Girl Scouts of Northern California

2021 Fall Take Action Program

Information for Volunteers
Objectives:

- Share Benefits of Participating
  - Take Action Project
  - Patches, Rewards & Proceeds

- Review Brief Online Experiences
  - Volunteers
  - Girls
  - Customers

- Understand Next Steps
  - Timeline
  - Resources & Support
We Appreciate You!

We made it through 2020… TOGETHER!
Thank you for keeping the Fall Program story relevant and helping to motivate girls and troops to participate.
Why Participate?

Why should troops participate in Fall Program? Why should girls and caregivers participate? What is the value of this program to the girls?

**Entrepreneurial Mindset:** The program itself is a learning experience that develops curiosity, taking initiative, collaborating with others.

**Animal Conservation:** Girls tackle climate change and support emperor penguins by donating reward values to plant trees.

**Sisterhood:** Girls have greater impact when they come together to adopt an emperor penguin and use their proceeds to impact their community.

**Adventures:** Troops use money earned from the program to fund travel, camp, and unique Girl Scout experiences – *Powered by Product*.
What's the Story?

What is the *Powered by Product* story and how do we tell it?

**FUNDING FOR MEMBER SERVICES & INFRASTRUCTURE**

- Volunteer Support/Resources
- Camps and Program Properties
- High-quality, low-cost girl programs

**OPPORTUNITIES**

- Participation allows girls to work as a team and build collaboration skills
- Gives girls the opportunity and equity to become advocates for animal conservation
- Provides financial opportunities for troops to give back to their community and fund unique Girl Scout adventures

**IN HER OWN WORDS**

- Sharing her Girl Scout story as her WHY
- [Girls are interested in entrepreneurship](#)
Rise Up

You are *Rising Up* by supporting troops and girls

- Facilitating the largest girl-led entrepreneurial program in the world
- Assisting girls in earning funds to support their amazing girl-led adventures and service opportunities locally, nationally and globally
- Providing girls with the opportunity to share their skills to make the world a better place
- You are providing girls with life-changing experiences by helping spread the Powered by Product Girl Scout story
**Approximately 595,000 adult emperor penguins in Antarctica**
- Only animal on Antarctic ice during winter with -76°F wind chills and 124mph blizzards
- Four layers of scale-like, waterproof feathers protect them from icy winds
- Colonies of adults and chicks work together to huddle for warmth. 5,000 or more tightly packed adults and chicks shuffle around, so each takes a turn - but not too long - on the outside of the huddle where it’s coldest

**Tallest and heaviest of all living penguin species**
- Average height is 39 inches with weight up to 88 lbs.
- Diet consists primarily of fish, krill, and squid

**Aerodynamic bodies and strong flippers reach speeds of 7.6mph**
- Dive deeper than any other bird - 1850 ft, and can stay under water for 20+ minutes

**Walk up to 75 miles each year to reach their nesting areas**
- Once an egg is laid, the male cares for the egg until hatched while the mother heads to the sea to hunt for food. This can last up to 2 months!
- As young penguins grow, adults leave them in groups of chicks called crèches while they leave to fish.

**Considered a threatened species due to habitat destruction**
- They can live 15-20 years in the wild
Take Action Project

We Plant Trees

Increasing levels of carbon dioxide in the air traps heat in our atmosphere and raises temperatures, melting the ice that penguins need for breeding, feeding, and molting.

Trees can absorb one ton of carbon dioxide in their lifetime, making tree planting and conservation an important step in protecting emperor penguins from extinction.
TRIVIA TIME!

QUESTION: Emperor penguins are used to cold temperatures but how much cold can they endure?

A. Up to -29 degrees F and blizzard winds of 45 mph?
B. Up to -47 degrees F and blizzard winds of 70 mph?
C. Up to -76 degrees F and blizzard winds of 124 mph?
D. Up to -460 degrees F and blizzard winds of 205 mph?
ANSWER

QUESTION: Emperor penguins are used to cold temperatures but how much cold can they endure?

C. Up to -76 degrees F and blizzard winds of 124 mph
TRIVIA TIME!

QUESTION #2: Which is the true statement about the emperor penguin?

A. Mother penguins give birth to a live baby penguin and the baby grows up the father’s pouch

B. Father penguins go fishing for baby food (fish) and bring it back to feed newborn baby penguins cared for by the mother penguin

C. The penguin community brings food back for newborn baby penguins while both mom and dad penguin stay together and care for the newborn

D. Mom penguins don’t give live birth. Instead, they lay one egg and the father attends to the egg for two months until the egg hatches and doesn’t eat during that time while the female hunts the ocean for food.
QUESTION #2: Which is the true statement about the emperor penguin?

