



EntreprenHERs in Action Day Adventure Packet: Family Session

Webinar Link: <https://gsnorcal.zoom.us/j/95933742468?pwd=NnQ3ajc0VWFsQnQzUjMzVGp6ZzlQZz09>

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

Passcode: 076804

Webinar ID: 959 3374 2468

Welcome to EntreprenHERs in Action Day! We are so glad that you are looking forward to learning more about supporting your Girl Scout’s business. All activities occur in the same Zoom webinar at 11:30 a.m. Saturday, October 2. Please review our agenda for the day, click on each topic to learn more:

Agenda

Program Opening & Participation Guidelines.....p. 0

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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 mistakes
- Adapting to change

Participating in GS product programs helps girls develop this mindset and makes them skilled at:

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

Tip & Try Activity #1 (Live)

Together we will brainstorm who Girl Scouts can market their business to by listing out networks of people in your community. We will refer to the [Entrepreneurship Progression Chart](#) for steps and examples on how to grow their business. Remember while the chart speaks in cookie language, these statements still ring true for the Fall Take Action Program.

Tip & Try Activity #2 (Live)

In Tip & Try #1 we thought of people that our girls could safely promote their business to. Now we are going to brainstorm HOW girls will promote their business to these networks. Together we will brainstorm ideas for in person and digital spaces.

Tip & Try #3 (Live)

Looking at the [Entrepreneurship Progression Chart](#) progression chart, identify what level of entrepreneurship your girl is. Then, look at the next level in the chart. We will then brainstorm ideas of ways to guide our Girl Scout to reach the next level. For example, my Girl Scout falls under a **Goal Setter** right now. To help her become an **Expert Consumer**, I can help her create a catchy pitch for her avatar to share with customers.

Program Processes & Logistics (Live)

We have covered how to help your Girl Scout grow and manage her business, let's review the logistics of the Fall Take Action Program. We will first take a look at the [Fall Take Action Program Overview Video](#). Then we will walk through the logistics using the resources below.

Family Resources

Caregiver Functions

1. Submit the annual [Caregiver Permission Form](#) as soon as possible to grant permission to participate in GSNorCal's 2021 Fall Take Action and 2022 Cookie Programs.
2. Guide your Girl Scout to design her avatar and launch her business in M2, plus record a message to customers.
3. Together enter customer information in M2.
4. Help your Girl Scout complete the *My Why* activity and email customers through M2.
5. Brainstorm marketing ideas together and create a social media plan.
6. Support paper order card taking with appropriate safety precautions.
7. Enter total paper order card products in M2 by October 24.
8. Schedule product pick up for the week of November 5-10.
9. Assist in sorting products and accompanying your Girl Scout for deliveries.
10. Continue to support marketing to customers with a focus on celebrating Women's Entrepreneurship Day on November 19.
11. Help your Girl Scout select appropriate reward options at each level in M2 before November 22.
12. Collect reward items in January.

Girl Participation Chart

Product	Type and Date	Money Collection	Delivery to Customer
Nuts, Candy, Care to Share (C2S)	In-Person 10/2-10/24	<ul style="list-style-type: none"> ▪ Paper order card taking ▪ Family enters orders into M2 by 10/24 ▪ Girls collect money at delivery, and family electronically transfers to troop 	Girl to Customer
Nuts, Candy, Care to Share (C2S)	Online-Girl-Delivered 10/2-10/24	<ul style="list-style-type: none"> ▪ Girls design M2 business & send link to customers ▪ Customers pay online with credit card ▪ <i>Orders are automatically credited in M2</i> 	Girl to Customer
Nuts, Candy, Care to Share (C2S)	Online-Direct Shipment 10/2-11/21	<ul style="list-style-type: none"> ▪ Girls design M2 business & send link to customers ▪ Customers pay online for products and shipping fees ▪ <i>Orders are automatically credited in M2</i> 	Direct to customer
Magazines & Magazine Vouchers	Online 10/2-11/21	<ul style="list-style-type: none"> ▪ Girls design M2 business & send link to customers ▪ Customers pay online for subscription, no shipping fee ▪ <i>Orders are automatically credited in M2</i> 	Direct to customer

Your Girl Scout's Participation Status:

1. Individually Registered Member (Juliette) with you acting as the adult volunteer.
2. A whole troop participates and the troop leader is the adult volunteer role.
3. A girl is the only one in her troop that participates; you act as the adult volunteer.

