



Digital Promo Kit

2024



Fall Product Program
September 20-November 17

girlscouts
of california's
central coast

2024 Fall Product Program Digital Promotional Toolkit

Welcome to the 2024 Girl Scout Fall Product Program!
Join us for another season of skill-building,
entrepreneurship, and fun!



Fall Product is a council-sponsored program that combines educational activities with money-earning opportunities for troops. Fall Product Program is directed toward family and friends—those closest to Girl Scouting—and enables troops to earn start-up money to begin their new Girl Scout year right! Girls can earn amazing rewards while helping their troops earn funds to power amazing experiences. Along the way they'll pick up important skills like goal-setting, decision-making, money management, people skills, and business ethics. While your friends and family can renew their magazine subscriptions and order delicious nuts, chocolates, and candies to enjoy, you'll be earning awesome prizes, powering future community projects, funding new Girl Scout experiences, and running your own business. Use this guide as a digital resource to help you cruise through Fall Product like a pro!

September

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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

October

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November

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17	18	19	20	21	22	23	
24	25	26	27	28	29	30	

Sharing Fall Product on Social Calendar

Renew Girl Scout Membership for 2024-2025 | Sunday, Sept 1 – Sunday, Sept 15, 2024

Girl Scout Fall Product Program Sales | Friday, Sept 20, 2024 – Sunday, Nov 17, 2024

Fall Product Program Product Delivery | Thursday, Oct 31– Saturday, Nov 2, 2024

Girl Scout Fall Product Program Ends | Sunday, Nov 17, 2024

How to use the Fall Product Digital Promo Kit:

How to Download a Picture or Video

1. Click or tap on the item you want to download in the Digital Promo Kit.
2. This will open your web browser (like Google Chrome or Safari) and take you to the website where the picture is located.
3. Use your mouse and right-click on the picture. If you're using a tablet or phone, press and hold the picture with your finger.
4. A menu will pop up. Click on "Save picture as..." or "Save video as..." (it might have a different name).
5. Choose where you want to save the picture on your computer or tablet. Pick a good spot so you can find it again later!
6. You can give the picture a new name if you want, or just keep the one it already has.
7. Click "Save," and you're done! The picture will be saved in the place you picked.

Now, you can check your computer, phone or tablet to see the picture you downloaded!



How to change your Zoom Background

1. Open Zoom on your computer.
2. Look for an icon with your initials or picture, usually in the top right corner. Click on it.
3. A dropdown menu will show up, find and click on the word "Setting"
4. A menu will pop up. Find and click on "Background & Effects"
5. You'll see some background options. You can choose one of those or add your own picture.
6. To use one of Zoom's backgrounds, click on it. It will change behind you in the preview.
7. If you want to use your own picture, click on the "+" sign and pick a picture from your computer.
8. Zoom will now show your chosen background during video calls.

Remember, not all computers might have this feature, but if yours does, you can make your Zoom calls extra fun with cool backgrounds!

Crush Your Fall Goals by Slaying on Social Media!



Get ready to take your entrepreneurship game to the next level with the power of social media! We're about to unlock a whole new world of possibilities and connect with customers like never before.

From engaging posts to captivating stories, we'll showcase this year's amazing products in the most stylish and creative ways. Let's use the magic of hashtags, filters, and viral trends to grab attention and create a buzz. With our tech-savvy skills and a sprinkle of girl power, we'll boost our goals and reach new heights. So, grab your phones, unleash your social media skills, and let's rock the digital realm and own our magic!

We've created some awesome new graphics so every Girl Scout can share the Fall Product Program hype with all of their friends and family on their social media pages.

Share and pair your graphics with the sample messaging and use these cool tips and tricks to reach as many new customers as possible! Spark anticipation with a daily countdown, letting people know it's almost Fall Product Program time—then keep the party going until the last day of the program! Finish the season strong by thanking everyone for their support and celebrating a job well done!



Tag Us for a Chance to Get Featured!

Instagram: @girlscoutscoc | **Twitter:** @girlscoutscoc
Facebook: @girlscoutscoc | **TikTok:** @GirlScoutsCCC



Say It With #Hashtags

A hashtag is a popular symbol used in social media to make it easier for users to find posts focused on a common topic. Users create hashtags by placing the hash sign (#) in front of a word or un-spaced phrase. Use hashtags on Facebook, TikTok, and Instagram to reach a larger audience.

Instagram



Instagram is a great space to share eye-catching images, stories, and reels (short videos) with followers in a creative and colorful way. Fill your post with 7-10 relevant hashtags. During fall product season, think about using words and phrases that help tell your story.

