

girl scouts arizona cactus-pine



### 2023 FALL PRODUCT PROGRAM TRAINING

\$902,367 was earned last fall through our council's program to benefit Girl Scouts

Each participant averaged \$359 which went directly toward funding Girl Scouts and their Troops





Goal Setting Money Management People Skills Decision Making Business Ethics Managing Uncertainty

Plus Girl Programs, Camp, Troop Activities & Giving Back

### YOUR IMPACT ON THE GIRL SCOUT'S EXPERIENCE



The Program itself is a learning experience



Troops use money earned from the program to participate in fun adventures like travel and camp



Troops use money earned to give back to their community



The program helps fund the entire Girl Scout Experience

### THE GIRL SCOUT'S PERSONALIZED EXPERIENCE

#### What's their "why"?



#### OCELOT

Wide distribution from northern Argentina to the southwestern U.S.

Up to 3 feet in length, 35 pounds and runs up to 38 MPH

Solitary and exclusive territories which can range upwards of 35 square miles

Endangered due to habitat destruction





### **TROOP PROCEEDS**

# \$1-9.99 - \$1.00 \$10-19.99 - \$2.00 \$20+ - \$3.00

#### PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Nuts & Chocolates

Magazines & More

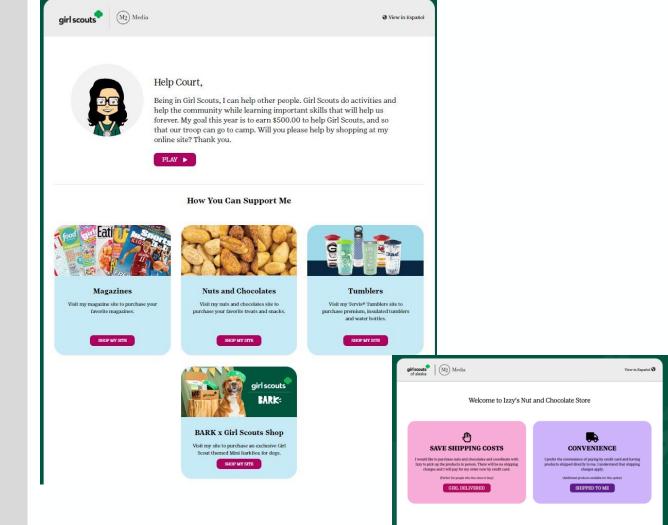




### ONLINE SHOPPING SITES

Supporters select their desired product line

Nuts & Chocolates have two options: Girl Delivered or Direct Ship



### NEW PRODUCTS



#### **New Product to Council** Thai Chili Mix & Cheddar Caramel Crunch

#### Discontinued

Salsa Mix & Nut and Seed Blend Previous online only items are also discontinued.



### ASHDON FARMS TINS

# Perfect for Gifts and Treats!



#### Chickadees on Mushroom Tin

(order card, online girl delivered or direct ship) Milk Chocolate Pretzels

#### **Girl Scout Memory Box Tin**

(order card, online girl delivered or direct ship) Milk Chocolate Mint Treasures





#### **CARE TO SHARE**

Customer makes purchase to support \*FPO\*

Orders can be placed through order card, online girl delivered or direct ship channels

Products are distributed by council and are not delivered to troops/Girl Scouts

Troops earn proceeds and Girl Scouts earn a special patch and credit towards other rewards

### **MAGAZINES**

Top selling magazines offered Easy renewal No cost shipping







#### PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Tervis® Tumblers



#### PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Girl Scout themed mini BarkBox





#### END OF MODULE #1 (QUESTIONS FOR GSLEARN)

#### 1.Which of the following are not one of the skills pursued through product program?

A.Goal Setting B.Money Management C.People Skills D.Not Following Through E.Business Ethics

**2.TRUE OR FALSE** - Before the beginning of the Product Program, you should take time to ask each Girl Scout their "why" and work with the Girl Scouts as a troop to help them feel comfortable sharing their purpose and goals with supporters.

#### **3.The campaign's theme mascot is the:**

A.Ocelot B.Emperor Penguin C.Leopard D.Spinner Dolphin

# 4.Working with Girl Scout participants' goals to develop a troop budget, what are the troop proceed amounts for the 2023 Fall Product Program?

