WELCOME TO THE
2020 FALL PROGRAM SU KICKOFF

How to participate today:
☑ This meeting will be recorded
☑ Click your name in the Participants list to edit as needed
☑ All participants will be muted until the end of the presentation
☑ Please ask questions and share comments in Chat – we expect the majority of questions will be answered by the end of the presentation
☑ Additional Q&A following the presentation from 11-11:30am

It's okay if you don't see all of these options, look for the three circled

Minda Azevedo
Product Program Manager
North Coast Area
2020 FALL TAKE ACTION PROGRAM
THANK YOU!

- We appreciate your time, energy and effort.
- Our Take Action Program is a success because of YOU!
- You help girls develop an entrepreneurial mindset.
- We look forward to bravely sharing our strengths to strengthen our sisterhood.
• The WHY behind the program
• Messaging the program to inspire engagement
• The benefits of participating for girls, troops, and sloths
• Overview of the volunteer, girl, and customer experience
• Next steps
What do girls Learn from being advocates for others?

What does the Online Experience teach girls about marketing their business?

How have troops used money earned from Product Programs to Give Back?
Why do you volunteer for this program?

Do you know **WHY** your time, efforts and energy matter?

Do you know the impact you are making on the lives of girls?
PYGMY THREE-TOED SLOTH

• Found living on Isla Escudo de Veraguas off the coast of Panama
• Recognized as a species in 2001, it is the smallest of the three-toed sloths
• Habitat destruction is the largest threat to the species
• Sloths can swim
• A unique species of green algae is found on the fur and is considered symbiotic, providing camouflage without detriment to their health
• Population <100
• Size around 6 pounds
• Eats primarily leaves of red mangroves
• The WHY behind the program

• **Messaging the program to inspire engagement**

• The benefits of participating for girls, troops, and sloths

• Overview of the volunteer, girl, and customer experience

• Next steps
Entrepreneurial Mindset

Having an entrepreneurial mindset prepares girls for academic success, a career of their choosing, and the ability to see opportunities, not problems.

Animal Conservation

Sloth populations are in decline as they struggle to adapt to deforestation and their vulnerability to predators.

Sisterhood

Alone we can do so little, but together we can do so much. *Helen Keller*
Entrepreneurial Mindset
Girls develop curiosity, take initiative, and learn to collaborate with others while learning about and supporting sloths to make a global impact.

Animal Conservation
Girls offset their carbon footprint and impact the environment while helping to save sloths by planting sloth-friendly trees.

Sisterhood
Girls become a part of something bigger than themselves when partnering with their Girl Scout sisters to Adopt-a-Sloth and build Sloth Crossings.
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Earn Rewards For Your Participation

Plant Sloth-Friendly Trees!
Girls can choose to donate their rewards at any level 35+ items and up, to plant sloth-friendly trees.

Reward Card (RC) amount at level = donation amount to plant a tree.

- Care to Share Patch & Trust Your Strengths Necklace
  - Sell 5+ Care to Share items

- Sloth 2020 Patch & I-clips Magnetic Page Markers
  - 20+ items

- Sloth Charm & Bracelet OR $5 Plant a Tree
  - 35+ items

- Trust Your Strengths Patch PLUS Sloth Plush OR $10 RC OR Plant a Tree
  - 55+ items

- Sloth Pen & Journal OR $30 RC OR Plant a Tree
  - 80+ items

250+ CLUB
PERSONALIZED PLAQUE & REWARD
all girls who sell 250+ items will receive an engraved plaque celebrating their achievement plus a $10 REWARD CARD for every additional 10 items sold above 250

- Tassel Lights OR $10 RC OR Plant a Tree
  - 105+ items

- Room Hammock OR $20 RC OR Plant a Tree
  - 135+ items

- Design Your Own Crocs OR $30 RC OR Plant a Tree
  - 175+ items

- Inflatable Kayak OR $45 RC OR Plant a Tree
  - 225+ items

Bravely Be You Patch
Send 15+ emails by 10/24

Personalized Avatar Patch
Send 15+ emails & $300 in online sales

Crossover Personalized Patch
Send 15+ emails during Fall 2020 & sell 300+ packages during Cookies 2021

Maria Gonzalez
Product Program Manager,
Operations Lead
East Bay Area

2020 GIRL REWARDS
SISTERHOOD + SLOTHS

Service Unit Bonus
Service units can build a canopy sloth bridge when 50% of girls send 15+ emails via M2

Troop Bonus
Troops can adopt a sloth when 100% of girls send 15+ emails and have $1000 in total sales PLUS receive sloth socks for each girl

STAR
JACK
ALI & JESSICA
QUATRO
BECKETT
PERSONALIZED PATCHES

Girls choose an adventure for their avatar

• Kayak with swimming sloths down a mangrove-lined river
• Relax on a hammock with a sloth friend and her baby

