2019 FALL PRODUCT TROOP KICKOFF

Girl Scouts of Northern California
Troop Kickoff Overview

- The WHY – **Be the Difference**!
- Help us **Take Action** to support rhinos
- Products, Proceeds & Rewards
- Girl, Parent and Customer Experience
- Volunteer Experience
- Next Steps
Thank You!

- We appreciate your time, energy and efforts
- The Product Program is a success because of YOU!
- You help girls learn and develop skills that last a lifetime
- Let’s kick off this new Girl Scout year with a focus on being the difference!
What Do Girl Scouts Learn from Fall Product Program?  
What Have Girl Scouts Done with the Money Earned from Fall Product Program?  
How Many Troops Use Money Earned from Product Programs to Give Back?

The Why for Girls
What’s Your Why?

• Why are you here today?
• 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?
You Are the Difference

- **You** are directly impacting the future of girls by...
  - Assisting girls in **funding their dreams** to support their amazing girl-led adventures and service opportunities locally, nationally and globally.
  - Providing girls the **opportunity and equity** to give back to their community while sharing their skills to make the world a better place.

You are providing girls with life-changing experiences by being the difference!
Northern White Rhino

Why did M2 choose the rhino?

- Our initiative: choose a mascot that represents the strength of Girl Scouts as an organization and as individual members while illustrating the value of working together for a greater good. Girl Scout Strong.

- Only two Northern White Rhinos left in the world
  - Mother and daughter - Najin and Fatu
  - Utilizing science and technology to preserve a species

- Our individual skills and abilities - combined with those of others - enables us all to be the difference!
Help Us Take Action

The Fall Product Program is an entrepreneurial take action program where girls experience financial empowerment and the benefits of community engagement. Girls market their nut, candy, and magazine business online while supporting animal conservation.

Join GSNorCal and San Francisco Zoo by partnering with us to support our local rhinos.

San Francisco Zoo & Gardens has cared for rhinoceroses for 60+ years. These ancient species have survived millions of years, but today, their survival is in question with less than 30,000 individuals left of the remaining five species that live in Africa and Asia.
Simple for Volunteers

• Just in time 2 minute weekly videos for system ops
• Troops use Cheddar Up to go cashless and reduce risk

Simple for Girls

Girls offer a variety of nuts, chocolate and magazines to family and friends in two ways

• In-person using a paper order card
• Online sending emails and sharing link to purchase magazines and nuts/chocolates
In-person/Girl Delivery
Nuts & Chocolate

- Delicious selection of items
- Holiday Tin & Gift Items
- Care to Share
20% of total sales

*HUGE INCREASE FROM LAST YEAR

Troop Proceeds
2019 Girl Rewards

By donating at any reward level, girls support conservation and spread the word about the need to protect rhinos.
Personalized Patch

Girls design their avatar’s adventure!

- Check out safari animals from the lookout tower with mama rhino
- Take a hot air balloon ride with a baby rhino
- Girl chooses name, nickname or initials for her patch
- Opportunity to provide mailing address after login
- Personalized patches ship directly to girls
2019-20 Fall & Cookie Crossover Patch

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

- To earn, girls:
  - Participate in the 2019 Fall Program (creating Me2® avatar and sending 15+ emails)
  - Sell 250+ packages of cookies during the 2020 Cookie Program
Join us for the 2020 Cookie Program to meet ME, our 2020 cookie mascot, the butterfly!

Girls have the opportunity to earn an exclusive cookie-themed butterfly clip by selling 175+ fall items.

This reward won’t be available during cookie season, so get a head start on WOW-ing the world now!
Girl, Parent, & Customer Online Experience

- Have fun and get amazing results with the PATENTED Girl Scout Me2® platform
Getting Started

- 10/4: Parents/girls will receive their invitation to log in or get started at www.gsnutsandmags.com/gsnorcal
- 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
- Troop number selection or “I don’t know/see my Troop#/Group#”
- Participant can edit nickname
- Participant information and secure password setup
- Answer questions about goals and what Girl Scouting means to her
Create Me2® & Record Voice

1. **Build Your Me2®**
   Create a Me2® 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.

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

   - **Upload An Audio File**
   - **Audio Received!**

- **Girl designs her own likeness with over 3 billion avatar feature combinations**
- **New feature choices for Fall 2019**
Send 15 emails and sell

**Personalized Campaign**

**Add a selfie and decorate it!**

**Upload a photo**

(Read the privacy rules)

**Take a Photo**

(with your web cam)

**Decorate Your Selfie**

- Use this photo on your storefront. If you choose not to use this photo, we’ll show your Me2 or your council’s default photo.

