

Unicorn Party Event Toolkit

Use this toolkit to plan and run a Unicorn Party event! This is an in-person recruitment event that provides your Girl Scout community with an opportunity to invite friends and their families to learn more about Girl Scouts. This event is for girls in grades K-2 and is also a great event for older girls to help host.



What: Host a Unicorn Party that:

- Encourages new families to try out Girl Scouts.
- Introduces parents/caregivers to Girl Scout volunteer opportunities.

When: Your community can host this event on any date. You choose the date that works best for your community.

Who: New families who have moved to the community or want to learn what Girl Scouts is about.

Incentives: New girls or adults who join Girl Scouts and register within seven days after the event will receive:

- \$5 off their Girl Scout membership with the code **5OFFINVITE** - Please only share this code with new girls and families at the event.

Materials List

- Decorations
- Crayons, colored pencils or markers
- Single hole punch
- [Unicorn SWAPs printable](#)
- Ribbon, yarn or string
- Scissors
- [Pin the Tail on the Unicorn poster](#)
- Streamers or paper strips in 10 colors: blue, yellow, light green, red, orange, purple, pink, green, light pink, light purple; ensure you have a streamer for the amount of girls who have registered for the event, plus at least five extra.
- Tape
- Black Sharpie
- Optional: [Printed coloring sheets](#) for families who arrive early
- Optional: [Printed My Little Pony activity booklets](#) for girls to take home
- Optional: Snacks

Event Outline

In-Person Event Preparation & Set Up

Total event time: 50-60 minutes

If possible, the event space should be set up in four general areas: Check In & Welcome, Girl Space, Adult Space and Childcare.

1. CHECK IN – 20 minutes before event start time.

- Have the event space set up, decorated and ready to go at least 20 minutes before the event start time to welcome families that might arrive early.
- Volunteers or older girls will welcome girls and families and check them in at this station. If the family is new to Girl Scouts, the volunteer will record the girls'/families' information by having the family sign in on the sign-in sheet.
- Encourage families to fill out name tags and sign in on the sign-in sheet. If you collected RSVPs via e-mail or a link, consider printing name tags or a sign-in sheet in advance.
 - Please plan to follow up with attendees within 48 hours of the event using the information from the sign-in sheet. Girls or adults who register within seven days of the event can receive \$5 off their membership using code **5OFFINVITE**
- **Supplies needed:** Tables and chairs, laptop, tablet or sign-in sheet, name tags, pens, tablecloths, Girl Scout flyers, refreshments (optional)

2. WELCOME – 5 minutes

- Start by welcoming families and introducing all staff and volunteers. Once it's time to begin, ask each girl to introduce herself and the grownup she brought. Thank families for coming and explain the flow of the party before asking parents/caregivers to separate from girls and younger children.

3. PARTY + PLATICA – 45 minutes

- **Set Up** – Girls and caregivers will be in separate spaces, but in view of each other.
 - **Girl Space** – Decorate for a party! Consider the theme, but generally focus on bright and fun decorations.
 - Play age-appropriate music at a lower volume as families arrive.
 - Allow girls to explore the room, get situated and provide a coloring activity for early arrivals. You can download and print these [My Little Pony coloring sheets](#).
 - **Adult Space** – Arrange chairs and/or tables in a circle with OCMT members or other volunteers as participants (not at the “head of the group”).
 - **Childcare** - If possible, set up a space for younger siblings to play under the supervision of volunteers or older Girl Scouts. Make sure the space is in view of the adult space, but encourage parents/caregivers to let little ones play, so they can focus on the conversation.

Girl Space: Unicorn Party

Girl Opening: Girl Scout Promise – 5 minutes

SAY: Today we are going to talk about three of my favorite things: Girl Scouts, friendship and unicorns! When you become a Girl Scout, you get to try all kinds of fun activities with friends! You also get to choose the kinds of activities you want to do like: Go outside for a walk, hike or outdoor art project. Run your very own cookie business. Take a field trip to explore your community. Find out how to help people, animals and the planet. You also get to meet other Girl Scouts! Are there other things you would like to try in Girl Scouts?

WAIT FOR THREE RESPONSES

SAY: All of those things are possible in Girl Scouts! Now I want to show you all how to make a Girl Scout Promise. Have you ever made a promise? The Girl Scout Promise connects Girl Scouts ALL over the world. The Girl Scout Promise is the first thing a Girl Scout learns. When Girl Scouts come together for a meeting or event, they always start with the Girl Scout Promise. But first, let's learn the Girl Scout Sign.

DO: Demonstrate the Girl Scout Sign and make sure each girl can do it before continuing.

SAY: Great! Now, let's practice! I will say the Girl Scout Promise and you can repeat after me. Make sure you are holding up the Girl Scout Sign as you say the 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

*Girl Scouts can change the word God to match their own spiritual beliefs.

