

READY TO explore



FALL PRODUCT PROGRAM

Troop & Family Engagement Guide

Get Ready for a Season of Goals, Growth, and Girl Power!

Why Selling Matters

- Funds troop adventures, badges, camp, and travel
- Builds real-world goal-setting & entrepreneurship skills
- Every girl who participates earns rewards, patches, and prizes

Program Runs: August 17 – September 13, 2026

Back to Girl Scouts Bonus also ends September 13 — don't miss it!



Take the 2026 Fall Product Scavenger Hunt!

Girls take their avatar on an adventure — complete fun tasks for a chance to win one of six large plush kangaroos!

Enter here: cognitofirms.com/GirlScoutsOfCaliforniasCentralCoast2/2026FallProgramScavengerHunt

3 Easy Ways to Sell

Online Storefront

Girls set up their own site and share it by email or social media (with an adult's help). Orders ship straight to customers!

Order Cards

The classic way — sell to neighbors, friends, and family face-to-face using the paper order card.

In-Person Sales

Set up a booth, go door-to-door, or bring order cards to family gatherings for a fun group sales day.



"Every troop that participates helps girls build confidence, one sale at a time — thank you for encouraging your families to jump in!"

Engagement Ideas for Troop Leaders

Keep the momentum going all season! Try a few of these fun, easy ideas to get every girl in your troop excited to participate.

Kickoff Party

Hold a short troop meeting to practice sales pitches, decorate order cards, or record a promo video together.

Sales Challenge Card

Girls check off fun milestones (first sale, 5 online orders, sell to a new state!) for a small prize when they complete the card.

Buddy Selling

Pair girls up to sell together at a booth or door-to-door — more confidence, more fun.

Shoutouts & Spotlights

Celebrate weekly in your troop group chat: top seller, most creative pitch, most improved, and more.

New This Year: Back to Girl Scouts Bonus

Girls who join/renew between 4/1–9/13/2026 and sell \$300+ earn their troop an extra \$10, and eligible Juliettes get \$10 in Entrepreneurship Credits. Ends September 13!

2026 Fall Product Scavenger Hunt

Girls complete fun tasks with their avatar — launch their storefront, send emails, write a thank-you note, and more — for a chance to win one of six plush kangaroos!

Enter here: cognitoforms.com/GirlScoutsOfCaliforniasCentralCoast2/2026FallProgramScavengerHunt

We Need Your Help!

Please reach out to your non-participating troops and encourage them to join in — help us hit our goals for Fall Product this season!

Let's Make This Our Best Fall Season Yet!

Getting Started: 1. Visit gsnutsandmags.com/gscgcc 2. Create a Storefront 3. Send Emails!

Questions? Contact Customer Care: 800-822-2427 | info@girlscoutsgccc.org

Sample Outreach Materials

For Service Units to Send to Non-Participating Troops

Feel free to copy, personalize, and send these to troop leaders in your service unit who haven't joined the Fall Product Program yet!

To: [Troop Leader Name] <leader@email.com>

From: [Your Service Unit] Team

Subject: **There's Still Time for Your Troop to Join the Fall Fun!**

Hi [Troop Leader Name],

We noticed your troop hasn't joined this year's Fall Product Program yet — and we'd love to have you be part of the fun! The program runs through September 13, and it's never been easier for your girls to participate:

- Set up an online storefront in minutes and share it with family & friends
- Use the classic paper order card to sell to neighbors and family
- Take part in our brand-new Scavenger Hunt for a chance to win a plush kangaroo!

Plus, there's a special Back to Girl Scouts Bonus this year — girls who joined or renewed between April 1 and September 13 and sell \$300+ earn their troop an extra \$10, and eligible Juliettes get \$10 in Entrepreneurship Credits!

Every sale helps fund troop adventures, badges, camp, and travel, while building real confidence and entrepreneurship skills for your girls.

Getting started is easy:

- 1. Visit gsnutsandmags.com/gscgcc**
- 2. Have each girl create a personalized storefront**
- 3. Encourage them to send a few emails to family & friends**

If you have any questions or need help getting your troop set up, please reach out — we're happy to help!

Warmly,

[Your Service Unit] Team

Sample Text Message

Hi [Troop Leader Name]! Just a friendly reminder that our Fall Product Program is happening now through 9/13. It's an easy way for your girls to earn cool patches & prizes! Help them set up an online store or use order cards — let us know if you need help getting your troop started!

Sample Facebook / Band Post

(Share this in your troop's Facebook group or Band app!)

Fall Product Program is here! From now until September 13, girls can earn rewards, complete our brand-new Scavenger Hunt for a chance to win a plush kangaroo, and build real entrepreneurship skills — all while having fun! Ask your Girl Scout about her goals this year and help her set up her online storefront today. Learn more: gsnutsandmags.com/gscgcc #GirlScouts #FallProductProgram