

The Girl's Guide to Girl Scouting

Service Unit Book Launch Party

Kick off the new school year by getting the entire Service Unit together for a spectacular *Girl's Guide to Girl Scouting* Book Launch Party. Here are some suggestions:

Get Others Involved

- Ask community organizations, such as libraries or bookstores, to co-host the book launch.
- Gather a group of older girls in the Service Unit to help plan the event, including time, location, invitations, decorations, refreshments, and so on.
- Use the event as an opportunity to give families more information, perhaps by setting up an info station, presenting a Tipshop or showing the Brownie Elf and marketing videos.

Spread the Word

- Ask older Girl Scouts to take charge of promoting and reporting on the event through social media—everything from tweeting to posting videos on YouTube to posting information on their Facebook pages.
- Invite local media outlets to cover the event or send a group photo with a press release.

Set Up Your Space

- Divide the event space into areas according to grade levels. Set up stations with activities from both Journeys and badges. You could also develop book-related activities, such as making bookmarks. Decorate the stations to match the brand colors for each grade level.
- Display all Journey and *The Girl's Guide to Girl Scouting* books for immediate purchase. Have the Journey keepsake items also available.
- Hand out 100th Anniversary edition bookplates.
- For refreshments, use snack recipes from the Journey books and the Girl's Guide.

Honor and Make Memories

- Invite Girl Scout alumnae to talk about what fun they had and what they learned from Girl Scouting.
- Ask girls to write down their fondest Girl Scout memories, then post the papers on a display board—that could be the beginning of a 100th Anniversary time capsule!

Successful Planning Tips

Educate, don't decorate! Don't plan badge days/events where girls complete an entire badge in one day. Instead, let girls do each badge over time and build a real skill.

Think PB & J!

Proficiency Badges and Journeys always go together and are more fun for girls. It's not okay to focus solely on badges, without developing girls' leadership ability through Journeys.



Make memories with a book for every girl. No photocopying...no exceptions—ever!