Earned by:

• Sending 15+ Emails through the M2 system & reaching $300 in ONLINE sales during fall program
• Patches are shipped directly to girls
2020-21 FALL & COOKIE CROSSOVER PATCH

- As a Girl Scout member, girls work to create change and to become dynamic leaders

- To earn this crossover patch, girls must:
  - Participate in the 2020 Fall Take Action Program by creating an avatar and sending 15+ emails
  - Sell 300+ packages of cookies during the 2021 Cookie Program
VOLUNTEER PATCH

Troop Fall Product Chairs
Earned when 100% of girls send 15+ emails

Service Unit Product Chairs
Earned for $1 in total Service Unit sales
20% of all sales

One of the best proceed programs in the nation

TROOP PROCEEDS
COVID-19 PRECAUTIONS

Program Safety Measures

- **Virtual** materials and pre-packaged troop kits
- **Virtual** Volunteer Kickoffs
- **Virtual** rallies only
- **Online participation** is preferred
- **Household participation** for in-person
- Product pickups/deliveries as **curbside pickup**
- Girl deliveries **contactless**
- **Touchless/cashless transactions**
  - All packages paid through M2 or credit card processor
  - Parents transfer funds electronically to troop via Cheddar Up

Christine Alflen
calflen@gsnorcal.org
Sr. Director, Product Programs

CA STATE BLUEPRINT
FOR A SAFER ECONOMY, PPE, AND RESILIENCY ARE KEY TO THE PROGRAM.

VISIT LATEST COVID-19 GUIDANCE, LINK TO STATE INFO, AND CHECKLISTS AT GSNORCAL.ORG

Resiliency is key – dates and program info subject to change with conditions.
IN-PERSON GUIDANCE

HOUSEHOLD PARTICIPATION

• Contactless
• 1:1 Focus
• In-person Marketing (*drop off business cards, door hangers, flyers*)
• Porch Package Deliveries

BOOTHs

• CA state Blueprint for a Safer Economy: counties that meet the State's safe guidelines for meeting in-person are eligible to request booths
• Household participation only – no troop booths
• Anticipate possibility of cancellation on daily basis
• Designated as outside retail – NorCal approval needed for inside booths due to the need for additional PPE, even if last minute due to air quality
• Consider product investment risk if cancelled
• Specific guidance and protocol in the works

“Our priority is to do the right thing so that as many kids as possible are able to return to in-person school. The key to re-opening schools, according to the U.S. Surgeon General, is to practice social distancing to lower the transmission rate in the community.”

COMING BY 10/3!

SPECIFIC GUIDANCE AND PPE PROTOCOL FOR EACH IN-PERSON ACTIVITY, INCLUDING PRODUCT PICKUPS & DELIVERIES

Resiliency is key – dates and program info subject to change with conditions
IN-PERSON NUT/CHOCOLATE ITEMS

- Delicious selection of items
- Specialty Tin & Gift Items
- Care to Share
- Commemorative GS Tins
- Simplified price points

NOTE:
GSUSA has partnered with CVS to promote/sell Thin Mints Almonds during Fall 2020. Packaging and weight will be different than GS item. Please reach out directly to GSUSA with concerns.

Quality products roasted and packaged by:

ASHDON FARMS

The GIRL SCOUTS® name and mark, and all other associated trademarks and logotypes, including but not limited to the Trefoil Design, are owned by Girl Scouts of the USA. Ashdon Farms is an official GSUSA licensee.

*WARNING: Consuming these products can expose you to chemicals including acrylamide, which is known in the State of California to cause cancer and birth defects or reproductive harm. For more Information go to http://www.P65Warnings.ca.gov/food

Care to Share Donation $5
Ask me about our Care to Share service project donations to hometown heroes.
• The WHY behind the program
• Messaging the program to inspire engagement
• The benefits of participating for girls, troops, and sloths

• **Overview of the volunteer, girl, and customer experience**
• Next steps
VOLUNTEER EXPERIENCE

Enabling the girl experience
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: mikedanamummailone@gmail.com

Once your password is created, click here to access the site or go to http://www.girlscoutmagazine.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!

Girl Scouts of California’s Central Coast

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**WELCOME TO YOUR CAMPAIGN**

- **Near 9/23:** volunteers receive email invitation to M2
- Click link embedded in email to setup password
- After login, volunteers can return to council’s M2 landing page
The Parent/Guardian Email Blast has a **72%** open rate - the EASIEST way to get your girls to participate online!

