

Entrepreneurs In Action Day Girl Scout Adventure Packet

Welcome Entrepreneurs to the Fall Take Action Program! We're excited for you to get your magazine, nut, and candy business and digital shop set up and running! Use the tips below to "Go Bright Ahead" and make a splash starting today and all season long.

- If you need any program help, contact our Product Program team at info@gsnorcal.org
- If you run into issues with your M2 site or any orders contact M2 at support@gsnutsandmags.com or call (800) 372-8520

In this document you will find a quick checklist of items to starting your digital shop in M2, tips for setting up your campaign in M2, and personalized ways to connect with customers weekly.

Checklist to launch your Digital Shop!

- Set your individual goal and troop goals.
- Login to M2 and set up your digital shop.
- Personalize your avatar and record a special message.
- Consider adding video!
- Upload your customer email list in M2 and reach out to customers.
- Use the [Marketing timeline](#) to start planning how you will market your business.
- Start selling all your Girl Scout goodies!

Tips for setting up your Campaign!

Feel free to use these helpful sentence finishers if they match your goals when you fill out the About your Campaign section of your Digital Shop setup. Here are 4 themes to choose from that help you answer the question, "What does your Girl Scout Troop or Group plan to do with the money earned from your product program?"

3 About Your Campaign

What does being a Girl Scout mean to you?

Choose One

It is important to set goals. By choosing the amount shown below, you will earn the personalized patch. Increase that amount if you need additional money to achieve your goals.

4

magazines and

30

nuts and chocolate items

What does your Girl Scout troop or group plan to do with the money earned from your product program?

can go camping

About Your Campaign Example Paragraph:

Being in Girl Scouts, [What does being a Girl Scout mean to you?]. We do fun activities and help the community while learning important skills that will help us forever. My goal this year is to sell 4 magazines and 30 nuts and chocolate items to help Girl Scouts, and so that our troop can **can go camping**. Will you please help by shopping at my online site? Thank you.

Sentence Finishers

Complete the sentence below from your “About Your Campaign” using one of the options provided or choose your own!

...so that our Troop can (insert desired sentence finisher)

Interest Theme	Sentence finishers
<i>(Copy and paste phrase below as is, do not add end punctuation)</i>	
Hawaiian Monk Seal Theme	donate our earning to the rescue and conservation of Hawaiian Monk Seal Habitats
Outdoor Theme	attend Girl Scout summer camp and challenge ourselves through new experiences in the outdoors
Travel Theme	plan and organize a trip to a new destination and explore new places and cultures
Entrepreneur Theme	polish our entrepreneurial skills to take advantage of future opportunities and challenges as young adults

Personalize your Avatar Weekly!

Consider rerecording a new message on your M2 Avatar weekly for your customers. Customers will enjoy revisiting your site to learn how your business is doing and what’s new! Try some of these suggested recordings below, or make your own!

	Topic	When	Message
<input type="checkbox"/>	Why are you participating?	Oct.1	<p>Welcome to my Digital Shop! Thank you for visiting and considering to support my Girl Scout experience with your purchase today! With your participation I can:</p> <p><i>Pick One</i></p> <ul style="list-style-type: none"> • Hawaiian Monk Seal Theme: donate our earning to the rescue and conservation of Hawaiian Monk Seal Habitats

			<ul style="list-style-type: none"> • Outdoor Theme: attend Girl Scout summer camp and challenge myself through new experiences in the outdoors • Travel Theme: plan and organize a trip to a new destination and explore new places and cultures • Entrepreneur Theme: polish my entrepreneurial skills to take advantage of future opportunities and challenges as a young adult.
<input type="checkbox"/>	National Chocolate Covered Pretzel Day!	Oct.7	Its National Chocolate Covered Pretzel Day on Oct. 7. Don't miss out on our delicious Dark Chocolate Peppermint Pretzels. They come in festive holiday packaging, and would be great to order for the upcoming holiday or order for a friend. Check it out in my Digital Shop for details!
<input type="checkbox"/>	Customer Appreciation: Thank you +more	Oct.16	Thank you for your purchases and supporting my Girl Scout goals. How did you like the treats? Do you need more? Want to gift some to a friend for the upcoming holiday season? It's time to restock!
<input type="checkbox"/>	National Nut Day!	Oct.22	October 22 is National Nut Day. Go nuts by getting all your favorite nutty treats!
<input type="checkbox"/>	Care to share reminder + more time to shop!	Oct.31	We are in the home stretch, but don't worry there is still time to snag your favorites before the end of the program, November 13. If you have plenty of treats, you can still help me by sharing my digital store link with your family and friends or by buying goodies for our hometown heroes through our Care to Share program.
<input type="checkbox"/>	Thank you Cookie intro	Nov. 7	Thank you for supporting me, and allowing me to be your Girl Scout! I love being able to provide you with delicious sweets and treats! And I appreciate your support. Cookie season is around the corner, so I will be reaching out to let you know when my Digital Cookie Business is up and running! Thanks again!
<input type="checkbox"/>	Happy Veterans Day free shipping!	Nov. 11	Happy Veterans Day! To honor veterans of the armed forces, all online orders over \$25 get free shipping today only. Thank you, veterans!

Visit www.gsnorcal.org/en/cookies/fall-program for more information!