D. Mom penguins don’t give live birth. Instead, they lay one egg and the father attends to the egg for two months until the egg hatches and doesn’t eat during that time while the female hunts the ocean for food.
Requirements

- **Troop Volunteers**
  Activate the Parent Guardian Email Blast (PGEB) PLUS $1+ in total troop sales

- **SU Volunteers**
  Reach $1+ in total service unit sales

Rewards - Volunteer Patches
Requirements

- Launch storefront and send 18+ emails or texts
- Reach at least $400 in total sales

Rewards – Girl Patches

- Girls add their name, nickname or initials
- Two options for backgrounds.
- Add mailing address after login
- Personalized patches ship to girls directly
Rewards – Fall & Cookie Crossover Patch

As Girl Scouts, girls create positive change and spread kindness in the world around them.

Personalized patches ship to girls directly
Reward Choice or Take Action to Plant Trees

EARN REWARDS & TAKE ACTION

Girls may choose PLANT TREES instead of rewards to take action against climate change.

Reward Card (RC) amount = donation amount to PLANT TREES.

Eco-friendly rewards!

2021 Patch PLUS Penguin Pen
20+ items

Reusable Straw Set OR $5 PLANT TREES
35+ items

Penguin Iceberg Patch PLUS Penguin Plush OR $5 PLANT TREES
55+ items

Friendship Bracelet Water Bottle Kit OR $10 RC OR PLANT TREES
80+ items

Rise Up Patch
Send 18+ emails or texts

Personalized Avatar Patch
Send 18+ emails or texts PLUS $400 in online sales

Crossover Personalized Patch
Send 18+ emails or texts during Fall 2021 PLUS sell 300+ packages during Cookies 2022
TRIVIA TIME!

QUESTION #3: In 1975, the second ever research station was built in Antarctica and wasn’t replaced until 2008. What was the name of this second research facility?

A. The Dome
B. The Igloo
C. The Snowcone
D. The Luge
QUESTION #3: In 1975, the second ever research station was built in Antarctica and wasn’t replaced until 2008. What was the name of this second research facility?

A. The Dome
TRIVIA TIME!

QUESTION #4: Which animal is most hunted by Polar Bears in Antarctica?
QUESTION #4: Which animal is most hunted by Polar Bears in Antarctica

Polar Bears do not live in Antarctica....they only live in the Arctic
Products

- **NEW!** Ruby Medley, Nut & Seed Blend, Caramel Apples, Sweet & Salty Mix

- Dark Chocolate Mint Penguins return to the lineup and Mint Treasures come in a newly designed commemorative GS tin

- Kosher, Kosher w/Dairy, and Naturally Gluten-free products include icons right on product images!
Nuts & Chocolates
- Girls collect 5+ donations to earn **patch** plus **necklace**
- Donation quantity is entered into M2 site for paper orders
- GSNorCal donates product to regional food banks and hometown heroes just in time for the holiday season

Magazine Vouchers – NEW for 2021!
- Customers have the option to donate magazine vouchers through the online magazine storefront
- Vouchers will be emailed to girls who sold them at the end of the program to give to their charity of choice
- Vouchers **do not count** towards Care to Share (C2S) items
Troop Proceeds

One of most generous in US!

20% of total sales!

2020 results

- Troops earned up to $3700 in proceeds
- Every email averaged $20 in sales or $4 in proceeds
- Magazines provided $60,000 proceeds
Money Earning

Troops are encouraged to participate in the Fall Take Action and Cookie Programs as the foundation of the GS Entrepreneurship progression and their primary money-earning activities. Additional money-earning activities may not be scheduled to take place, or marketed to communities, during the annual Fall Take Action or Cookie Program dates.

Our goal is to continue strongly encouraging Powered by Product participation to deliver on our entrepreneurship program promise.

We have strong proceed percentages for both programs as compared to councils nationally to support this goal.

Our commitment to simplifying for volunteers = new ME application:
✓ Application includes proactive girl forecasting for the product programs
✓ Application no longer has metric participation requirements
✓ Application gets approved faster

*2022 Cookie Program Reward Opt-out for C/S/A will no longer have a fall program metric requirement
Ways to Participate

01 In-Person
Girls use paper order cards to collect in-person orders and then collect payment upon product delivery.

02 Online
Girls customize their M2 site and invite customers to shop and pay online. Direct ship & girl delivery options available.