**GETTING STARTED**

- **Watch training video**
- **Create your avatar**
- **Within M2, troops launch parent/guardian email announcing the start of the program**
- **Manage nut card orders (after girl entry for any girls who didn’t enter their own paper orders)**
- **View reports**
NEW! Troops launch an email directly to parents with a link and instructions on how to participate

- Parent email addresses uploaded by council
- Volunteers can edit or enter any missing parent/guardian emails
TROOP CAMPAIGN HEADQUARTERS

- Headquarters for managing a troop campaign
- All program management tools on one site
Send messages to troops
Manage troop admin users
Manage/edit girl and troop products
View troop financials and payments made to council
Troop sales summaries
Delivery tickets

Girl Scouts Test Council

Stats: Current Campaign

$153.00 Total Sales
$0.00 Online Magazines
$0.00 Direct Ship Nuts
$0.00 Online Nut Girl Delivered

Campaign Setup
Troop Training Video

Manage System Users
Send messages
Manage Service Unit, Troops & Girl Scouts
Manage Admin Users

Product Management
Paper Order Entry

Rewards & Patches

Financials & Reporting
Banking & Payments
Reports
Troop Summary / Amount Due Report
- Contacting specific participants, troops and supporters
  - **Troop to Girl** – Announcement, Registered but not Launched, Thank You
  - **SU to Troop** – Everyone, Only those not Logged In, Only those Logged in
**ENTERING IN-PERSON NUT ORDER CARD ITEMS**

- Select girl name to edit her orders
- Click **+Add Girl Scout** to add orders for girls missing from the list
- Message girls directly with questions about items entered
- Care to Share donations
  - **10/3-10/26:** assign automatically to girl
  - **10/26-11/22:** email info@gsnorcal.org for staff to assign to girl
CUPBOARDS & ADDITIONAL INVENTORY

• No staff cupboards or additional council inventory
• Troops may order additional products at initial order
  • Troops accept financial liability
• Service units will partner with Product Managers to determine additional product need at initial order
  • Items not to exceed total Care to Share donations
  • Regional Care to Share donations
REPORTS

- Click the **Reports** link from the Troop Dashboard to view total sales or sales by product category.
- Click a girl name to view the specific details of individual girls.
- Link on dashboard **Troop Summary/Amount Due Report**
DEVELOPMENT TACTICS

- Print delivery tickets by SU, troop or girl
- Available for products and rewards for easier picking and packing
- Option to include financials
- CARE TO SHARE items do not print on delivery tickets
▪ Rewards are automatically calculated for girls

▪ To view rewards, choose the **Rewards** link from the **Troop Dashboard**

▪ If girls didn’t make choices, volunteers can make reward selections for them

▪ If selections not made by due date, selection defaults to Reward Card at that level

▪ Detailed reports of earned rewards available under **Reports** link or through the **Delivery Tickets** link
TROOP BANKING & PAYMENTS

View troop financial information at a glance including:

- Gross sales
- Total paid online by customers
- Total proceeds earned
- Balance due council
- Girl payments (if entered by troop)
M2 Media Group

**GIRL ONLINE EXPERIENCE**

- Create a virtual likeness
  - Creating avatars makes participating fun and get results with PATENTED Girl Scout platform
GETTING STARTED

• Girls log in as a first-time participant or as a returning user from last year.

• Spanish experience available
REGISTERING AN ACCOUNT

- Zip code validation ensuring girl in correct council
- Participant information and secure password setup
- Troop number selection or “I don’t know/see my Troop#/Group#”
- Participant can edit nickname
- Answer questions about girl goals and what Girl Scouting means to her
**Update AliTrue’s Avatar**

1. **Build Your Avatar**
   
   Create an avatar that looks just like you! Creating one will allow you to earn virtual rewards as you complete the activity, and will give you access to Me2®’s room to view the rewards after sending emails. Get started and earn your first reward!

   To see all of the choices for your Me2® avatar, click on the arrows in the Me2® software below...

   **HEAD**
   - Skin Tone
   - Hair Style
   - Hair Color
   - Eyes
   - Eye Color
   - Face

   **BODY**

   **CLOTHING**

2. **Add Your Voice (Optional)**
   
   If you do not want to use the default Me2® voice, you can provide your own personalized message by recording an audio file and uploading it to the web site. For help, including a sample script, consult our [audio guide](#).

   ![Upload An Audio File](#)  ![Audio Received](#)

3. **Listen to Your Avatar**
   
   Preview how your Me2® will sound on your own personalized Talking Me2® landing page!

