



EntreprenHERs in Action Day

Adventure Packet: CSA

Zoom Link: <https://gsnorcal.zoom.us/j/2234231905?pwd=WkFhMklOTFVFcjZlY1JTeEgvcXBPUT09>

*Participants will enter a waiting room before being admitted to the main Zoom room

Passcode: 549489

Meeting ID: 223 423 1905

Welcome to EntreprenHERs in Action Day! We are so glad that you are looking forward to learning more about growing your business. All activities occur in the same Zoom room at **1 p.m. Saturday, October 2**. Please review our agenda for the day, click on each topic to learn more about all the fun we'll be having:

Agenda

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Need Assistance?

- If you need assistance after EntreprenHERs in Action day, reach out to Eliz Adem, eadem@gsnorcal.org or Jessica Cooper, jcooper@gsnorcal.org. If you need assistance during EntreprenHERs in Action Day, please let us know via chat ASAP.
- For Fall Take Action Program and logistics questions, contact our Product Program team at info@gsnorcal.org or call 1-800-447-4475 ext. 0.
- If you run into issues with the M2 site, or need help with customer orders, please contact M2 at support.gsnutsandmags.com or call (800) 372-8520.

What is an EntreprenHER?

In Girl Scouts, being an Entrepreneur means:

- Being curious
- Embracing Challenges
- Taking initiative
- Collaborating with others
- Taking creative risk
- Learning from your mistakes
- Adapting to change

Participating in GS Product programs helps girls develop this mind set and makes them skilled at:

- Goal setting
- Decision making
- Money management
- People skills
- Business ethics

Girls should refer to the [Entrepreneurship Progression Chart](#) during the Fall Take Action Program for steps and examples on how to grow their business.

Interview with an EntreprenHER Just Like You (Live Q&A)

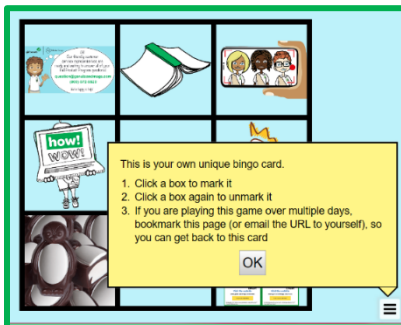
Caedmon Serrano, a Girl Scout Ambassador will be live in our zoom to answer any questions fellow Girl Scouts may have about running their own business, and answer some of the following common questions:

- How do you get customers?
- How do you get repeat customers?
- Do you get objections from customers? How do you deal with it?
- How do you thank your customers?
- How will you or your troop spend your program proceeds?
- Why do you participate in the Fall Take Action Program?

Q & A Virtual Bingo (Live Activity)

Follow the instructions below.

1. Click the link provided in the chat to generate a BINGO card to play virtually.
2. Click “Generate Card” to generate the BINGO card.



3. Click on the square to mark it off. Click again to remove the check mark.

4. If you win at BINGO let us know in the chat by providing the **girls first and last name, and the BINGO card number** (see below).
5. To start a new game click **“Clear”**. **Do not click “New”**.
6. BINGO is won 3 in a row:
 - Diagonal \
 - Across –
 - Along a Column |



EntreprenHER Pop Quiz (Live)

Identify what stage in the [Entrepreneurship Progression Chart](#) the statements below are from. Remember while the chart speaks in cookie language, these statements can still ring true for the Fall Take Action Program.

Example statement:

I talk with my troop members about how we can work together to reach our troop goal.

Answer: GOAL SETTER

Statement	Answer
I research social entrepreneurs in my community and beyond for improvements ideas.	Innovator
I come up with pitch ideas to appeal to my customers.	Consumer Expert
Email or call past customers and share how you plan to use your FTAP Proceeds this year.	Networker

Meet Julie Hagelin- Endangered Bird Specialist (Live Presentation and Q&A)

Girls will hear from Julie Hagelin, a local Girl Scout Alumna who has firsthand experience working with Emperor Penguins.