A.10% per item B.15% per item C.\$1 per nut and \$3 per magazine D. None of the above





## HOW TO GET STARTED

Online to purchase nuts & chocolates, magazines, Tervis® Tumblers and BarkBox

#### In-person with nut order card

### GIRL SCOUT'S PLATFORM SET-UP

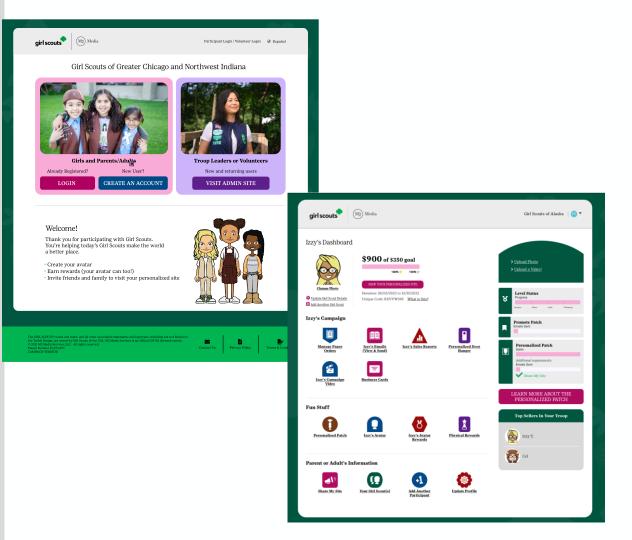
Preferred Email Address

Confirm Membership

Highlight Girl Scout Goals

Build an Avatar

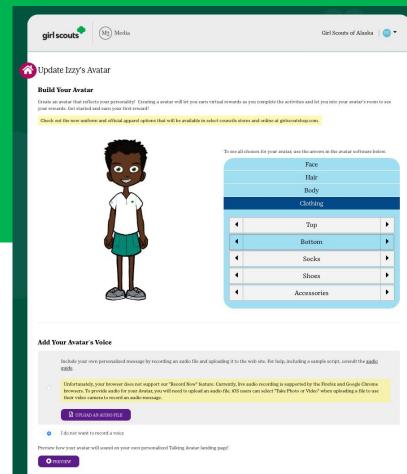
Include Video



### GIRL SCOUT'S PERSONALIZED EXPERIENCE

#### Design an Avatar

#### \*potential "new to FPP" troop activity



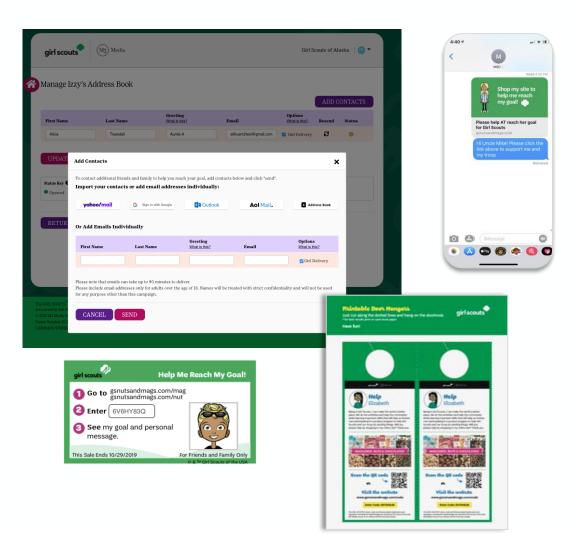
### TOOLS TO RUN A BUSINESS

Send emails

Share My Site with social media and texting

Printable business cards

Door hangers with QR codes



### PARTICIPANT'S DASHBOARD

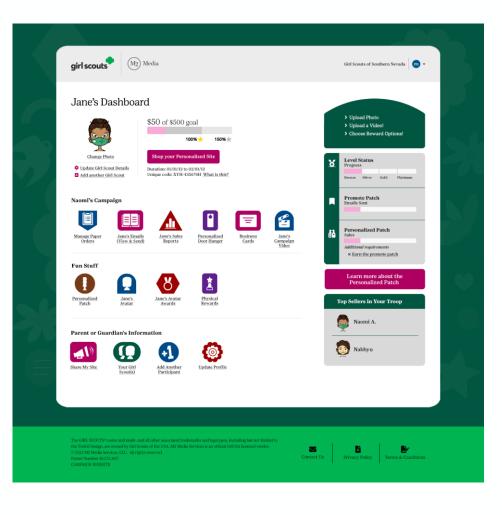
Additional emails/social media/texts

Girl Scout's avatar room with virtual rewards & troop photo

Manage nut card order entry

Select rewards

Sales reports



### Fall Personalized Patch

Personalized Patch with Theme Backgrounds

Council Criteria-

•Create site/avatar

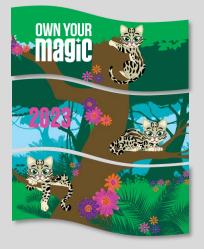
•Sell \$450+ in combined sales



#### 2023-24 FALL & COOKIE CROSSOVER PATCH

Participated in the 2023 Cookie Program & Participate in the 2023 Fall Program





# GIRL SCOUT REWARDS





#### END OF MODULE #2 (QUESTIONS FOR GSLEARN)

#### 1.Which of the following ways can participants access the M2OS platform?

A.Custom link on council's website B.General internet search for "Girl Scouts" C.Launch email sent to parent/adult email's address on "go day" D.Visit M2's website and click on the company's link

