Intent to Event/Money Earning Activity Application & Procedure
EFFECTIVE October 2024

Thank you for your interest in creating and hosting an event for the girls in our council. As an Event Director, you are representing Girl Scouts of San Gorgonio Council (GSSGC). You are responsible for the planning, development and execution of your event including but not limited to:

- Turning in required forms by the required dates or deadlines. This may include the Intent to Event/Money Earning Activity Application, Activity Approval Form, Extended Trip Travel Application, Office Reservations, Permission Slips, International Travel Insurance, closing paperwork, etc. (forms can be found at gssgc.org/forms)
- Creation and management of the event budget (Estimates are ok to use for initial event approval)
- Knowing and following all policies, procedures, laws and regulations pertaining to the event.
- Ensure event meets GSSGC standards.

When to Complete Intent to Event
An Intent to event is required for the following events:

- All events that include money (expenses or revenue)
    - Troop Money Earning activities.
    - Regional Events
    - Council Events
- Council and Regional Events that need a registration to track participation whether money is involved or not
- Outside vendor offering event to Girl Scout membership

An Intent to event is not required for the following:

- Sister Troop Event
    - One or two troops put on a program or meeting for their girls. This includes when one troop puts on an event for another troop, such as older girls helping younger girls earn a badge. All funds must come from the troop account(s); otherwise, an Intent to Event form is required.
    - Must follow safety activity checkpoints and may require an Activity Approval Application.
    - If this is a moneymaking activity an Intent to Event/Money Earning Activity Application is required.

Process
To ensure proper promotion and a successful outcome, the earlier you submit your Intent to Event/MEA Application, the better. This will help to organize the details for your events and aid with planning, promotion, and registration of your event.

Before Approval:
1. Inspiration hits and a desire to create an event for the girls comes over you.
2. Review Day Camp and Event Director Manual (found on our website in the forms section) or take training offered by your region Events Chair if not already completed.
3. Research and create your plan for the event.
4. Determine who your attendees will be and a plan for volunteers if needed.
5. Create the budget using the form below or your own version. Ensure you include all items in the budget.
6. Create website ready flyer saved as pdf (and attached to the Intent to Event/MEA Application).
7. Gather the following information to complete the application; you may come back if needed:
    - event title, # of people, date/time of event, region, event location, address of event, budget, safety activity checkpoint ratio regulations, volunteer application process, participant requirements, first aider information/copies of that person's certifications.
    - get quotes if using vendors.

- If holding event in a space at a GSSGC office, reserve space using this form:
    i. https://girlscoutsgssgc.wufoo.com/forms/gssgc-council-office-site-reservation/
- If holding event in a space at a GSSGC camp, reserve space using this form:
    i. https://www.gssgc.org/en/discover/our-council/visit/properties.html
8. Complete Intent to Event/MEA Application at least 3 months prior to the event in its entirety.
    - Event Directors hosting service unit/regional events should discuss and work with your service unit/regional event chair however, the process will automatically submit the Intent to Event Application to the appropriate volunteers for approval.
    - Event Directors hosting council events and outside vendors must be a council staff member or have a council staff contact person to talk about event programming and budgeting prior to submission.
    - Intent to Event/MEA Application is found at: https://form.jotform.com/233055452302142
    - You may submit your application up to a year plus 1 month in advance (allowing you to announce next year's event at this year's event; do not advertise your event until approved).
9. Allow at least 10 business days for approval of event and an additional week for event to appear on the Council website; upon approval:
    - You will receive notification that your event was approved with a project number (PN#) from customercare@gssgc.org.
    - After approval the Customer Care team will create your event registration link using Doubleknot. Once created they will email you the link to look over and ensure everything is correct and how you want it.
        i. Be diligent when looking this over as they work strictly off the application, if something is not right, this is your chance to have it corrected.
    - Once you, as the event director, approve the registration link, Customer Care can then post it to the GSSGC website.
        i. **PLEASE NOTE**: your event link won't be activated until you reply to council that the link is approved.
    - **Your PN# needs to be in the subject line of your PO requests and in your wrap up**.