   ![Preview](#)

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**CREATE AVATAR & RECORD VOICE**

- Girl designs her own likeness with over 3 billion avatar feature combinations
- New feature choices for Fall 2020

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**Avatar**
PERSONALIZED CAMPAIGN

- Girls can upload a photo or a video which can be shared on their online shop
  - Girls who upload photos and/or videos sell more to reach their goals
PROMOTING HER CAMPAIGN

- Girls share their online shop link by sending emails or sharing on social media
  - 27% of online sales come from social media
- Girls also have business cards preprinted with their shop code
  - Take a picture of the card and text family and friends.
- Easier for returning girls with customer email addresses saved year over year
- Option to include last name so friends and family know who is sending the email
- Simplicity of one click renewals for customers previously purchasing magazines
GIRL’S CAMPAIGN HQ

- Navigation tools for all aspects of the program
  - Emails/Social Media
  - Printable business cards with girl’s online shop code
  - Manage paper orders (nut card sales entry)
  - Rewards earned and actions needed to receive rewards
  - Reports
AVATAR ROOM

- Girls earn virtual rewards for their avatars by completing actions within M2
- Girls revisit their room an average of 4 times during the program
- View virtual rewards earned and troop photo
**ENTERING IN-PERSON NUT ORDER CARD ITEMS**

- Parents/girls enter the total of each item using the nut order card into the M2OS prior to the end of the program.
- Nut order card totals will be tabulated and added to all online sales totals in reports.
- All in-person nut orders must be entered into M2OS to be processed.
## Reports

Reports broken out by sales categories

View all girl delivered items sold online by customer to see which products to deliver

Report emailed to parents at end of program
• Girl chooses name, nickname or initials for her patch
• Girl makes selection between two patch backgrounds
• Opportunity to provide mailing address after login
• Personalized patches ship directly to girls as earned throughout the program
CUSTOMER EXPERIENCE
Hello Amy,

The magazine and nut sale that I am participating in for Girl Scouts Test Council 7 is going strong and there is still time to help. You can click here and see my personalized magazine store and how close I am to reaching my goal. If you buy or renew a print or digital magazine, over 50% goes to Girl Scouts!

You can also purchase nuts and chocolates. Just click here to view the awesome products and shop at my personalized store.

Click here if you would like to hear a special message from my avatar. Thank you so much for your support!

Shop AT’s Magazine Store
Shop AT’s Nuts & Chocolate Store

Thank You
AT True
Girl Scouts Test Council 7

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

HELP AT,

Being in Girl Scouts, I can help other people. I do fun activities and help the community while learning important skills that will help me forever. I am trying to earn $50 to help Girl Scouts, and so that our troop can swim with sharks. Will you please help by shopping in my online store? Thank you.

Play >

Support Girl Scouts by ordering your favorite magazines, nuts, or chocolates!

Shop My Magazine Store Shop My Nut Store
Magazines and subscription kits are super popular this year – we assume thanks to Covid-19!

Online Storefronts

Magazine selections include all Time, Inc titles, Reader’s Digest and subscription kits for kids.
10/3-10/24: Customers have the option to choose girl delivered or direct ship

- Customers pay for all products online at the time of checkout
Customer shipping now defaults to standard ship

Customers will be advised to consider melted chocolate if not upgraded to expedited shipping

Melted products will not be replaced with standard ship option
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Gwen Shapiro
Product Program Specialist
Redwoods Area

NEXT STEPS
PRE-LAUNCH

- Download Troop & SU Guides
- Review new Entrepreneurship Money Earning requirements
- Parent Responsibility Agreement is now annual and online
- Ensure troops and Juliette parents are registered for the GSNorCal virtual troop kickoffs and have watched the Fall Take Action Overview Video
- 9/23 Volunteer Access: Remind troops to log into M2, watch training video and create their avatar
- Remind troops to register for Fall Q&A to get Zoom link
  - Wednesdays, 6-7pm 10/7-11/18
- Encourage troops to send the Parent/Guardian launch email to participants
- Inspire your troops to send emails to earn your SU Sloth Crossing Canopy Bridge sisterhood reward!
• Virtual Fall Digital Day & program launches: **October 3rd**
• Fall Volunteer Q&A Sessions
  • Wednesdays, 6-7pm **Oct 7-Nov 18**
• In-person girl order taking and girl delivered online order taking ends: **October 24th**
• Last day for parents to enter paper orders in M2OS: **October 24th**
• Last day for troops/SUs to enter orders in M2 for girls: **October 25th**
• SU Deliveries: **November 4th - 9th**
• WOMEN’S ENTREPRENEURSHIP DAY celebration: **November 19th**
• Program ends: **November 22nd**
• Troop/SU M2 lockout: **November 23rd**
• ACH: week of **November 30th**
NEW HOURS! 5am-7pm PST M-F, 5am-5pm PST Saturdays

Hi!

Our friendly customer service representatives are ready and waiting to answer all of your Fall Product Program questions!

question@gsnutsandmags.com
(800)-372-8520

We’re happy to help!

- Cross-trained to handle tech support, volunteer/participant and customer inquiries
- 100% customer satisfaction guarantee
THANK YOU!

- You are the difference!
- Thank you for contributing to the positive experience girls have through the Fall Take Action Program
- We appreciate you and all that you do to support Girl Scouts!

Christine, Connor, Elsa, Gwen, Kirsten, Maria, & Minda