DO: Invite the girls to recite the Promise again, together.

Girl Activity 1: Make a Unicorn Promise SWAP – 15 minutes

- **Supplies needed:** Crayons, colored pencils or markers, single hole punch, [Unicorn SWAPs printable](#), ribbon, yarn or string, scissors
 - Alternatively, you can also prep “SWAP kits” by cutting out the printable and a length of string in advance.

SAY: When Girl Scouts meet each other for the first time, they like to give each other a gift called a SWAP(s). SWAP(s) means Special Whatchamacallit Affectionately Placed (Somewhere). They are small tokens of friendship that Girl Scouts exchange with one another, and each SWAP uniquely reflects a fellow Girl Scout, their troop or a memory of a special event. They're a great way to share stories and get to know Girl Scouts from across the country and world.

We are going to make a SWAP that will help you to remember the Girl Scout Promise and our Unicorn Party. This is a special SWAP that you get to keep for yourself to remember our party today and to be able to practice your Girl Scout Promise at home.

DO: Give each girl the Unicorn SWAP printable and have her color the side with the unicorn. Have each girl cut out the heart shape and the square shape “My First Swap.” Punch one hole in the top of each piece and use a small piece of ribbon or yarn to tie them together. Help girls with making their SWAPs, as needed. You can also cut and prep the pieces in advance.

SAY: The Girl Scout Promise is written on the back of the heart, so you can practice the Promise at home with your grown-up.

Girl Activity 2: Pin the Tail on the Unicorn – 20 minutes

- **Supplies needed:** [Pin the Tail on the Unicorn poster](#), streamers or paper strips in 10 colors: blue, yellow, light green, red, orange, purple, pink, green, light pink, light purple; (ensure you have a streamer for each of girls who have registered for the event, plus at least five extra), tape, black Sharpie
 - We recommend prepping the streamers with each part of the Law in advance. You can use the below graphic as a guide to match the colors and lines of the Girl Scout Law with the Daisy petals.

SAY: What do you think it means to be a Girl Scout? Girl Scouts follow the Girl Scout Law. It helps us to understand what it really means to be a Girl Scout. The Girl Scout Law has 10 parts and each part is different and unique, just like a unicorn's tail. Today, each part of the Law is written on a piece of the unicorn's tail. Let's complete our unicorn as we learn the Girl Scout Law. Can you help me pin the tail on the unicorn?

DO: Girls take turns pinning a streamer on the unicorn poster. Read the streamer first (help girls who can't yet read) and ask the other girls to repeat. Ask girls if they can think of an example for each line of the Girl Scout Law (ex. What does it mean to be honest and fair? How can you be courageous and strong?) Once each girl has a turn, staff/volunteer can place any leftover streamers if uneven number. If there are more than 10 girls, pair girls up so that each pair has an opportunity. Once all streamers have been placed, ask the girls to stand and say the Girl Scout Law together.

*I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong,
and responsible for what I say and do,
and to respect myself and others,
respect authority,
use resources wisely,
make the world a better place,
and be a sister to every Girl Scout.*



Closing with caregivers: Friendship Circle – 5 minutes

DO: Invite the parents/caregivers to join the girls back in the girl space for the closing activity.

SAY: The Girl Scout Friendship Circle represents the unbroken chain of friendship among Girl Scouts all around the world. To make a Friendship Circle, Girl Scouts gather in a circle, crossing their right arms over their left arms and holding hands with their friends on both sides or connecting the circle in whatever way they can. When it's your turn, make a silent wish to yourself and then squeeze your friend's hand to the right.

Everyone then makes a silent wish as a friendship squeeze is passed from hand to hand around the circle. Let us gather now to learn the Make New Friends song to wrap up our time together!

DO: Teach them the Make New Friends song to end their time together. Invite adults to join.

SAY: We are so happy that we got to meet each of you! This is the end of our Unicorn Party, but we hope this is just the start of your adventure with Girl Scouts. If you are ready to sign up to be a Girl Scout today, our staff and volunteers can help you complete your registration right now. If you have any questions, we are here to help.

DO: Invite any girls/adults who are ready to join to register now and make sure everyone has completed a lead form. Open the floor to any questions.

Optional: Serve snacks or refreshments (15 min)

Adult Space: Conducting a Plática with Caregivers

While girls are participating in the Unicorn Party, adults and caregivers will be participating in a plática led by your community's volunteers.

- **Supplies needed:** chairs set up in a circle, friendly volunteers

In Spanish-speaking communities, a plática is a warm and friendly conversation. The goal of our plática is to create just such an environment so that the conversation between caregivers and staff or volunteers can yield insights into their thoughts and needs. Staff/volunteers should act as a guide, but not control the conversation. The primary objective is to listen and then draw connections between what the parents/caregivers say about their girls and the ways Girl Scouts can support their goals. This is also an opportunity for families to get to know each other and start building connections and community with Girl Scout volunteers and each other.