<mark>After Approval</mark>:
1. Once your event is posted on Doubleknot, you can advertise your event.
    - It is your responsibility to promote your event, and no one will do it for you.
    - Events do not have to be advertised on the GSSGC website. Regardless of advertising on the website, also make sure to advertise in other ways.
    - Make sure you include a link to register and a photo in all posts.
    - Reach out to your Service Unit Manager who can add the events to their newsletters and/or FB pages.
2. When the event registration closes/sells out (2-3 weeks before event or upon sell out), you need to move quickly to:
    - Finalize event expenses for number of participants.
    - Price out what you need to purchase
    - Complete the purchasing forms required by your region or the council based on type of event and timeline (optional Budgeting and Purchasing form is below or Separately on the website).
    - Please review the Finance Policies for purchasing policies and talk to your Regional Finance Chair for assistance with the process locally. PO's requesting checks must be submitted to the Council's Finance Department 2-3 weeks before the check is required. It is imperative that you plan ahead to ensure payment is processed in time.
    - Work with your region Finance Chair to complete your event purchase requisitions.
        i. The PO subject title should be "**PN#EVENT CODE (region) EVENT NAME**" She will let you know when those are approved by council and will give you a PO number.
        ii. **You will then be able to make your purchases in the following ways ONLY:**
            a. Contact a council credit card holder (your Service Unit Manager or Advisory Team) to make your purchase for you online.
            b. Arrange for an invoice to be sent if it is an approved vendor for billing (Snappy Logos, Fun Express)

c. Shop at approved retail locations such as Smart and Final or Stater Brothers (will need PO number to give to clerk) or Walmart (get card from council shop with approved PO number)
d. Checks to be mailed are processed and sent to vendor from council (this will require more time than the other ways)
e. get reimbursed via check from council.
f. Troop funds through Troop bank account

3. Collect Roster from, customercare@gssgc.org as soon as the event registration closes and/or sells out.
   - **Note:** The GSSGC Registration System does not distinguish which region-registering participants are from and will not turn away any participant if they register for an event for a specific region. We cannot monitor this and therefore do not turn girls away if they happen to register for an exclusive event.

4. Send out confirmation email to all that are registered (1-2 weeks before)
   - Include a link to the girl health history form and annual permission slip if your event is a drop off.
     i. From our policies and procedures: For any girl both in a troop or individually registered, who is transported to an activity, leaders or parents MUST bring a copy of the signed permission slip and a girl health history form to the activity that the girl is participating in and submit it to the event coordinator or designee.
   - You can **copy and paste the emails from the roster into the BCC part of an email** and send it that way.

5. Secure your volunteers and communicate check-in times for them.
   - You will need to maintain safety wise numbers at ALL events.
   - Make sure your volunteers are background checked, livescanned, and registered!
     i. You must have one FIRST AID certified adult at every event and one BOT adult at any event that is longer than 24 hours.

6. Event Check-In
   - Use Roster to check in participants.
   - If your event will be accepting registration after the close date, you must use the "At the Door Event Registration" form found on the forms and resources page of GSSGC's website.
   - It is required that the Event Director submit the names and payments of walk-ins to the GSSGC office within two (2) business days of the event.

7. Run event and Have Fun!

8. Complete the Events Wrap-up Form within 1 week of your event or request an extension from the finance chair. The Form can be found at gssgc.org/forms or here: https://form.jotform.com/242636506004146

9. If you are hosting a service unit or regional event and have left over supplies from your event, these supplies belong to the region and cannot be sold or used for personal use.
   - This included patches.
     i. This does not apply to events with a MEA.
     ii. You may not return any items from a non-MEA Event after the wrap up has been turned in. All leftover materials from non-MEA events need to be turned into the volunteer office within one week of event ending. You are welcome to ask your event chair for access to utilize these supplies for any of your future events.

10. Celebrate that you successfully have an event in the bag! Congrats and thank you so much for helping bring amazing evens to the girls of GSSGC.

Reminders

Please make sure to review and follow the guidelines and procedures in the [Day Camp or Event Director Manual](#) (found on gssgc.org). A few reminders from the manual:

- **TROOP MONEY EARNING ACTIVITY (MEA)** – If your event is a money earning activity, you will need to complete the MEA portion of the application and receive approval; remember you can do events as a troop without it being an MEA; they just cannot be money earning. If you hold an event for your service unit or region without it being a MEA any profits are deposited into the region accounts for use for the girls of your region.
- **REFUNDS** - Council prefers all events to use the Council refund policy found in Policies and Procedures. If a different refund policy was developed for this event the policy must appear on all marketing materials including flyers, registration forms, calendar descriptions, and in the confirmation packet. See GSSGC Policies & Procedures on our website for the Council Refund Policy.
- **OFFICE RESERVATIONS** – If you are running your event in a GSSGC office allow time for girls attending to get picked up after your event as well as time for cleaning up the area. Rember to leave it cleaner than you found it.
- **BUDGETS** - An event budget worksheet is in this packet. The application is not finished until the worksheet is complete with detailed information about needed supplies and costs. If there are any concerns the Regional Event Chair, Regional Finance Chair or appropriate staff member will contact the Event Director. The budget attached to the event can be an estimate per person cost and does not need final participant totals to be approved.
- **INSURANCE** - Additional insurance is no longer required for non-member participants. It is only required for International Travel.

