

Project/Event Planning

Name of Project/Event:

Describe your project:

Purpose:

Who are you targeting:

What is your goal:

Estimated roll out date:

What is the budget line item and coding:

**What all will you be requesting from different departments
(describe next to item):**

Flyers

Brochures

T-shirt designs

Patch designs

Full marketing plans from Marcom

Social media posts

Targeted emails

All printing requests:

Website material update (this is not for event postings)

Website posting:

Event Registration:

Other:

Event Planning

What is the title of your event:

Is this event council led or volunteer led?

Lead person's name for the event:

If this event is volunteer led, are fees being collected going to be kept by the council?

If fee is not being kept by the council, what group name and contact information:

What is the event date (start and end):

Event description that will be used to promote the event (should be fun and inviting along with being informative):

Who is this event for:

What will they be doing:

When will this be happening:

Where will this be:

Why are you having this event and why should they come:

What benefit will the girl receive and how is it related to Girl Scout programming:

Example: *“iFLY Indoor Skydiving is the perfect destination for your girl’s STEM Education. iFLY’s vertical wind tunnel is a marvel of engineering and provides a one-of-a-kind laboratory that will immerse Girl Scouts in real world applications of STEM. Our certified curriculum is aligned with state standards and goes beyond your typical lectures, with hands-on, full-body learning. Girls will come away from iFLY STEM Education with science process skills learned in an exciting, dynamic environment. The iFLY STEM curriculum can be tailored to meet the needs of any class and age, from pre-K to college physics. Register by 4/4/17 at www.gswestok.org/events.”*

Event location name and address:

Registration open date:

Registration close date:

Cost for registration (remember that inviting non members could be a great opportunity to get new members to join):

Girl Member price:

Girl Non Member price:

Adult Member price:

Adult Non member price:

Non member children price:

Tag-a-longs:

Are you needing volunteers for this event:

Are you wanting to include any discount codes:

Are you wanting to add a late fee?

Do you need to have a minimum amount of registrants to hold the event:

Do you need to set a maximum for the event:

Is there a minimum and maximum age level for this event:

What questions are you needing to ask registrants (members & non members):
Parents name, age level, troop number, SU number, troop leader's name, address,
etc.

Are we needing to send a copy of registrant's information to anyone's email:

Confirmation message that shows after someone registers:

What supervisor approved this event:

Supervisor's signature:
