



The purpose of this checklist is to help make it easier for you to create event flyers within your Service Unit. Hopefully, it will serve to minimize the time you have to spend making sure that you have included all of the relevant information to best promote your event. (A sample template is attached for your reference) —

When designing a flyer, it is helpful to include the following:

- ✓ **Council name**: Girl Scouts Heart of New Jersey. You do not need to include the Girl Scout logo on your Service Unit event flyers. Please contact the Communications Department if you would like it added to your flyer.
- ✓ **Service Unit Name**:
- ✓ **What**: you are promoting—i.e. name of event and description.
- ✓ **Who**: is invited—make it clear who your audience includes (registered Girl Scouts only, friends, parents, etc.). You may also want to include who is sponsoring this activity, if applicable.
- ✓ **When**: it the event will take place. Include specific times (a.m. or p.m.—12 noon is p.m.) as well as both the day(s) and date(s) of the week. Make sure that the day(s) and date(s) match!
- ✓ **Where**: it will take place (facility and city/town). Include address and directions if needed.
- ✓ **Why**: you are hosting this activity. Possibly your event works toward at least one of the three leadership keys: Discover, Connect, Take Action.
- ✓ **Contact Information**: Be sure to include a name and phone number to contact for questions.
- ✓ **Girl Scout Mission Statement**: “Girl Scouting builds girls of courage, confidence and character, who make the world a better place.”
- ✓ **Fee amount**: Include non-member cost or late registration fee, if applicable. If they register late and certain things will not be available to them (like a t-shirt if they have missed the ordering deadline), be sure to make that clear on the flyer.
- ✓ **Financial Assistance**: Let them know if financial assistance is available.
- ✓ **Cancellation policy**: Make it clear what your cancellation date is for refunds, or if no refunds will be made.
- ✓ **Pre-registration information**: Let them know if pre-registration or an RSVP is required, or if they may just bring the permission form to the activity.

- ✓ **Deadline for registration:**
- ✓ **Name and address/location to return registration.**
- ✓ **Confirmation information.** State whether a confirmation will be sent, and if it will be sent via mail or email. If you are not sending a confirmation, include a list of what to bring on the flyer.

If there is a registration form on the bottom of the flyer, you may want include the pre-registration information on the top and the following information on the bottom:

- ✓ **Name of event:**
- ✓ **Basic information regarding participant:**
 - Name
 - Address, City, State, Zip
 - Parent/guardian name and phone number—day and night
 - School
 - Grade
 - Birth-date
 - Age
 - E-mail address
- ✓ **Medical information** may be required in certain instances. This should include their preference of hospitals.
- ✓ **Photo release statement** for parent/guardian to sign (e.g. “I understand that she may be photographed for print, video, or electronic imaging.”).
- ✓ **Girl Scout Promise.** It is suggested that flyers for events that include non-members have the Girl Scout Promise:

The Girl Scout Promise
On my honor, I will try:
To serve God and my country,
To help people at all times,
And to live by the Girl Scout law.

Thank you for helping us to promote Girl Scouting in a positive manner and with a consistent voice. Please feel free to contact Nancy Zimmerman, Senior Director of Marketing and Communication, at 908.232.3236 ext. 1209 or nzimmerman@gshnj.org if you have any questions, or would like assistance creating a flyer.