Question's:

- About the Intent to Event process or on running an event: contact your local Service Unit or Regional Event Coordinator/Chair.
- About the status of your Intent to Event application email: programcoordinator@gssgc.org

GSSGC Money Earning Activity (MEA) Criteria

The Girl Scouts of San Gorgonio Council require that:
1. Troop money activities should be suitable to the ages and abilities of the troop members consistent with goals and principles of the Girl Scout program.
    a. For age level policies on participation in Money-Earning Activities refer to Girl Scouts of San Gorgonio Policies, Standards, and Procedures.
2. Troops having money earning activities MUST also participate in both Council-Sponsored Product Programs (at least 3 Girl Scouts participating in each, Fall Program and Cookie Program, reaching the participation patch level in each program.)
3. Girl members may not participate in product demonstration parties, raffles, drawings, games of chance, the direct solicitation of cash, the sale or endorsement of products, and/or "giveback type" fundraisers (such as in-restaurant fundraisers script) as these endorse other establishments/organizations.
4. All money-earning activities must also comply with state and local laws regulating sales by minors, food handling, etc. and sales may not be transacted on the Internet (for example, through a site that has an electronic shopping cart), except as approved for council sponsored product sales.
5. Daisy Girl Scouts may only participate in Recycling as an extra money earning activity, and no application is required for that.
6. Money earned belongs to the troop/group and is not the property of individual Girl Scouts.
7. Approval of money earning activities MUST be obtained from the GSSGC designated executive member.

QUESTIONS TO ASK WHEN CONSIDERING WHETHER OR NOT TO DO A MONEY EARNING ACTIVITY:

1. Where will the proceeds (money) from this activity go?
2. If it ends up somewhere other than directly into your troop treasury, this may not be an approved activity.
3. If a product is involved, who owns it? Does the troop own it, or does a company/ other non-profit own it? Ask, are we selling lemons or lemonade?" If the troop buys a product (lemons) and uses it to create something new (lemonade), you're on safe ground. But if your troop does not own the product, then girls may not sell it for the company/ non-profit that does own it. Only GSUSA can approve products for sale by Girl Scouts.

GSSGC Program Criteria

To ensure we meet the standards of the world's largest leadership development organization for girls. Our programs must meet certain criteria to ensure Girl Scouts is a safe, exciting, no-limits place where every girl can be inspired, try new things, take on challenges, build community, and motivate others! Together, Girl Scouts, educators, and parents can ensure that more girls are prepared to empower themselves for a lifetime of leadership, success, and adventure.

The foundation of all Girl Scout programming is a variety of fun and challenging activities that help girls discover who they are, where their talents lie, and what they care most about. Designed to connect them with community members, the program prepares girls to empower themselves as they take action on issues they care about. At Girl Scouts, every adventure is rooted in three core ways of learning: girl-led, learning by doing, and cooperative learning. Simply put, Girl Scouting helps girls discover themselves and their abilities through skill-building activities and opportunities to try new things, connect with others to create change, and take action by developing projects that make their communities and the world a better place.

Many ask, can't we just do something for fun? Everything in Girl Scouts should be fun; this is not school. As adult partners it is our responsibility to be intentional in our opportunities to help girls grow. It is what separates us from other organizations. If you have a fun activity in mind, think about what girls will get from that activity. It may be as simple as developing a strong sense of self (who they are, what they like and what they believe in).

GSSGC programs must meet the following criteria:
- Be engaging to girls (fun, appealing, interesting, etc)
  - Meets girls where they are now and helps them to grow in some way
- Be challenging to the intended level (but not too hard)
- Either meet one of the 4 program pillars or one of the 5 outcomes:
- Do one of the following: Build skills, Have activities that sparks the "WOW" (wonder, awe, imagination), Encourage service, Celebrate a Girl Scout tradition
- Implements the GSLE Processes (GSLE Processes are: Girl led, Cooperative Learning, Learning by doing)

Really good GSSGC program includes:
- A call to action or inspire girls to (Take action or Service Project or sharing with others)
- Encourages girls to thrive as a G.I.R.L. (expanding girl's skills as a Go-getter, Innovator, Risk-taker, or Leader)
-
GSSGC programs cannot be for the sole purpose of promoting another organization

If you need more support to determine if your idea would make a good Girl Scout program take the quiz on the next page.