*Her participation status determines the **type** of support she needs throughout the program.*

Participation Status	Caregiver Support	Adult Volunteer Support
Juliette	X	X
With a Troop	X	
In a troop, solo participation	X	X

Supporting Girls and Adult Volunteers

Program Dates + Highlights	How to support Girl Scouts	How to support Adult Volunteers	Additional functions for Caregivers of Individual Girl Scouts (Includes Juliettes)
October 2 GO Day! M2 Store Links LIVE!	<ul style="list-style-type: none"> <input type="checkbox"/> Submit the annual Caregiver Permission Form as soon as possible to grant permission to participate. <input type="checkbox"/> Guide your Girl Scout to design her avatar and launch her business in M2, plus record a message to customers. <input type="checkbox"/> Together enter customer information in M2. <input type="checkbox"/> Help your Girl Scout complete the <i>My Why</i> activity and email customers through M2. <input type="checkbox"/> Brainstorm marketing ideas together and create a social media plan. <input type="checkbox"/> Support paper order card taking with appropriate safety precautions. 		

October 24	<input type="checkbox"/> Enter total paper order card products in M2 by 10/24.	<input type="checkbox"/> Submit total paper order card products by the deadline 10/24, so that you do not delay the Adult Volunteer.	<input type="checkbox"/> 11:59pm is the deadline to enter all troop product orders.
October 25		<input type="checkbox"/> Submit any outstanding orders to the Adult Volunteer before 11:59pm.	
November 5-10	<input type="checkbox"/> Schedule product pick up for the week of November 5-10. <input type="checkbox"/> Assist in sorting products and accompanying your Girl Scout for deliveries. <input type="checkbox"/> Continue to support marketing to customers with a focus on celebrating Women's Entrepreneurship Day on 11/19.	<input type="checkbox"/> Support your Adult Volunteer by volunteering to help with product pickup, sorting, and distribution.	<input type="checkbox"/> Coordinate with your Service Unit team to schedule product pick up.
November 21	<p>Last day that businesses are open!</p> <input type="checkbox"/> Help girls share out store links & QR codes in the hopes of grasping a few more customers!		
Important Dates After the Program			
November 22	<input type="checkbox"/> Select reward choices together, prior to 11/22. M2 will prompt for each earned reward level to select an item. <input type="checkbox"/> M2 will send 3 email reminders to families missing reward choices prior to the deadline, 11/22.	<input type="checkbox"/> To prevent follow up from the Adult Volunteer, select reward choices ahead of time, deadline 11/22.	<input type="checkbox"/> Select reward choices in M2 by 11/22.
January 2022	<input type="checkbox"/> Collect reward items in January.	<input type="checkbox"/> Support your Adult Volunteer by volunteering to help with reward sorting, pickup, and distribution.	<input type="checkbox"/> Coordinate with the SU team to pick up reward items. <input type="checkbox"/> Reward Cards will be handled directly with Girl Scouts.

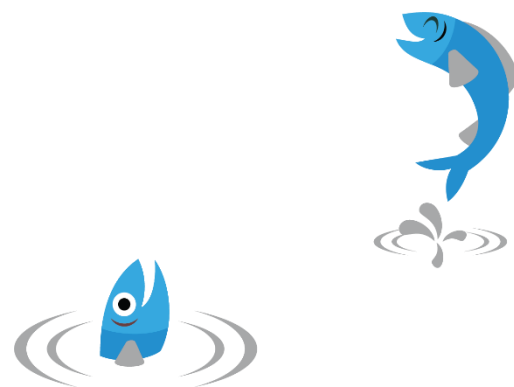
Rise Up and Get Started

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 record a *My Why* message 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 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](#)
- ✓ [M2 Paper Order Card](#)
- ✓ [M2 Website Login](#)
- ✓ [GSNorCal Current COVID Guidelines](#)



[Visit events.gsnorcal.org](https://events.gsnorcal.org) for more Girl Scout programs!