**2.TRUE OR FALSE** – Participants have the ability to select which supporters receive an invitation to order online with girl delivered (customers pay online and the Girl Scout delivers).

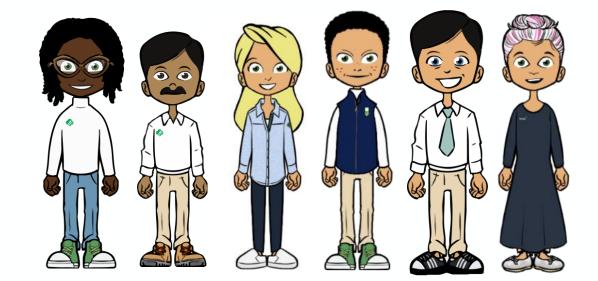
**3.TRUE OR FALSE** – Girl Scouts earn the personalized avatar patch by creating an avatar, sending 18+ emails, using the "Share My Site" tool and reaching \$300 in total sales.

#### 4."Share My Site" provides the following tools to Girl Scouts:

A.Texting B.Facebook posting C.Tweeting on Twitter D.Instagram



### VOLUNTEER EXPERIENCE





Thank You

(M<sub>2</sub>) Media Group

#### Dear Michelle

It's time for the Fall product sale and an exciting year ahead for Girl Scouts! For the Fall sale this year, we have a website where you can communicate with the girls / parents in your troop, monitor results, and build an avatar to be included in a troop photo. Your username will be the email address shown below. Please <u>click</u> <u>here</u> to create your password.

Username:

Once your password is created, <u>click here</u> to access the site or go to <u>https://www.girlscoutmagazines.com/admin</u>

The sale will run from 09/19/2014 at 12:00 AM to 11/25/2014 11:59 PM. Please encourage all of the girls in your troop to participate. If you have any questions, please contact your a unit leader or the council. Thank you for all that you do for C Scouts!

