and determine if they are marked.
- ☐ Are the boundaries difficult for intruders to penetrate?
- ☐ Look for hazards, natural or manmade cliffs, rivers, exposed wires, etc.
- ☐ Look for stumps, holes and tall grass in program area that could be hazardous.
- ☐ Is there public access? ☐ Yes ☐ No
- ☐ How will the public access be controlled during the program?
- ☐ Can and how will the site be secured when the program is in session.



Venue/Site Checklist Cont.

Site Overall

- ☐ Adequate outdoor/indoor program space.
- ☐ Parking spaces available adequate for event size.
- ☐ Shaded and non-shaded areas for outdoor program.

Aquatic Sites

Remember, additional permission may be required if utilizing waterfront facilities. Some of this information may not be evident at first. In some cases, equipment and lines to mark off swimming areas will be brought onto the site specifically for the event.

- ☐ The design, construction and maintenance of all boat docks, slips and mooring areas meet the safety standards and regulations of the local, state, federal authorities and the U.S. Coast Guard, where applicable.
- ☐ Small craft and all waterfront equipment comply with U.S. Coast Guard and other regulations, where applicable.
- ☐ Piers, floats, docks and platforms are kept in good repair. There is documentation of all maintenance completed.
- ☐ Water depth is indicated by printed numerals on the deck or planking at 3 to 4 foot intervals.
- ☐ Where water depth fluctuates, depth is also indicated on a vertical marker.
- ☐ The swimming area is as free as possible from hazards.
- ☐ In natural bodies of water, all aquatic activity areas (swimming and boating) are physically separated and clearly marked, or the activities do not take place at the same time.
- ☐ Swimming areas for various classifications for swimmers are clearly defined by ropes, buoys, or booms in natural bodies of water and by markings and ropes in a pool.

Sleeping Facilities (other than tents)

- ☐ There is cross ventilation.
- ☐ What is the building occupancy? _____
- ☐ What is it for night use? _____
- ☐ Thirty inches between beds or mattresses.
- ☐ Two or more exits and a direct means for emergency exit to the outdoors from all sleeping floors.
- ☐ Guardrails for the top bed on all bunk beds.
- ☐ Automatic fire detection and alarm systems (*required*).

Sleeping Facilities (portable tents or platform tents)

- ☐ Protection from elements(*required*).
- ☐ Enough sleeping space for each person to lay flat on the floor and use a sleeping bag.
- ☐ Protection from insects.
- ☐ Safe distance from a flame source.
- ☐ Not pitched in a natural hazard area, such as a dry riverbed or a rock fall area.
- ☐ Not pitched adjacent to the sanitary facilities.



Subject Matter Experts/Presenters

Step 1

Create a list of potential presenters for the workshops or activities planned. A presenter can be a parent, a Girl Scout volunteer, a Subject Matter Expert, a specialist, even one of your friends!

Step 2

Contact presenters by telephone or individual email to find out if they are interested and available. At this time, you might want to ask about costs or fees. Get all their contact information: mailing address, telephone, email, etc., and the best way to reach them.

Be clear about what you need and take the time to be sure that the presenter will be a good match for those needs. Emphasize, that in Girl Scouting, we prefer that the girls have an active and cooperative experience and that girls are allowed to express themselves individually (not "cookie-cutter" projects that need to look perfect when completed!).

The committee should be prepared to reimburse the presenter for his/her mileage to and from the event; costs of materials and/or fee. Presenters may provide all their own supplies/materials and charge you a fee for their services, or they may volunteer their time and ask to be reimbursed for supplies/materials. Get an estimate before the event and give them a maximum budget not to be exceeded.

Step 3

Once you find out that the person is interested and available, mail a Presenters Agreement form. Be sure to fill out the return date and who to return it to. You should also fill out as much of the presenters contact information as you can.

Step 4

When the signed agreement has been returned, send a confirmation packet to the presenter.

The packet should contain:

- Cover letter (see sample)
- Copy of signed agreement
- Tips for presenters (see sample)
- Reimbursement form (if applicable)
- Schedule of the day
- Directions to location





Sample Letter

Date
Contact Name
Company/Organization Name
Company/Org Address

Dear (Contact Name),

Thank you for agreeing to serve [name of your Service Unit] as a workshop presenter for [name of event] on [date of event] at [location].

- WORKSHOP:
- LOCATION ON SITE:
- SESSION TIME(S):
- MAXIMUM CAPACITY:

Please plan to arrive at least 30 minutes prior to the start of your workshop to check in and set up. Save all of your receipts if you would like to be reimbursed for supplies. We have set a budget not to exceed _____.

If you have any questions or concerns, please contact [name of person] at [phone# and/or email address].

Thank you for sharing your time, energy, and enthusiasm with our Girl Scouts. I am sure your participation will help make this event meaningful and successful.

Sincerely,

Your Name
Girl Scout Position
Troop # or Service Unit Name
Contact Information



Tips for Presenters

1. Plan ahead.
2. Please arrive on time – at least 30 minutes before your session.
3. Be prepared with any handouts, supplies, or equipment you may need for each person.

Save your receipts.

Handouts might include:

- Directions
 - Equipment needed
 - Age or ability required
 - Time needed
 - Where in the community participants will find supplies after the workshop.
4. Start and end on time.
 5. Plan age-appropriate activities. Plan for more than the designated time allotted.
 6. Introduce yourself: who you are, where you're from, etc.
 7. Speak clearly, slowly, and loud enough for everyone to hear.
 8. If you use visuals, print large enough so people can see clearly or pass the object around the room for all to see.
 9. If you are describing a process, make sure everyone understands and completes step 1 before moving onto step 2, etc.
 10. Plan for group participation; make activities interactive and hands-on.
 11. Relax and have fun!





Other Action Steps and Back Burner Items

<input type="checkbox"/>	_____	Due Date: _____
<input type="checkbox"/>	_____	Due Date: _____
<input type="checkbox"/>	_____	Due Date: _____
<input type="checkbox"/>	_____	Due Date: _____
<input type="checkbox"/>	_____	Due Date: _____
<input type="checkbox"/>	_____	Due Date: _____
<input type="checkbox"/>	_____	Due Date: _____
<input type="checkbox"/>	_____	Due Date: _____
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<input type="checkbox"/>	_____	Due Date: _____
<input type="checkbox"/>	_____	Due Date: _____
<input type="checkbox"/>	_____	Due Date: _____
<input type="checkbox"/>	_____	Due Date: _____

Back Burner Items

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

Event Evaluation

Name of Event: _____

What did you like about this event?

What would make this event better?

What events would you like to go to next year?



Event Evaluation

Name of Event: _____

What did you like about this event?

What would make this event better?

What events would you like to go to next year?



Service Unit Event Survey



What three events is your troop interested in attending next year?

- 1.
- 2.
- 3.

What time of year works best for your troop?

What event are you especially interested in working on?

Service Unit Event Survey



What three events is your troop interested in attending next year?

- 1.
- 2.
- 3.

What time of year works best for your troop?

What event are you especially interested in working on?

Notes