Julie is a State Wildlife Biologist for central, northern and western Alaska. She also is a Senior Research Scientist at the Institute of Arctic Biology at the University of Alaska Fairbanks. In 1988-1989, Julie was the only GSUSA representative to serve as a research assistant in Antarctica, where she worked on a variety of projects, from Emperor Penguin biology to weather at geographic South Pole. Julie's primary focus is songbird and small mammal conservation in Alaska, but she has worked on endangered species in New Zealand and Madagascar.

Penguin Trivia (Live)

Need help? Check out the [2021 Fall Take Action Flyer](#) for help with emperor penguin facts.

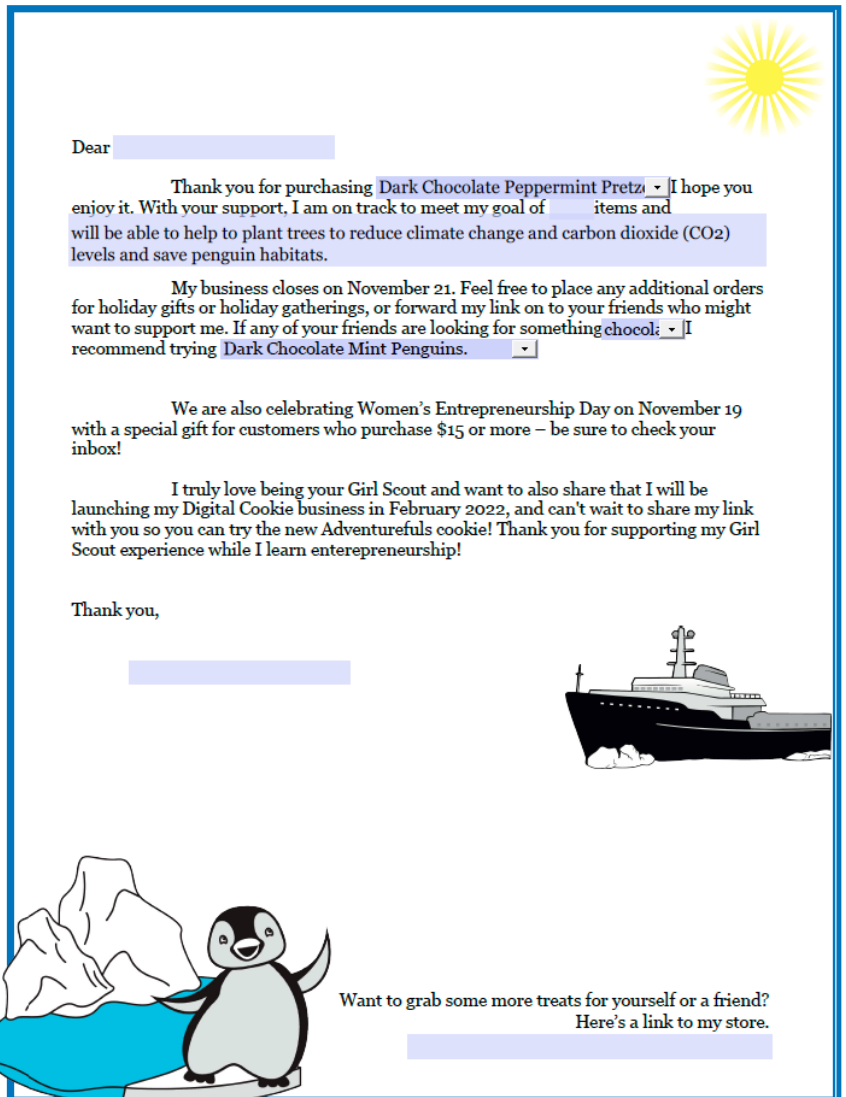
M2 Online Business

When you set up your online business in M2 there's a few things you want to make sure you do. Refer to our [M2 Business Guide](#) for help setting up your online business.

Elevate your Business By Saying Thanks! (Activity)

During the EntreprenHERs in Action Day Program we will be sharing this activity with girls to help them build their relationships with their customers, in the hopes of creating repeat customers. Encourage girls to send customers who have purchased items this personalized Thank You letter in an email. A Word Doc downloadable link and fillable PDF will be available to you to help make this easy peasy!