Girl Scouts of California's Central Coast

### TROOP VOLUNTEER ACCESS

#### Email invitation to login

Troop training video

#### Queue Parent/Adult Email Campaign

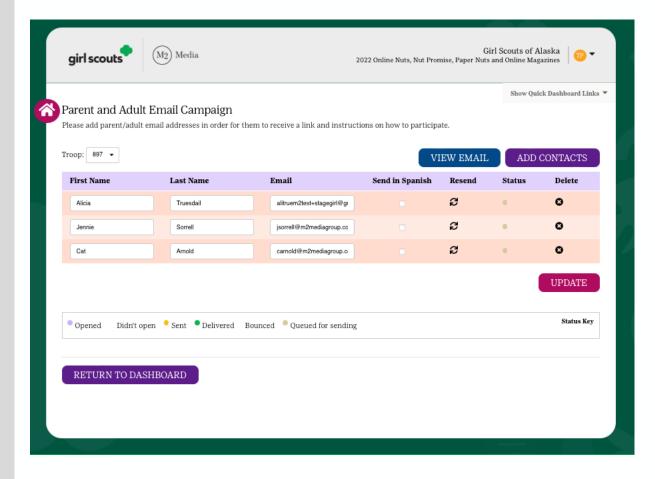
Volunteer avatar

### PARENT/ADULT EMAIL CAMPAIGN

Email addresses uploaded by council

Edit or enter missing parent/adult emails

Email with instructions on how to participate



### TROOP DASHBOARD

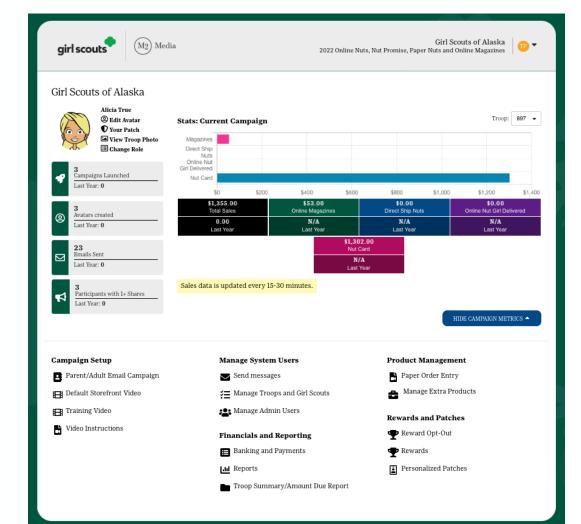
Messaging

Manage nut card order entry

Select rewards

Sales reports

Banking and payments



#### TROOPS REWARDS

#### **Council criteria Patch**

-Create Avatar -Send Parent/Guardian Email Blast -Troop Sells \$1,500+ in Combined Sales

*Exclusive Booth* -\$1,250 sold in combined dollars by 10/29/23.

End of Sale -Achieve \$2,250+ in Combined Sales, choose between: \*An extra \$.02 per package for the 2024 Cookie Program OR \*\$75 in Troop Program Credits

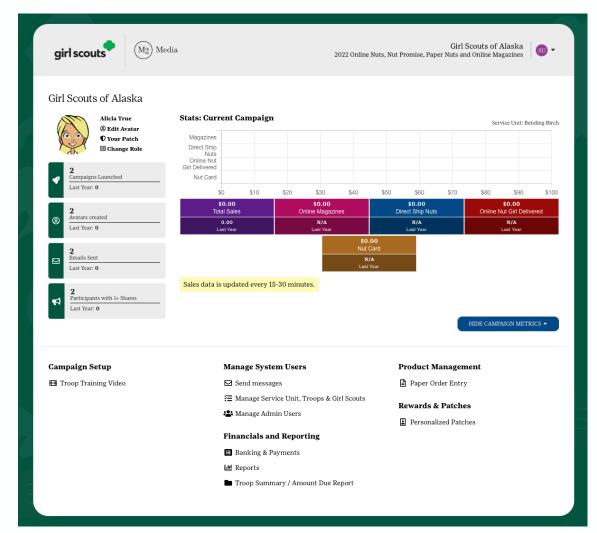




### SERVICE UNIT DASHBOARD

#### Messaging

- Manage nut card order entry
- Sales reports
- Banking and payments



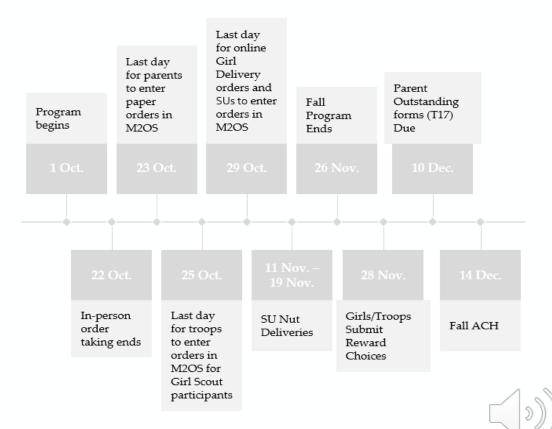
#### SERVICE UNIT REWARDS

Council criteria for Patch--Create Avatar

Hold a Fall Rally and earn \$150



#### IMPORTANT DATES



### FAQs



How do I reset my password?

When can a supporter expect a direct ship nut order placed online? When will a participant receive their Personalized Patch? What if a participant didn't find their name as they log into the platform? When can I expect my online girl delivery items?