03 Social Media/Text
Girls can post the link to their online storefront on social media platforms or share via text.

Girls and adults should adhere to all GSNorCal COVID-19 Guidance prior to engaging in paper order-taking and/or product deliveries.
M2 Operating System (M2OS) Experience

01 Volunteers
Provides tools and resources to support their Girl Scouts as they participate in the program.

02 Girls
Provides an engaging experience for girls and teaches the logistics of managing an online business.

03 Customers
Provides convenient shopping experience for customers to pay online and receive orders quickly.
ONLINE EXPERIENCE: for volunteers
Getting Started

Volunteers receive their welcome email on September 24th

Thank You

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 click here to create your password.

Username: mikodonnamajrone@gmail.com

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

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

- For security reasons, volunteers must use email link for access
- email@mail.gsnutsandmags.com
- Be sure to bookmark! After September 24, volunteers log in to their M2 site by visiting: girlscoutmagazines.com/About/Account/Login
Welcome!

Once logged into M2 volunteer account:

- Watch video training
- Create avatar
- **Troops** confirm caregiver emails and activate Parent/Guardian Email Blast (PGEB)
- Explore your volunteer dashboard
Parent Guardian Email Blast

Troop volunteers launch an email directly to families with a link and instructions on how to participate.

- caregiver emails will be uploaded to M2
- volunteers can edit/add caregiver emails

Parent/Guardian welcome email has a 74% open rate - the EASIEST way to get your girls to participate online!
Delivery Tickets

PDF reports
Product & Reward:

• Delivery Site (service unit)
• Troop Order
• Girl Order

*Product Delivery Tickets become available beginning Wednesday, October 27th*
Girl Rewards

✓ **Rewards** link from the Troop Dashboard

✓ If girls/families forget to select a reward after the system reminds them 3 times, volunteers can select

**View Earner**

Maddie Gilli (Troop 20000)

If you are selecting a reward with options of a size or additional choices, please make your selection and click update. You will then be able to make the additional choice.

**Rewards Earned**

<table>
<thead>
<tr>
<th>Rewards</th>
<th>Size</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ready Set Glow Patch</td>
<td>Ready, Set, Glow Patch</td>
<td></td>
</tr>
<tr>
<td>Explore your Dreams Patch</td>
<td>Explore your Dreams Patch</td>
<td></td>
</tr>
<tr>
<td>Sammy Posh</td>
<td>Large</td>
<td></td>
</tr>
</tbody>
</table>

**Reward Delivery Tickets become available beginning Wednesday, November 24th**
Banking & Payments

From the dashboard, view troop financial information:

- Troop sales summary
- Gross sales
- Total paid online by customers
- Total proceeds earned
- Balance due to/from GSNorCal
- Girl payments (if products sold in-person outside of M2 storefront)
Reports

Click the reports link on dashboards:

**Service Unit Reports – SU/troop/girl**
- Orders
- Products & financials
- Rewards
- Summary
- Delivery pick up times
- Product moves and extras

**Troop Reports – troop/girl**
- Orders
- Products & financials
- Rewards
- Summary

**Girl Reports**
- Orders
- Products & financials
- Rewards
- Summary
TRIVIA TIME!

QUESTION #5: Girls who launch M2 storefronts two years in a row increase their online sales by what percentage over the previous year?

A. 13%
B. 28%
C. 66%
D. 97%
QUESTION #5: Girls who launch M2 storefronts two years in a row increase their online sales by what percentage over the previous year?

C. 66%
Create a virtual likeness

Creating avatars makes participating fun and gets results with our PATENTED Girl Scout platform
Getting Started

October 2 - GO Day!

- Families receive PGE from email@mail.gsnutsandmags.com
- Families receive text from GSNorCal Product Team 707.388.2008
- Families may visit gsnutsandmags.com/GSNorCal

Girls log in as first-time user or as a returning user from last year.
FIRST TIME USER REGISTRATION

01 Enter Zip Code
Validate zip code to ensure girl is in the correct council.

02 Set Up Password
Enter participant information and secure password setup.

03 Select Troop
Enter & select troop number. Select "I don't know/see my Troop#" if applicable.

04 Set Goals
Answer questions about girl goals and what Girl Scouting means to you.
Customize!

After girls log in to their M2 account, it is time to customize their site!