- Type in your customers name and a comma (,).
- Select an item the customer purchased from the drop-down menu.
- Type in your goal.
- Select and type one of the four themed explanations for how you will use your proceeds, or share in your own words.
 - **Take Action Theme:** help to plant trees to reduce climate change and carbon dioxide (CO2) levels and save penguin 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
 - **EntreprenHER Theme:** polish our entrepreneurial skills to take advantage of future opportunities and challenges as young adults.



Dear _____

Thank you for purchasing Dark Chocolate Peppermint Pretz. I hope you enjoy it. With your support, I am on track to meet my goal of _____ items and _____ will be able to help to plant trees to reduce climate change and carbon dioxide (CO2) levels and save penguin habitats.

My business closes on November 21. Feel free to place any additional orders for holiday gifts or holiday gatherings, or forward my link on to your friends who might want to support me. If any of your friends are looking for something chocol: I recommend trying Dark Chocolate Mint Penguins.

We are also celebrating Women's Entrepreneurship Day on November 19 with a special gift for customers who purchase \$15 or more – be sure to check your inbox!

I truly love being your Girl Scout and want to also share that I will be launching my Digital Cookie business in February 2022, and can't wait to share my link with you so you can try the new Adventurefuls cookie! Thank you for supporting my Girl Scout experience while I learn entrepreneurship!

Thank you,


Want to grab some more treats for yourself or a friend?
Here's a link to my store.

- Select a flavor, from the drop-down menu.
- Select a product you think this customer would most enjoy, from the drop-down menu.
- Sign your letter by typing in your name.
- And like any smart entreprenHER, enter your store link so customers can reorder quickly!
- Click **“Print”** to save a copy of your letter, and attached it in an email to your customers.

Thank You Letter-EXAMPLE

Click on a template below, to complete your **Thank You Letter** for customers:

- [Thank You Letter Word Doc](#)
- [Thank You Letter PDF](#)



Dear Mr. Ferro,

Thank you for purchasing Dark Chocolate Peppermint Pretzels. I hope you enjoy it. With your support, I am on track to meet my goal of 350 items and will be able to help to plant trees to reduce climate change and carbon dioxide (CO2) levels and save penguin habitats.



My business closes on November 21. Feel free to place any additional orders for holiday gifts or holiday gatherings, or forward my link on to your friends who might want to support me. If any of your friends are looking for something chocolaty I recommend trying Dark Chocolate Mint Penguins.

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Thank you,

Jane

Want to grab some more treats for yourself or a friend?
Here’s a link to my store.
gsnutsandmags.com/Jane

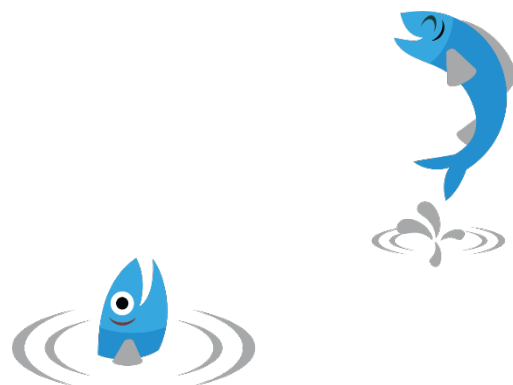
Rise Up and Get Started

Today is GO Day! Here is a checklist for girls to launch their nut and candy business:

- Visit the [M2 website](#)
- Personalize their storefront, design their avatar, and explain their *Why* for selling and recording the *Customer connection* messages for customers!
- Review the product descriptions to learn about what is offered this year
- Learn about emperor penguins and check out the [2021 Fall Take Action Program Reward Lineup Video](#) to set goals
- Share their online businesses according to their marketing and social media plan

EntrepreneHers In Action Day Resources

- ✓ [GSNorCal Fall Take Action Program Web Page](#)
- ✓ [2021 Take Action Program Flyer and Reward Card Items](#)
- ✓ [Penguins and Climate Change Video](#)
- ✓ [Thank You Letter Word Doc](#)
- ✓ [Thank You Letter PDF](#)
- ✓ [M2 Paper Order Card](#)
- ✓ [M2 Business Guide](#)
- ✓ [M2 Website Login](#)
- ✓ [2021 Fall Take Action Program Reward Lineup Video](#)



Visit events.gsnorcal.org for more Girl Scout programs!

Questions? Contact registration@gsnorcal.org