



Stand beside her.

A movement to create a world of compassion without comparison and competition.

www.standbesideher.org

Event Planning Guide

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Get excited! It's time to plan your very own Stand Beside Her event!

4-6 MONTHS ahead of event

Discuss what type of event you think would be meaningful.

- Will it be just a troop event? Work with other troops in your community? Service unit wide?
- What type of activities will you have? SBH Project? Community service? Guest speakers? Mother/Daughter event?

Select a date that works for everyone.

- It could be your normal troop meeting night, or a weekend.

Select a venue.

- Choosing a venue for your event depends on who you want to invite and your expected attendance.
- Depending on the time of year, an outdoor location would be great. Be make sure you have a back-up plan if it rains.

Create a budget.

- Providing refreshments or need special supplies? Estimate how much money you will need to create a great event.
- Know how much money is in your troop/ service unit bank account and decide if your budget works with your available funds.
- Then adapt your plans or move forward planning your event.

Form committees.

- Committees may include: set-up, clean-up, budget, food, activities, decorations, etc.

Spread the word.

- Share the date now with troop members, parents, and volunteers so everyone can mark their calendar.
- Secure any guest speakers.

Now it's Time to Take Action!

3-4 MONTHS ahead of event

Share your event on social media.

- Ask adults to share a post on their page inviting people to attend the event.

Create a Facebook event for your troop.

- Invite all the go-getters, innovators, risk-takers, and leaders in your school, church and community. Don't be shy!

Finalize budget.

- Make a comprehensive list of decorations, supplies, and any food or beverages.

Create an event agenda or timeline.

- Make a schedule for the entire event so you will know what happens when and where.

- Be sure that everyone knows exactly what she is responsible for.

Schedule a venue walk-through to map out your event.

- How many tables and chairs will you need? Do you have outlets to plug in a computer and projector?

Continue to spread the word.

- Ask adults to ask people to save the date for your event on social media.

Are you ready?

2 MONTHS before your event

Get busy inviting your community.

- Ask your local newspapers (print and online) if they will list your event in their **Community Activity** section — often this is free!
- Contact your local radio and tv stations and ask them to post or mention your event to their audiences.

Send event details to the Council.

- We'd love to share your event on our website and social media. Email the details to our team at standbesideher@girlscoutshs.org.

Finalize event details with the venue.

- What time can you arrive? What is their clean-up policy? Can you use balloons? These are important details to know in advance!

Your event day is almost here!

1 MONTH *before your event*

Resend invitation to community guests & partners.

- If you have a set program, share this with them so they know what to expect from the event.

Write a press release

- Send it to your local newspaper, tv, and radio station. Be sure to invite them to your event.
- Make sure to include all the details (date, time, location, description and a contact person's information) in your press release.
- Need help? Reach out to us at standbesideher@girlscoutshs.org for help writing and proofreading a press release.

Have an event committee meeting where everyone shares their status on what's complete and what they need help doing.

- Verbally walk through the entire event. Start at the very beginning with who is setting up, who is bringing refreshments, what activities you will be doing and who is leading those. Be sure to clarify who is cleaning up and breaking down the event.
- Print anything you may need like posters, name tags, handouts, or tickets.

Get ready for a successful event!

1 WEEK *ahead of event*

Continue to advertise your event.

- Use methods like social media, but don't overlook the simple method of calling other friends and community members.

Finalize your head count.

- One advantage of creating a Facebook event is that it gives you a good idea of who is coming. This will help you finalize food and supply numbers.

Create a packing list, and make sure all details are finalized.

- Make a comprehensive list of decorations, supplies, and any food or beverages. And don't forget simple items that you may need like extra scissors or markers.

DAY OF THE EVENT

Arrive on time.

- It never hurts to be a little early!

Remember you are working as a team!

- Help others, and ask for help when you need it.

Smile and welcome guests.

- If you have community guests, make sure to greet them at the door and show them to where they need to be.

- Make sure to be proactive and talk to new people and guests. This is a time to welcome people and make them feel comfortable at your event. You can always talk to your friends after the event.

Have fun!

- You've worked hard. Now enjoy your hard work.
- Don't forget to take photos!

WEEK AFTER THE EVENT

Write *Thank You* cards.

- Include any community guests, volunteers, or people who might have donated food or supplies to your event.

Recap the event while it's still fresh on everyone's mind.

- What worked? What could have been better? What would you change for next year?

Send us pictures.

- We love sharing all the great things our partners are doing. Email us pictures and event details to standbesideher@girlscoutshs.org so we can share with the rest of the movement.

Don't lose focus on WHY you're having this event!