



EVENT * COMMUNICATION



Coordinator Session

SUDS 2023

The Service Unit Communications and Event Coordinator

Reports to the Area Service Unit Coordinator and to the
Volunteer Support Specialist

Region 1 - Benita Jacobs: benitajacobs@girlscoutsesc.org

(Chesterfield, Marlboro, Darlington, Dillon, Lee, Florence, Marion counties)

Region 2 - Brady Parker: bradyparker@girlscoutsesc.org

(Clarendon, Williamsburg, Georgetown, Horry counties)

Region 3 - Kelly Pllum: kellypllum@girlscoutsesc.org

(Berkeley and Charleston counties)


Regions 4/5 - (Dorchester, Beaufort, Colleton, Orangeburg, Calhoun,
Allendale, Bamberg, Barnwell counties)

Serves for one (1) year.





DO YOU HAVE WHAT IT TAKES?

- **Girl focus:** Empower girls to lead activities, learn by doing, and cooperate with others on current issues that involve their interests and needs, while having fun.
 - **Personal integrity:** Demonstrate dependability, honesty, and credibility.
 - **Adaptability:** Adjust, modify own behavior, and remain flexible and tolerant in response to changing situations and environments.
 - **Oral communication:** Express ideas and facts clearly and accurately.
 - **Foster diversity:** Understand, respect, and embrace differences.
 - **Computer skills:** Access to e-mail and the Internet.
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LET'S START WITH




Communication Coordinator



What Should You Do?

- Attend training and other events for the position such as Service Unit Development Session (SUDS).
- Attend monthly Service Team and Service Unit meetings.
- Develop a relationship with the Membership Recruiter and Community Engagement Specialist for your area.
- Encourage Co-Leaders to attend Service Unit meetings.
- Support Girl and Adult Volunteer recruitment efforts.
- Work with Service Team to plan, implement, and evaluate Service Unit events.
- Work with Service Team to achieve Service Unit benchmarks.
- Work to promote Girl Scouting within the Service Unit.





Sample Email For New Leaders:

New Troop Leader,


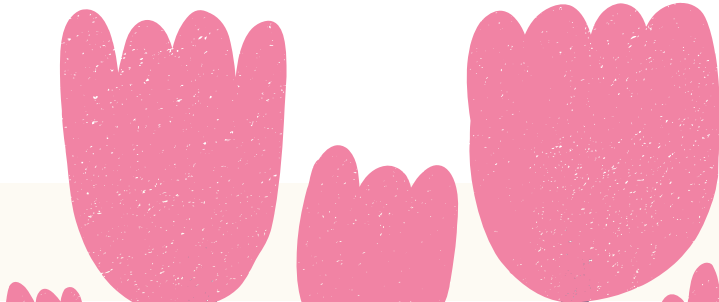
Welcome to Service Unit #____!

We have several Girl Scout troops in the _____ area. We usually have our monthly service unit meeting on the _____ of each month. Our next service unit meeting will be [Date/Time] at [Location].

We invite you to consider becoming a part of our Service Team for planning and implementing activities/events for our Service Unit.

Our Service Unit Coordinator is [Name/Phone #]. Please give her a call if you have questions or concerns.

Looking forward to meeting you,
SU# Communications Coordinator
e-mail/phone #



HOW DO YOU DO IT?

- Keep Troops informed about Service Unit and GSESC Council/Region events and activities.
- Contact Service Unit Team members via telephone, e-mail, or text.
- Develop/maintain an updated contact list of Troop Leaders/Co-Leader email addresses, home phone, and cell phone numbers.
- Use the info to create group emails and texts
- Keep GSESC informed about Service Unit and Troop events and activities. Submit appropriate activities to Donna Lee at donnalee@girlscoutsesc.org
- Keep minutes of meetings and prepare reports to send out monthly. This includes Service Unit meetings and Service Team meetings.





Sample SU Meeting Notes

S E R V I C E U N I T

Girl Scouts of Eastern South Carolina
Service Unit #651 - Hartsville/Lee County
March 2022 Monthly Service Unit Meeting
March 1, 2022 6:00 pm

Attendees: Michele Brown, Benita Jacobs, Veronica Jamison, JoAnn Moore, Jo Nelson, Michele Pough, Cinda Wallace

The teleconference meeting was opened with the Girl Scout Promise and prayer.