Facebook



Facebook is a popular space to share cool photos with catchy messaging. On Facebook, limit your use of hashtags to three or less in a post—too many hashtags make posts difficult for users to find when searching for keywords. Include a hashtag with a word or phrase that is important to your message,

TikTok



TikTok is a fun app where you can make and share short videos with cool effects and music. Be creative and have fun! Use a hashtag in your captions that are most relevant to your message. Including a hashtag on words like #GirlScouts #GirlScoutsCCC #GirlScoutsFallProduct



Profile Pic Graphics



Social Media Post Graphics



Tips and tricks for good marketing

- Already using social media to reach your customers? Ask your friends and family to share your posts, forward your emails, or tell their friends about the Fall Product Program! Spreading the word is now as easy as clicking “share!”
- Educate, inspire, and entice your potential customers by sharing more about your goals and how you’ll use your proceeds. We encourage you to record a video to let people know about all the skills you’re learning and what you want to accomplish!
- Have a satisfied customer? Ask them for a testimonial! Collect and highlight these customer stories on your social media to show that purchasing from you is a good investment, just make sure you ask permission first!

Safety First!

- Girls of all ages should partner with their parents or guardians to develop a plan to safely market their business online. Although your parent/guardian should do the posting for you if you’re under age 13, all girls should have a hands-on role in marketing their business.
- Make sure your marketing materials don’t reveal your personal contact information (like your address, school, or last name).
- To protect your personal identity, never directly message people you don’t know online or through social platforms.
- When creating marketing content or materials, remember to get permission to use any images, songs, content, or ideas that come from someone else. When in doubt, create



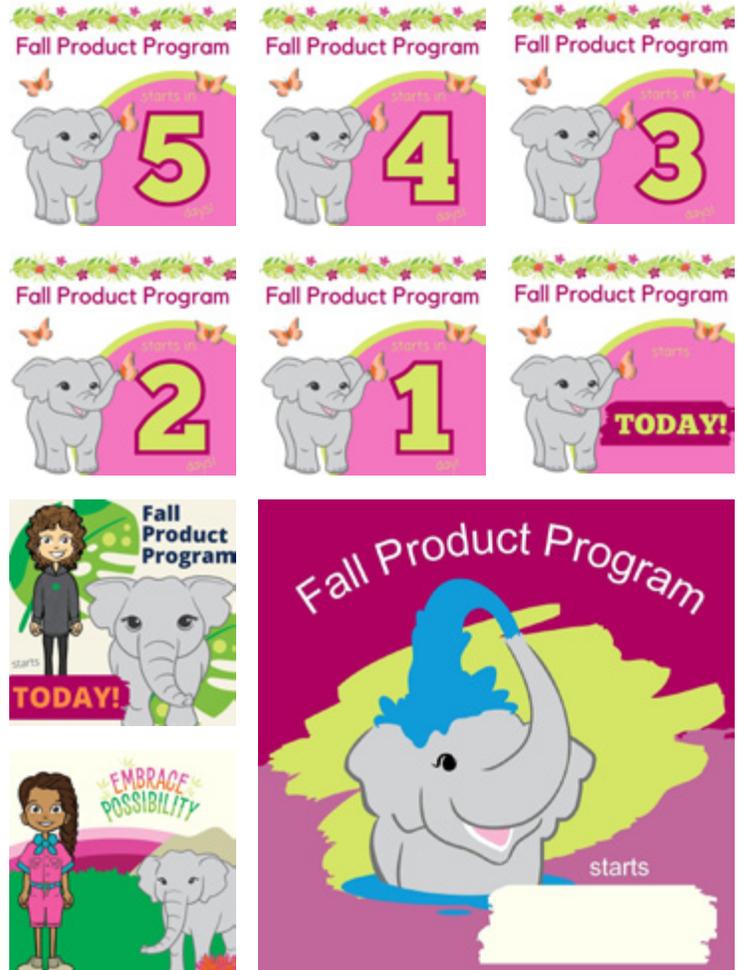
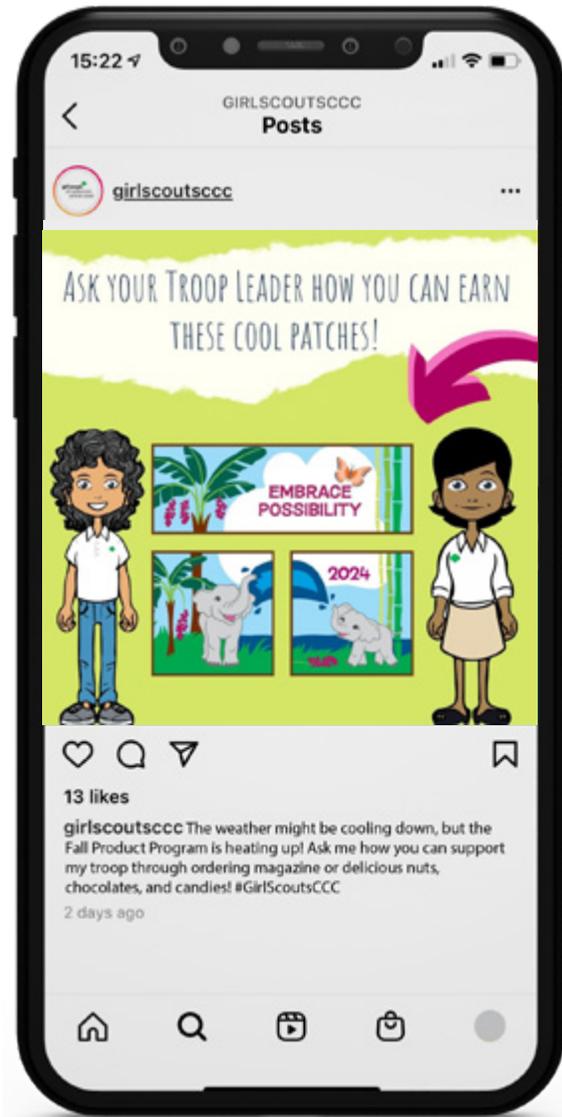
Check out more Fall 2024 Selling and Safety tips [here](#).