Consider these general guidelines for the conversation:

- Know your audience: Who are these families? What are common cultures, circumstances or challenges facing this community?
- Avoid Girl Scout acronyms or internal language. Use vocabulary that is familiar to everyone or make sure to clearly explain Girl Scout traditions and terms.
- Note opportunities to connect the values of Girl Scouts through our Promise and Law to the values and goals expressed by the parents/caregivers.
- Answer questions with clear next steps. Note upcoming milestones or community events.

- Before you close, ask if anyone is ready to join or if they would like to gather more information and participate in another Girl Scout experience.
- Note: Some families will not be ready to join after the first experience and that is ok! Make sure all families leave with an understanding of their next step and how you will continue to communicate with them.

Plática Opening & Icebreaker – 5 minutes

- Sit in a circle so there is no “head” of the group, like a Girl Scout meeting. Share with families why the circle is an important part of Girl Scouts.
- Introduce yourself and thank them again for coming. Assure parents/caregivers that this is a safe space to share and get to know each other. Ask everyone to introduce themselves.

Discussion – 20 minutes

Use the conversation starters and questions below to prompt the discussion, but allow caregivers to continue if they are building their own topics as they get to know each other.

Starter #1: Learn who they are, what they value and how they spend their time.

- What is important to your girl and to the family?
- What is most important to you as a family?
- How does your family support your girl?
- What do you all enjoy doing as a family?
- What things do you do only with your girl?

Starter #2: Learn what they want for their girl.

- What are your dreams for your girl?
- What is most important to you in your girl’s development?
- Tell me about when you are most proud of or happy for your girl.
- What does your girl struggle with the most?
- Imagine your girl as a young adult:
 - Describe the person you hope she becomes.
 - What do you think she will do when she grows up?
 - What challenges might get in the way of her reaching these dreams?

Starter #3: Identify the types of activities they and their girl enjoy.

- What is important for your girls to learn?
- What does your girl love to do most?
- What does she get excited about? When is she happiest and most engaged?
- Outside of school, how does your girl spend most of her time?
 - Are you / is she happy about this?
 - If not, how do you / does she wish she were spending her time?
- What types of activities or experiences do you wish your girl(s) could have that she is not having now?
 - What is holding her (or your family) back from having those experiences?

- Are there experiences or opportunities you missed out on growing up that you hope your girl(s) can have?

Girl Scout Connection – 10 minutes

While this should not be the same formal Girl Scout presentation we have done in the past, families should still leave with a clear connection between Girl Scouts and their experience.

- What did you hear parents/caregivers express that uniquely connects to Girl Scouts? Do we meet a challenge in their life or support a goal for their girl(s)?
- Ask a parent to read the Girl Scout Promise and Law.
 - When complete, ask parents/caregivers what they think.
 - Does this align or differ from their values?
 - Does this align or differ from their perspective of Girl Scouts?
- Emphasize that Girl Scouts is not just an after-school activity. They are joining a local community and an international Movement.
 - Note that Girl Scouts grows up with their girl, and she can continue through high school and then join our Alum Network. Providing a vision of the Girl Scout journey will help with overall retention. This can be especially helpful for families who transition to new communities every few years.
- Be clear that all parents, caregivers and adult supporters are encouraged to join this journey with their girls as volunteers. Everyone has a role and place in Girl Scouts.
 - Describe the opportunity as a supportive troop leader or volunteer team – a group of parents/caregivers that all work together to support their girls’ troop – not the traditional burden of one parent being the troop leader.
 - Ask the parents if they have a skill they want to develop further, and then describe the different types of volunteer roles, if time permits. This may also be a good follow-up after the party.
- Give specific examples of Girl Scout programming based on the shared interests of the parents/caregivers that lead to successful outcomes for the girls. Share that we are more than just cookies and camping by explaining the type of programming that falls within our four pillars, for example.

Closing – 5 minutes

- Ask parents/caregivers to rejoin their girls but assure them you will be available to answer questions after the last activity.
- If they are ready to join, direct them to the registration table after the final activity.
- If they want to learn more, encourage them to participate in an upcoming community event, USAGSO virtual program or by using the [Girl Scout Activity Zone](#).
- Be sure to thank every family and stay to answer questions after the official event concludes.

Resource Glossary



Promotional Resources

- [Unicorn Party customizable event flyer](#)
- [Unicorn Party social media image](#)

Event Resources

- [Unicorn Promise SWAPs Printable](#)
- [Pin the Tail on the Unicorn Poster](#)
- [Event Sign-In Sheet](#)
- [My Little Pony Activity Book](#)
- [My Little Pony Coloring Sheets](#)