



Hosting Successful Community Events

School Open Houses—Tables at Fairs/Festivals

What’s the best way to tell your community about all of the awesome things Girl Scouts do? Show them!

To get started

Contact your school’s administration or community event organizer and request to have a table. Once it’s approved, let us know, and we can help you promote it. Email the following to Customercare@gsmaine.org



Suggested Supplies

- 6-8 foot table (check to see if the facility can provide one for you)
- Table cloth
- GSME Community Event Marketing Kit.

Each kit is packed with materials for 20* and includes:

- Informational brochures
- Join postcards
- Table tent
- Interest forms
- Ask me buttons
- Branded giveaways (items vary)

**Community Event Marketing Kits are available anytime at the service center(s) or by contacting us at customerservice@gsmaine.org. Please allow 12-14 business days lead time if kits need to be mailed.*

Best practices for a successful event:

- Dress the part and show your Girl Scout pride.
- Collect interest cards from EVERYONE that stops by your table. Make sure you can read their handwriting when completed. Or have them complete it themselves using this link: <https://www.girlscoutsofmaine.org/interestform> (or use the QR code here)
- Have your 30-second commercial ready to go—highlight what you love about Girl Scouts, the Girl Scouts leadership experience, the program pillars, or the newest badges. Don’t forget to end with a good hook question to jump-start the conversation.
- Create a visually pleasing display by bringing your Girl Scout memorabilia, uniforms, and badge books.
- Provide hands-on activities for girls whenever possible. The GSME Information/Activity Brochure has some instructions for simple and inexpensive activities directly linked to the Girl Scout badges.



Post Event Follow-up

Timely follow-up with families who attend these events is critical but don’t worry—we will do the follow-up! All we need you to do is get the interest forms to the GSME Service Centers in the fastest way possible. Here are our suggestions.

1. Enter them into our web to lead form using the QR code above. Once entered, families will begin to receive GSME communications
2. Take a picture or scan each interest card and email them to customercare@gsmaine.org
3. Drop them off at either GSME Service Center locations (Bangor or South Portland)
4. Mail them to: Girl Scouts of Maine | Attn: Community Engagement | 138 Gannett Drive, South Portland, Maine 04106

Thank you for your support!!
Questions? Contact Customer Care at customercare@gsmaine.org or 888-922-4763