- **Design M2 avatar** with over 3 billion avatar feature combinations
- **Record sharing their WHY** and their avatar will share with customers
Dashboard

Encourage girls to become familiar with their M2 Dashboard.

**Grow their business:**
- Share on Social Media
- Download business flyers
- Create a video
- Speaking avatar with girl message
- Print business cards
- View/send emails
- Download door hangers with QR code

**Run their business:**
- Enter paper order items
- Analyze sales reports
- View earned awards and rewards
Online Experience

Printable Door Hangers

Just cut along the dotted lines and hang on the doorknob.

*For best results print on card stock paper.

Have fun!

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Help Elizabeth

Being in Girl Scouts, I can make the world a better place. We do fun activities and help the community while learning important skills that will help us forever. I am participating in a product program to help Girl Scouts and our troop do exciting things. Will you please help by shopping in my online store? Thank you.

Visit the website

www.girlsandsmags.com/kode

Enter Code: OFFIONE30

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Help Elizabeth

Being in Girl Scouts, I can make the world a better place. We do fun activities and help the community while learning important skills that will help us forever. I am participating in a product program to help Girl Scouts and our troop do exciting things. Will you please help by shopping in my online store? Thank you.

Visit the website

www.girlsandsmags.com/kode

Enter Code: OFFIONE30
Promote!

Girls share their link by sending emails or through “Share My Site”

- Most popular - email
- 27% of online sales come from social media
- Print off business cards preprinted with storefront code

• **NEW!** Share link via smartphone
• Customer emails saved year over year
• Girls can include last name to customers if desired
Entering Orders

Encourage girls to enter in-person paper orders into M2 themselves!
The deadline to enter in-person orders for girls/families is October 24th.

- From the girl's M2 dashboard, Girl Scouts/families enter totals of each item needed for in-person paper orders.

- All in-person paper orders MUST be entered into the M2 site to be processed. If a Girl Scout/family needs assistance, volunteers can assist with adding orders.
ONLINE EXPERIENCE: for customers
BENEFITS OF ORDERING ONLINE

• Additional items available: magazines and a variety of nut and candy options

• Convenient online payment and *no credit card processing fees passed to troops!*

• Have nut/candy orders delivered right to door within 5-7 business days

• Girl Delivery option 10/2-10/24

• One-click renewals for magazine orders
CUSTOMER EMAILS

Customers receive emails with links to shop for magazines and nuts/chocolates and can hear the special message recorded by their favorite Girl Scout.

Thank you,
Taylor
Girl Scouts of Northern California
Help Izzy Girl,

Being in Girl Scouts, I can make the world a better place. We do fun activities and help the community while learning important skills that will help us forever. I am trying to earn $100.00 to help Girl Scouts, and so that our troop can camp on the north rim of the Grand Canyon. Will you please help by shopping in my online site? Thank you.

How You Can Support Me

Magazines
Visit my magazines site to purchase your favorite magazines.

Nuts and Chocolates
Visit my nuts and chocolates site to purchase your favorite treats and snacks.
TWO ONLINE STOREFRONTS
Welcome to Kim’s Nut and Chocolate Store

SAVE SHIPPING COSTS:

I would like to purchase nuts and chocolates and coordinate with AT to pick up the products in person. There will be no shipping charges and I will pay for my order now by credit card.

(Perfect for people who live close to AT)

Girl Delivered

CONVENIENCE:

I prefer the convenience of paying by credit card and having products shipped directly to me. I understand that shipping charges are part of this delivery method.

(Additional products available for this option)

• Direct Shipped - customer pays a shipping fee for nut/candy order; the product is delivered directly to customer within 5-7 business days

• Girl Delivery - customer orders and pays for nut/candy items online; the troop receives the product in mid-November; girls should deliver orders to customers as soon as possible
SHIPPING

<table>
<thead>
<tr>
<th>2021 Online Shipping Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Product Subtotal</strong></td>
</tr>
<tr>
<td>$0.01 - $15.00</td>
</tr>
<tr>
<td>$15.01 - $30.00</td>
</tr>
<tr>
<td>$30.01 - $45.00</td>
</tr>
<tr>
<td>$45.01 - $60.00</td>
</tr>
<tr>
<td>$60.01 - $75.00</td>
</tr>
<tr>
<td>Every additional $15</td>
</tr>
</tbody>
</table>

- **10/2-11/21:** Orders default to standard shipping for the duration of the program
- Girls should STRONGLY ENCOURAGE customers who purchase chocolate to change to 2 day shipping during October due to US heat mapping
- Melted chocolate will NOT BE REPLACED if shipped Standard

**11/19:** Women’s Entrepreneurship Day – all orders $15+ receive a free box of Dark Chocolate Mint Penguins to celebrate our girlpreneurs supporting emperor penguins!
TRIVIA TIME!

