

Fall Take Action Marketing Timeline!

Use these dates to create your marketing plan and make the most of the Nut & Candy Season!



spread

September 30

Login to M2 today and start setting up your Digital Shop! You can customize your avatar and start entering your customers information. September 30 is also National Love Day! It's love that makes the world go 'round! And life is more pleasant when humans are kind and show love to each other. So encourage your customers to show some love by sending their friends and family some of their favorite Girl Scout Nuts and Candies on National Love People Day. You can even give these customers a shout out on your social media to continue spreading the love!



October 15

There are 4 weeks left for customers to get goodies from your Digital Shop. Consider sending out an email or text reminder that customers can still order delicious treats to arrive just in time for the holiday season! You can even suggest they send some treats to a distant loved one or donate

some Care to Share!



October 22

Some days you feel like a nut, some days you don't, but on National Nut Day it's a great time to enjoy this energizing treat. Make sure customers have what they need to celebrate this tasty day by letting your customers know ahead of time that

October 22 is National Nut Day. You can even consider creating a jingle or commercial to share out with customers and draw them to your Digital Shop!



HAPPY VETERAN'S DAY

November 11

Happy Veteran's Day! Remind customers on your Digital Shop that they can send Care to Share to Hometown Heroes, like veterans and military members as a way to honor veterans and military this Veteran's Day.



November 12

This is the last day of the Fall Take Action Program, and your final push to the finish line. Plan on doing an end of the Fall Take Action Program count down in a creative way and drive customers to your Digital Shop so they can place their final orders. Shops close tonight at midnight, so get those orders in.



October 7

October 7th is National Forgiveness and Happiness Day! Help spread joy and reconnection by reminding your customers that nothing makes people smile more than a sweet, or salty Girl Scout treat! Suggesting our adorable Holiday Tins, filled with Deluxe Pecan Clusters would be a great idea, and sure to brighten someone's day! If they are looking to share, the Peace Out Girl Scout Tin with individually wrapped Mint Treasures are perfect!



October 20

It's National Office Chocolate Day! In the long history of the workplace, there have been just a few things that have aided in making the afternoons go faster and the days seem a little easier, and a very important one of these workplace helpers is chocolate! Let your customers know about all the chocolaty treats you carry that they can share with their colleagues on this decadent day!

CHOCOLATE



October 31

Happy Birthday Juliette Gordon Low! October 31 is Founder's Day and a great way to get customers to your Digital Shop. A fun idea can be to dress up like Juliette Gordon Low and create a quick video to share with customers, asking them to support your cause and celebrate Juliette's life!

HAPPY HALLOWEEN

October 31

Encourage customers to gift Girl Scout Nuts and Candies to friends, families, and neighbors this Halloween Season! Try decorating some nut and candy packages and place pictures on your Digital Shop or social media to get customers excited about all the yummy treats you have to offer! You can even interact with your customer's and challenge them to share photos of their decorated Girl Scout gummies... I mean goodies! Then post your favorites to your social media and give them a shout out!



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