**Girls who upload photos and/or videos sell more to reach their goals**
Promoting Her Campaign

- Girls can share their link with family and friends by sending emails or sharing on social media
- 27% of online sales come from social media
- 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 store code
- Manage paper orders (nut card sales entry)
- Rewards earned and actions needed to receive rewards
- Reports
Me2®’s Room

- Girls can earn virtual rewards for their avatars by completing actions within M2OS
- Girls revisit their room an average of **4 times** during the program
- View virtual rewards earned and **troop photo**
Customer Emails

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

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

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

Shop My Magazine Store  Shop My Nut Store
Online Storefronts

Nuts/Chocolates
Customers have the option to choose girl delivered or direct ship
Customers pay for product at the time of ordering

Magazines
Magazine selections include all Time, Inc titles, Reader’s Digest and youth subscription kits
Entering In-Person Nut Order Card Items

- Parents/girls use the nut order card to enter totals of each item into the M2OS system
- 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 system 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
Volunteer Level Access

Enabling the girl experience
Welcome to Your Campaign

- Volunteers receive email near 10/4
- Click link embedded in email to setup password
- Volunteers who are parents must log out as volunteer and in as parent to ensure council data remains secure

Different access points but User and PW may be the same!
Getting Started

- Watch troop system training video
- Create a Me2® avatar
- Manage nut card orders (after girl entry for any girls who didn’t enter their own paper orders)
- View reports
Me2® Volunteer Patch

Troop Leaders & Fall Product Managers

• Earned by reaching per girl average of 15+ items in troop
Troop Campaign Headquarters

- Headquarters for managing a troop campaign
- All program management tools on one site
Entering In-Person Nut Order Card Items

- Select the Girl Scout’s name to edit her orders
- Click “+Add Girl Scout” to add orders for any girls missing from the list
- Message girls directly with questions about items entered
Girl Rewards

- To view rewards, choose the **Rewards** link from the **Troop Dashboard**
- If girls didn’t make choices, volunteers can make reward selections for them
- Detailed reports of earned rewards available under **Reports** link or through the **Delivery Tickets** link
- If no reward items chosen for a girl, rewards default to Reward Card option at appropriate level.
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 (when entered by troop)
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.
- NEW link on dashboard **Troop Summary/Amount Due Report**
What’s Next?

Troops watch the Fall Product Troop Overview, check MyGS for girl roster and parent email verification.

Welcome! Thank you for volunteering as Troop Product Manager.

FALL DIGITAL DAY

October 5 from 10AM – 2PM at all regional offices, no registration required. We encourage girls, parents and volunteers to attend. Girl Scouts receive swag bags!

Virtual cybersecurity experts from Palo Alto Networks and Cisco will be on hand for Q&A’s. Dial-in URL will be shared soon – stay tuned!
# Important Dates

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<th>DATE</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>October 4&lt;sup&gt;th&lt;/sup&gt;</td>
<td>Program begins</td>
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<tr>
<td>October 5th</td>
<td>Fall Digital Day at all regional offices 10 AM-2 PM</td>
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<td>October 20&lt;sup&gt;th&lt;/sup&gt;</td>
<td>In-person &amp; girl delivered online order taking ends</td>
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<tr>
<td>October 20&lt;sup&gt;th&lt;/sup&gt;</td>
<td>Last day for parents to enter paper orders in M2OS</td>
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<td>October 21&lt;sup&gt;st&lt;/sup&gt;</td>
<td>Last day for troops to enter orders in M2OS for girls</td>
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<tr>
<td>October 22&lt;sup&gt;nd&lt;/sup&gt;</td>
<td>Last day for SUs to edit orders in M2OS for troops</td>
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<tr>
<td>November 24&lt;sup&gt;th&lt;/sup&gt;</td>
<td>Orders for Direct Ship Nuts and Magazines ends</td>
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ALL M2OS questions go to M2 Customer Care

- M2’s Customer Care team is cross-trained to handle tech support, volunteer/participant and customer inquiries
- 100% customer satisfaction guarantee
You are the difference!

Thank you for contributing to all the positive experiences girls have through the Fall Product Program.

We appreciate you and all that you do to support Girl Scouts!