

Make S'more Friends Event Toolkit

Use this toolkit to plan and run a Make S'more Friends event! This is a community event that provides your Girl Scout Community with an opportunity to reconnect after the holidays, invite friends and their families to learn more about Girl Scouts, and give back to the community—all while sharing the excitement of s'mores. This is also a great event for older girls to help host, or they can run the individual stations shared in the plan below. Depending on COVID restrictions in your community, this event can be hosted in person or virtually.

What: Host a Make S'mores Friends event that:

- Is a fun Girl Scout community event
- Encourages girls to “bring a friend” to introduce new families to Girl Scouts

When: You can host this event anytime. You choose the date that works best for your OCMT.

Who: Current Girl Scouts and their families and new families who have moved to the community or want to learn what Girl Scouts is all about.

Incentives:

- OCMTs will receive a gift card for their commissary to purchase s'more supplies.
- New girls who join Girl Scouts between April 1 and July 31 will receive \$10 off their membership with the code **ProudGS24!** Please only share this code with new girls and families at the event.

To earn these incentives, OCMTs must:

- Complete the commitment form indicating their interest in hosting a Make S'more Friends event
- Advertise the event in their community
- Hold a Make S'more Friends event and communicate the date to USAGSO
- Sign in new girls and families at the event and share the completed sign in sheet with USAGSO within 24 hours of hosting the event for further follow up
- Send us fun photos of the event through the [USAGSO media request form](#)

Suggested Make S'more Friends Event Plan

Below is a sample guide for this event. Please customize to meet the needs of your community!

Promotional resources:

- [Social media event invite](#)
 - **Post the above linked image with this suggested text:** *Do you know a girl who would like to make more friends through Girl Scouts? Join me on [day, date and time] to play fun games, meet other girls in our community, enjoy some delicious s'mores and learn more about Girl Scouts! RSVP here: [phone number, email, link, etc.]*
- Email to troop volunteers and families. Please customize the below as needed:
 - *Hello Girl Scout family/volunteer,
I hope you're doing well and staying safe!
As we start the new year, I'm excited to offer our community a chance to reconnect after the holidays, spend time with their friends, and have fun. Our Make S'more Friends event encourages Girl Scouts to invite their non-Girl Scout friends to learn more about Girl Scouts, play exciting games, and enjoy some delicious s'mores.
I hope you'll join us in bringing the life-changing experiences of Girl Scouts to even more girls by sharing this invitation on social media, giving this flyer to your friends and family, and encouraging your girls to give these handouts to their friends.
Please let me know if you have any questions!
Yours in Girl Scouting,*
- [Printable flyer invitation](#)
- [Printable handout invitations](#)

Event Day resources:

- [Customizable Activity Sign](#) (event station signs) — "Make S'more Friends," "S'more Your Way," "Do S'more," and "Give S'more"
- Station-based activity suggestions (see links below)
- Patch ideas – check out the shop for [S'mores patches](#) you can give away at your event!
- [Activity sign in sheet](#) to collect new girl and family information

Event Outline

Your event should consist of multiple stations. Attendees will move from station to station, participating in different activities with other girls and families. This allows people to jump right in regardless of when they arrive. It may be helpful to assign an OCMT member or parent volunteer and a few current Girl Scouts to each station to help attendees with the activities and to make new friends. Reserve the last 15 – 20 minutes for a whole group wrap up and S'more Songs.

Virtual Event Note: If you are hosting this event virtually, we recommend utilizing the Zoom breakout rooms feature to host the different stations. Assign an OCMT member or parent volunteer to manage each breakout room. We also recommend creating supply bags with needed event materials and offering a drop off or pick up option before the event. You could also send out a supply list ahead of time for families.

1. Make S'more Friends! Station: One OCMT member or volunteer will check in girls and families at this station. If the family is new, the OCMT member will record the girls'/families' information. OCMT member will send the list of attendees to USAGSO within 24 hours of the event. USAGSO will follow up with that member within 48 hours to encourage them to register. Girls who register within 7 days of the event receive \$5 off coupon for our shop and a S'mores fun patch.

Supply List: Activity sign-in sheet, pens

Virtual Event: To collect girl and family contact information during a virtual event, attendees can message contact information privately to the Zoom organizer or an OCMT member or parent volunteer can be responsible for private messaging attendees as they join to welcome them to the event and ask for contact information. Another option could be creating a Google form as a sign-in sheet to collect girls'/families' information and share the link in the chat box at the start of the event.