Membership and Recruitment

Benita Jacobs discussed the membership numbers and goals. For 2021-2022, Hartsville/Lee County has registered 114 girls (64R) and 79 adults (105R). Region 1 has achieved 74% of their girl membership goal and 85% of the adult goal. We have a new troop #1504 for 5th - 8th graders of the Hartsville Boys & Girls Club.

GSESC Program Updates

Benita also discussed some of the program updates that had been sent by email to all the volunteers. She stressed the importance of checking emails from GSESC. The Camp Brochure is online. There are several offers for Girl Scout Day activities like Myrtle Waves, Medieval Times, 3Fingray games, Wonderworks, and others. The Women of Distinction Banquet is scheduled for July 23rd. GSESC is offering the Mary Dean Brewer Scholarship and the Geraldine Timmerman Scholarship for graduating Girl Scouts. The Annual Meeting will be held at Sandy Ridge on April 30, 2022.

Annual Meeting

We missed the February 28th deadline for submitting delegate names. Michele Brown asked for volunteers. Jo Nelson volunteered to be a delegate. JoAnn Moore nominated Michele Brown as a delegate, and it was seconded by Jo Nelson. Jo Nelson asked how old a Girl Scout had to be to attend the Annual Meeting. Benita said that they needed to be 14 or older. Jo Nelson suggested that Doris Winstead be the other delegate. Jo Nelson made a motion that Michele Brown, Doris Winstead, and she represent Service Unit #651 as delegates at the Annual Meeting. It was seconded by JoAnn Moore. No one dissented so the motion carried, and the above-named people will represent SU #651.

Financial Report/Girl Scout House

Michele Brown asked Jo Nelson if she had anything for the group. Jo stated that she was missing a few of the troop bank statements and said that she would email the leaders who had not submitted them yet. The balance for the service unit account is ~\$1000. Money has been earmarked for Summer/Twilight Camp and for the Girl Scout House Grand Opening celebration prior to COVID.

There is a plumbing issue with the Girl Scout House that needs to be resolved by the City of Hartsville. The Fire Marshall also needs to complete its inspection before we can occupy the premises. We won't be able to do that until the City addresses the plumbing/drainage problems.

Girl Scout Week/Girl Scout Sunday

JoAnn Moore announced that Troop 207 would celebrate Girl Scout Sunday on March 13th at Mt. Tera Baptist Church during Morning Worship Service. Jo Nelson asked JoAnn Moore had been able to contact someone to get the Girl Scout Week Proclamation signed and to get Girl Scouts on the City Council agenda. JoAnn Moore has an action item to follow up on the proclamation signing.

UPDATE: SU #651 is on the Hartsville City Council Agenda for Tuesday, March 8th at 5:30 pm at City Hall. They are expecting approximately 10 girls to be in attendance. The girls who attend will be given a patch from the City of Hartsville.

Women of Distinction Basket

The group discussed creating a basket for the Silent Auction. The Carolina/Clemson quilt and basket are very popular. In the past, the service unit has provided funds to purchase items from the Rival Store in Florence to go into the basket. Jo Nelson made a motion that each troop contribute \$10 toward the purchases. The motion was seconded by Michele Brown. No one dissented so the motion carried, and each troop will be responsible for providing \$10 toward the purchase of items for the basket.

Contact Information

We are trying to update the Service Unit contact information. Please email me at kimara@rsn.com or text me at 843 861-1349 if your phone number or email address has changed. Also, leaders, if there are other adult volunteers in your troop that you would like included, please send me their email addresses/phone numbers as well. Thanks!

Submitted by,
JoAnn Moore
SU#651 Communications
kimara@rsn.com
843 983-4991/861-1349



YOU CAN DO IT!

Keeping everyone informed and up to date on things that are happening at all levels is important.

There are many options available for the Communicator to use like email, text, Troop/Service Unit/Council Facebook page/groups, and, of course, by phone.

Find the option that best fits your style and complies with GSESC/GSUSA guidelines.





NOW IT'S TIME FOR



Event Coordinator





What Should You Do?