TRIVIA TO KNOW:

1. Girls who add their voice to their avatar average 50% more in sales

2. 27% of all sales in 2020 are from girls sharing their storefronts on Facebook

3. Girls visit the Avatar room an average of 4 times during the program to view the troop photo
TRIVIA TIME!

QUESTION #6: Troop volunteers who activate the PARENT GUARDIAN EMAIL BLAST (PGEB) generate what percentage more in sales than troops that do not activate the PGEB feature?

A. 20%
B. 40%
C. 85%
D. 100%
QUESTION #6: Troop volunteers who activate the PARENT GUARDIAN EMAIL BLAST (PGEB) generate what percentage more in sales than troops that do not activate the PGEB feature?

D. 100%
TRIVIA TIME!

QUESTION #7: **EVERY** girl who launched an online campaign in 2020 generated an average of how much in sales?

A. $67
B. $119
C. $238
D. $334
ANSWER

QUESTION #7: EVERY Girl who launched an online campaign in 2020 generated an average of how much in sales?

C. $238
Our Customer Care team is cross-trained in tech support, volunteer/participant and customer inquiries.

100% customer satisfaction guarantee
**IMPORTANT DATES**

- **OCTOBER 2nd**: Storefronts open and paper order taking begins
- **OCTOBER 24th**: Girl delivery option and paper order taking ends
- **OCTOBER 25th**: Last day for volunteers to edit orders in M2
- **OCTOBER 5th – 10th**: Product Deliveries PLUS receipts arrive
- **NOVEMBER 19th**: Women’s Entrepreneurship Day gift with purchase celebration
- **NOVEMBER 21st**: Online storefronts close and order taking ends
- **WEEK OF NOVEMBER 29**: ACH Debit/Credit to troop accounts
WHAT'S NEXT?

Encourage girls to register for EntreprenHERs in Action Day

Ask families to submit Parent Permission Responsibility Agreement

If needed, girls submit Reward Card Hardware Conversion Form

SEPTEMBER

Plan/schedule troop meeting

Confirm roster and parent emails in M2

ACTIVATE the Parent/Guardian Email Blast (PGEB)
GO Day!

OCTOBER 2

Families receive PGEB from email@mail.gsnutsandmags.com

Families receive text from GSNorCal Product Team 707.388.2008

Families may visit gsnutsandmags.com/GSNorCal and scan QR code
Resources

GSNorCal.org > Cookies+ > Fall Take Action Program

Volunteer Resources – Virtual Volunteer Guide, Activity Packet for Troop Meeting

Girl/Family Resources – Parent Responsibility Agreement, Paper Order Card, M2 Flyer with Take Action Project and Rewards

COVID-19 Safety Guidance

Links to YouTube M2 How-to system videos
Support

EntreprenHERs in Action Day: October 2
Kick off the Fall Take Action Program with an epic event – EntreprenHERs in Action Day! Formerly known as Digital Day, join us to learn how you can support the conservation of the emperor penguin, explore ways to grow your nut and candy businesses, and make the world a better place – all while having FUN!

**REGISTER NOW**
BACK BY POPULAR DEMAND! We are offering another exclusive preorder tee for girls and volunteers to purchase: Girl Scouts Love Penguins! We’re super excited to see girls wearing them during our virtual EntreprenHERs in Action Day and in their online shop videos to highlight their commitment to supporting the emperor penguins. Tees are available for preorder through September 6, 2021 and will ship in late September.

**Troop Meeting Planning:** 2021 Fall Activity Packet + M2 Flyer with Take Action Project and Rewards + Paper Order Card

**EntreprenHERs in Action Day** for all levels of girls PLUS families

**Weekly Emails** from GSNorCal Product Team every Wednesday

**Weekly Q&As** with GSNorCal Product Team every Wednesday evening

**M2 Customer Care support**
M-F 5am-7pm, Sat 5am-5pm PST
...for your continued support of GSNorCal.

We look forward to supporting penguins through climate change as volunteers and girls...