2. S'more Your Way Station: If hosting this event outdoors, please choose an area that can accommodate a campfire. Families will create their own unique s'mores at this station. You may provide cards with different s'mores ideas, or families may create their own using the ingredients provided. If you're looking for inspiration, [check out this link](#).

Supply List: Graham crackers, chocolate bars, marshmallows, other creative ingredients (ex. Fruit, different types of cookies, jam, pretzels, etc.), skewers for roasting, firewood

Virtual Event: If attendees are participating in the event virtually, provide the option to create [s'mores trail mix](#) or the [recipe for indoor s'mores](#) to bake at home.

3. Do S'more Station: Girls, families, and friends will participate in activities together aligned with the themes of outdoors, camping, and science (although themes may extend to any of the four program pillars). Ask older girls to take the lead at each station or design a new S'more station on their own.

Suggested Activity 1: We Need S'more Engineers

Engineers invent all kinds of cool things, from spaceships to cars to bridges to video games. Ask girls to draw (or create) a picture of what they would like to invent. To make the activity relevant for older girls, ask them to create a blueprint-type sketch of their invention with captions explaining what the parts of the invention are and what they do. Consult this [PBS Kids guide](#) for some great ideas of things girls can invent with simple materials (for example, the confetti launcher on page 11).

Supply List: Paper, crayons/markers, simple building materials (ex. Mini marshmallows, toothpicks, straws, etc.)

Suggested Activity 2: S'more(s)e Code

Long before texting, Morse code was created to communicate messages without advanced equipment. For this activity, hand out a [Morse code guide](#) that shows how each letter of the alphabet corresponds to Morse code. Ask girls to write their name or a message to another girl in Morse code. Daisies may need help from their parents. To make the activity relevant for older girls, ask them to create their own code by writing letters or phrases and their corresponding codes or symbols.

Supply List: Printed morse guides, paper, pencils

Virtual Event: The volunteer managing this breakout room can share the Morse code guide virtually on the screen.

Suggested Activity 3: Knot S'more

Prepare girls for their next camping trip by showing them how to make square and clove hitch knots! Or have them start a friendship bracelet for a fellow Girl Scout.

- [Square knot](#)
- [Clove hitch](#)

Supply List: Rope and/or friendship bracelet materials

Virtual Event: The volunteer managing this breakout room can walk participants through each knot.

4. Give S'more Station (Optional): Invite Girl Scouts to work together to complete an impactful community service project.

5. Have S'more Fun Game Station (Optional): Another option for larger communities who might need to spread participants out due to COVID restrictions. This station could include game ideas like Pin the Marshmallow on the S'more or S'more Tag.

6. S'mores and Songs Wrap Up: If you are holding the event around a campfire, end the evening by gathering around the fire. Have a volunteer welcome the group, share a few anecdotes about your community, say the Promise and Law together and close out by singing some [Girl Scout songs](#) together.

Sample Timelines

Option 1: In Person Event

45 minutes	Girls and families arrive and get right into stations <ul style="list-style-type: none"> ○ One OCMT member is at the Make S'more New Friends! Station welcoming new girls and families and asking them to sign in on the sign-up sheet and answering questions about how to join.
15 minutes	Everyone gathers around the fire or in a shared space for a welcome and S'more Songs
15 – 30 minutes	Girls and families continue with stations before departing

Option 2: In Person Event

15 minutes	Everyone gathers around the fire or in a shared space for a welcome and S'more Songs. Welcome girls and families and introduce stations.
45 – 60 minutes	Girls and families move through the stations <ul style="list-style-type: none"> • One OCMT member is at the Make S'more New Friends! Station welcoming new girls and families and getting them to sign in on the sign-up sheet and answering questions about how to join
15 – 30 minutes	Girls and families continue with stations before departing

Option 3: Virtual Event via ZOOM

Before Event	Consider delivering bags with materials to girl's homes or asking them to pick them up at the Girl Scout hut. This could include necessary handouts/materials and s'more materials. Alternatively, you could send a supply list ahead of the event and ask parents to gather the materials.
15 minutes	Whole Group: Everyone gathers as a whole group for a welcome, S'more Songs and to introduce the stations.
45 – 60 minutes	Breakout Rooms: Split the group into breakout rooms based on the number of stations at your event. After 15 minutes in each station as participants to move to another "virtual station" (i.e., breakout room) or randomly reassign them so people make S'more new friends at each station they attend.
5-10 minutes	Whole Group: Bring the group back together whole group to close. This could include singing "Make New Friends" together.