- Attend training and other events as appropriate for the position such as Service Unit Development Session (SUDS).
- Recruit and support Girl/Adult planning committees to plan, implement, and evaluate Service Unit and Regional events.
- Utilize Girl/Adult partnership when planning Service Unit and Regional events.
- Provide information about Service Unit and Regional events to Service Unit Communications Coordinator for dissemination to Service Unit, Region, and GSESC.
- Ensure Safety-Wise Chapter IV in VE, Safety Activity Checkpoints, and GSESC guidelines are followed for each event.
- Provide event details, pictures, etc. to the Service Unit Recognition Coordinator for submission to GSESC's Best Practices recognition.
- Ensure Troops who wish to host events for the Service Unit or Region are following event planning, implementation, and evaluation procedures.
 - Promote GSESC sponsored events within the Service Unit.
 - Attend monthly Service Team and Service Unit meetings.
 - Encourage Co-Leaders to attend Service Unit meetings.
- Work with Service Team to plan, implement, and evaluate Service Unit events.



Responsibilities:

PLANNING SERVICE UNIT AND REGIONAL
EVENTS WITH THE ASSISTANCE OF GIRL/ADULT
COMMITTEES AND PROMOTING GSESC
SPONSORED EVENTS

6 P's for Great Girl Scout Events

Purpose

Partnership

Planning

Promotion

Presentation

Post-Event





Purpose:

Successful events in Girl Scouting have a purpose and should be aligned with the Girl Scout Leadership Experience. There are basic questions that your Service Team will want to answer when deciding on particular events before the Girl Scouting year begins in the fall.

What is the goal of conducting each event?

- Recruitment tool?
- Discovering new skills?
- Connecting with others in your community or throughout the council?
- Taking action to make the world a better place?
- Providing wider opportunities for girls?
- Celebrating a special Girl Scout Day?
- Meeting an Annual Benchmark?

Will this event be a traditional or recurring Service Unit event?

- Juliette Gordon Low's Birthday – October 31
- World Thinking Day – February 22
- Girl Scout's Birthday – March 12

Will a new, innovative idea be used?

Who is your target audience?

- Specific grade level?



Partnership:

Your team for each event is very important.
Who will part of your team?

- **Girl Members**

- Girl Scout Cadettes, Seniors or Ambassadors
 - Program Aide
 - Leader-in-Training
 - Counselor-in-Training
 - Girls working on Highest Awards o
- Girl Scout Troop
- Girl members of all ages should have active input in event planning.

- **Other Girl Scout Adults**

- Service Team members?
- Troop Leaders?
- Parents or other adult members of Girl Scouting?

- **Community Resources**

- People with special talents or skills?
- Organizations with special resources?



Planning:

What makes a quality event? Careful planning will result in a successful event.

- Scheduling
- Location
- Staffing
- Training the Staff
- Budgeting



Promotion:

There are several ways to promote your Service Unit event.

Announcement at monthly Service Unit meeting

- Flyers advertising the event
- E-mails through Service Unit loop
- Tell GSESC's Program Team and they will help to promote it.

Clear and concise information given in a timely manner will help troops decide whether to participate in the event. You will want to include the following information:

- List ALL details, as much as possible.


A confirmation letter or email is appreciated by participants. The confirmation message should include:

- Number of girls and adults registered
- Name, date and location of event
- Appropriate attire for event
- What to bring? If participants need to bring pencil, paper, lunches, snacks, drinks, etc., this needs to be mentioned
- Preliminary event schedule will help participants know where and when to Check-In





Presentation:

- **Hold a meeting day of the event**
 - Walk-Through
 - Staff Assignments
 - Review
 - **Arrive Early for Set Up**
 - **Have evaluation for participants/staff**
 - Measures Success
 - Learning what was effective or what was not for improvement in future
 - **Make evaluation specific and measurable**
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Post-Event:

Following the event, there are a few things that will need to be done to wrap it all up.

- Complete final paperwork and turn in to designated person
- Return all borrowed or rented items
- Remember to recognize the event staff. Recognition can be verbal or written. Volunteers are more likely to help in the future if they feel appreciated for their efforts.
- Submit an Event and Activity Report to GSESC's Director of Communication and Marketing [Donna Lee :)] so she can share your event on GSESC's website and social media.





Important Forms + Records:

- Emergency Procedures
 - Girl Event Registration
 - Trip/Activity Approval
 - Multi-Troop Event Form
 - Extra Insurance Form
 - Accident/Injury Form
 - Event/Activity Report
 - Event Site Agreement
 - Budget
 - Event Final Report
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ANY QUESTIONS?



Thank you for coming today!

