

Volunteer Flyer Checklist

When designing a flyer, be sure to include the following:

- Council Name:** Girl Scouts of the Missouri Heartland. You do not have to include the Girl Scout logo on your service unit event flyers. Please contact the marketing/PR specialist if you would like it added to your flyer.
- Service Unit Name:** Should be listed as “Service Unit 123” or “Service Unit 123 (XXXX County)”. Please note that it is *incorrect* to state “Girl Scouts of XYZ Service Unit.”
- 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.).
- When** it 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. Make sure that your event works toward at least one of the three Girl Scout leadership keys: Discover, Connect, Take Action.
- Contact Information:** Be sure to include a name and phone number for questions.
- Girl Scout Mission Statement:** “Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.”

The following should also be included, if applicable:

- Fee amount:** Include non-member cost or late registration fee, if applicable. If they register late and certain things will not be available to late registrants (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:** Include a statement as to 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, 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.

- Permission statement** to participate in the program, and for photo release (e.g. “I give my daughter permission to participate in Service Unit 123’s Girl Scout Brownie Lock-In.”). Include a space for the parent/guardian to sign and date.

- 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:** Any flyer for events that include non-members must include the Girl Scout Promise (just as written and formatted below).

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 the communications department if you have any questions, or would like us to review your flyer.

Girl Scouts of the Missouri Heartland, Inc.

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