GSSGC Program Criteria Quiz

To determine quickly if your program meets our criteria review the following questions:

You must answer yes to all the following:
- Is the activity engaging to girls (fun, appealing, interesting, etc)?
- Is the activity challenging to the level?
- Does it either meet the 4 program pillars or 1 of the 5 outcomes:
  - Does it fall under one of the four 4 Program Pillars (skill areas)?
    - **STEM** – expose girls/connect girls with girl focused STEM program.
    - **Outdoors** – expose girls to outdoors or connect girls with girl-led outdoor experience.
    - **Life Skill** – help girls gain life skills or encourage them to do girl-led take action projects or service.
    - **Entrepreneurship** – connect girls with business skills:
      - 5 Girl Scout Business Skills:
        - Goal Setting
        - Decision Making
        - Money Management
        - People Skills
        - Business Ethics
  - Does it meet 1 or more of the 5 Girl Scout outcomes?
    - Develop a strong **sense of self.**
    - Display **positive values.**
    - Seek **challenges and learns** from setbacks.
    - Develop and **maintain healthy relationships.**
    - Learn to **identify and solve problems** in the community.
- Does the program do any of the following:
  - Build skills.
  - Have activities that sparks the "WOW" (wonder, awe, imagination)
  - Encourage service.
  - Celebrate a Girl Scout tradition.
- Does this activity meet the following? If not, can it be rewritten so it does?
  - Girl led – girls play an active part in figuring out the what, where, when, how and why of the activity/event. Girls are a critical part of decision making.
    - Selecting the patch can be the girl led part.
  - Learning by doing – do activities; don't just read about them.
  - Take action – Service Project (gives service) or Take Action project (sustainable service project)
    - Encourage girls to share with others.
- Does the badge/activity meet girls where she is now and helps her to grow in some way? If not, does this patch/activity change the girl's life?
- Will troop leaders promote girl's earning this program?

OR say yes to:

- My gut says it is really good program and we should definitely do it!

In addition to one or the other above, answer No to the following:
- Does this patch program/activity have a strong emphasis on promoting another organization?
- Will parents/guardians hate this program?

Intent to Event
Budgeting & Purchasing

Budget Planning and Budget Worksheet – <mark>Worksheet only, not for submission, Complete online form with approximations</mark>
Please complete the following budget worksheet. If the event makes a profit, the profit will be placed in the region's account or a check will be sent to the troop in the case of a Money Earning Activity. Complete the Event Wrap-Up Form within 7 days of the event to indicate the actual income and expenses for this event. Submit with expense totals to Regional Event and Finance Chairs who will review and confirm the event close-out. The Event Director on the Intent to Event Application will be held financially responsible for any costs that were over the approved budget, unless approved by the Regional Finance Chair in advance. This approval must be in writing. Consider using excel or other spreadsheet program to create comparison budgets (Only make sure to include all the following):

What is your: Expected number of girls? ___ Maximum number of girls this event can hold? ___   Minimum number of girls needed to run this event? ___.

Budget Worksheet

Projected Expense		Expected Amount	Maximum Amount
Expenses:			
Food		$	$
Craft Supplies (or include in program supplies)		$	$
Patches		$	$
Other Program Supplies		$	$
Program Professional Fee's		$	$
Site rental		$	$
Insurance		$	$
T-Shirts		$	$
Badges/Recognitions		$	$
Other: _____		$	$
Total Expenses:		$ 0.00	$ 0.00
Revenue:			
	Fee per category:		
# of Girls x fee	$	$	$
# of Adults x fee	$	$	$
# of Volunteers x fee	$	$	$
# of Program Aids x fee	$	$	$
# of Tagalong x fee	$	$	$
Other: Please explain below x fee	$	$	$
Other: Please explain below x fee		$	$
Other: Outside Sponsorships/Donations		$	$
Other: Regional Sponsorship		$	$
Total Revenue:		$ 0.00	$ 0.00

What is your break-even number of participants (point where girl revenue will match girl expenses)? To determine use this equation: Total Projected Expenses: $___ Divided by: # of participants __ = $__ fee per participant.

What is included in the program supplies line item? Please include approximate cost(s)/reasoning.

What is included in the program professional fee's? Please include approximate cost(s)/reasoning.

What type of crafts or activities do you plan to create?

Please, explain any revenue in the other line items?

Anything else we need to know to approve the budget?

Purchasing (optional)

Please check with Regional Finance Chair to determine if needed or your local process

If using please list the information below for purchases for this event. Remember, all purchases require an approved Purchase Order* issued by the Regional Finance Chair. The Regional Finance Chair or Events Coordinator will use this form to complete those purchase orders on your behalf; however, you must request your Area Events Coordinator to submit your Purchase Order requisitions via the online Web Portal. Complete this form based on the Expected and/or Maximum number of attendees.

Vendor Name	Payment Method**	Description i.e. food, patches, supplies	Not to Exceed Amount	Date Needed

* Purchase Orders (PO's) will be written as they appear above. Alert Regional Finance Chair to any changes.

** Payment method is for check, council credit card, walmart card, GSSGC purchase (ie shop), or PO only **12/20**