#### END OF MODULE #3 (QUESTIONS FOR GSLEARN)

**1.TRUE OR FALSE** – For the Parent Adult Email Campaign, you need to confirm the email addresses are the ones used by parent/adults in your troop and confirm all the Girl Scouts in your troop are listed so they get the email blast at the start of the program.

#### 2. Which of the following is not a troop responsibility?

A.Review order card orders submitted by parent/Girl Scout B.Send Parent Adult Email Campaign C.Create troop volunteer avatar D.Send emails to customers on behalf of Girl Scout

**3.TRUE OR FALSE** – As a troop volunteer, they should communicate with the parents/Girl Scouts through the M2OS messaging tool the first week of the program to encourage participation, at the halfway point for continued motivation and a few days before the end with final details.





### DELIVERY OF NUTS/CHOCOLATES

Troop pick-up

Girl Scout pick-up

### DELIVERY TICKETS

Print delivery tickets by Service Unit or troop

Available for easier picking and packing

Option to include financials

girl scouts	M2 Media	Girl 2022 Online Nuts, Nut Promise, Paper Nuts an	Scouts of Alaska d Online Magazines	SP -
			Show Quick Dash	board Links 🔻
Delivery Tickets Select your options and p	print your delivery tickets below:			
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### **BALANCING FINANCES**

#### Sales reports

#### Banking and payments

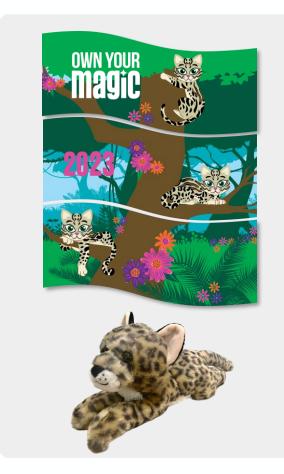
girl scouts	(M2) Media	2022 C	Girl S Inline Nuts, Nut Promise, Paper Nuts and	couts of Alaska Online Magazines
Banking and F Check banking and p Service Unit / Troop	payments for this campaign.			Show Quick Dashboard Links 🔻
Froop Payment	s - Troop 6512			
<b>Froop Deposits</b> View payments made	e by this troop to the council			
Date	Bank Name	Check/Deposit/Ref#	Comments	MANAGE ACH
Date	Бапк Name	No results returned	Comments	Deposit
Girl Scout Payments View Girl Scout payments for this troop.  SZAMENT TOOLS  ADD GIRL SCOUT PAYMENT Click rows to view girl scout payment information. Click the "+" menu to access additional features.				
Girl Scout		Payments Due Troop	Payments Made	Balance
<b>∔</b> Janie Jones		\$0.00	\$15.00	(\$15.00)
RETURN TO I	DASHBOARD			

girl scouts	(M2) Media		Girl Scouts of Alaska 2022 Online Nuts, Nut Promise, Paper Nuts and Online Magazines			
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See financial and other	r reports for this cam	paign.				
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Troop Summa Campaign and sales in		oops.				
Troop: 6512 -						
Total Sales					Campaign	Stats
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Collected Online				\$0.00	Avatars Created	0
Collected from Custo	omers			\$0.00	Photos Uploaded	O
Total Troop Extras				\$0.00	Voice Recordings	C
Troop Proceeds and	Bonuses			\$0.00	Total Personalized Patche	s O
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Magazine Units				0	Reward Opt Out	ING
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Proceeds And Bonus	es			\$0.00		
Direct Shipped Sales						
Direct Shipped Units	5			0		
Total Sales Collected	Online			\$0.00		
Proceeds And Bonuses			\$0.00			
Nut Card Sales						
Nut Card Units				0		
Total Collected from	Customer			\$0.00		
Proceeds And Bonus	es			\$0.00		
Online Nuts Girl Deli	vered					
Online Nuts Girl Deli				0		

### DELIVERY OF REWARDS

Troop pick-up

Girl Scout pick-up



### DELIVERY TICKETS

Print reward delivery tickets by troop or participant

Available for easier picking and packing

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### FALL PRODUCT PROGRAM CUSTOMER CARE

M2'S Customer Care team is cross-trained to handle tech support, volunteer/participant and customer inquiries

100% customer satisfaction guarantee



### **THANK YOU!**

For your continued support of Girl Scouting and the Fall Product Program.

We look forward to a successful 2023 Program!