Let's Build some Hype for Fall

Sample Messaging:

- The weather might be cooling down, but the Fall Product Program is heating up! Ask me how you can support my troop through ordering magazine or delicious nuts, chocolates, and candies! #GirlScoutsCCC
- Can't wait for cookies? Satisfy your sweet tooth with the Fall Product Program! With your purchase of magazines, nuts, chocolates, or candies, you'll help my troop power amazing experiences for the new Girl Scout year. Ask me how!
- My favorite fall product? The _____! Check out even more tasty treats that will help my Girl Scout troop accomplish amazing things this year. Ask me about the Fall Product Program!
- This year, my goal is to reach (insert your sales goal \$) to fund (insert what you will use your troop's earnings for) during the new Girl Scout year! You can help me reach my goal with the purchase of magazines, nuts, or chocolate through the Fall Product Program. Ask me what my favorites are!

Fall Product Program Countdown social posts



Click on a graphic to open it then save to your desktop or phone to use on your own accounts

Take your goals to the next level with TERVIS[®]

TERVIS[®]

We're beyond excited to announce that Tervis tumblers are back and better than ever in this year's Fall Product lineup! Whether you're cozying up with a hot chocolate by the campfire or sipping on ice-cold lemonade during sunny adventures, these durable and stylish tumblers are your perfect companion. Get set to hydrate in style and make waves with Tervis! Let's make this season unforgettable—cheers to another fantastic year with Girl Scouts and Tervis!

Social Images:



Zoom Backgrounds:



BarkBox + Girl Scouts

BARK-BOX

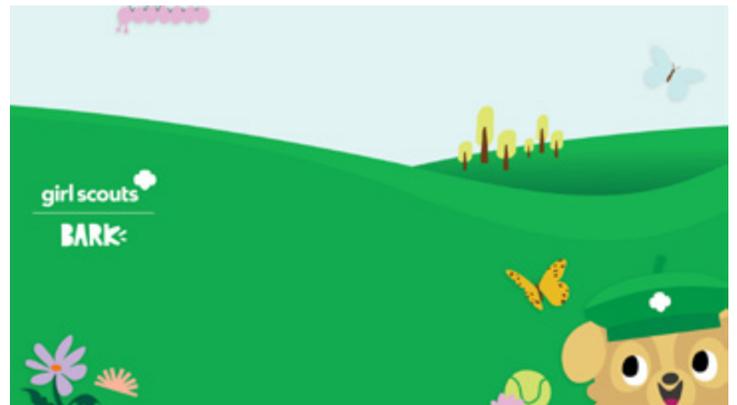
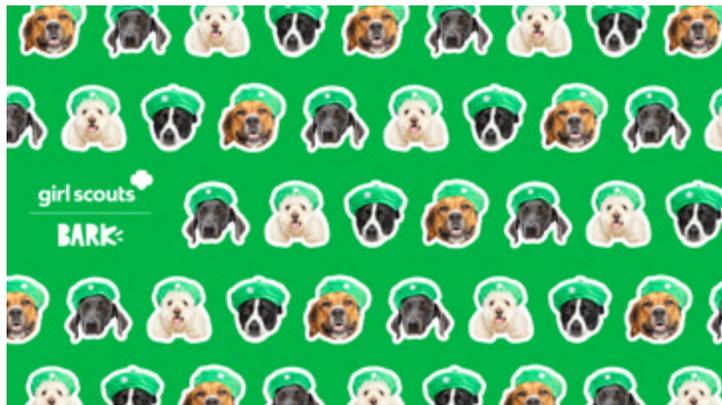
Calling all fearless Girl Scouts! It's time to embark on an exciting selling adventure as we team up with BarkBox for another fantastic collaboration. As part of our Fall Product sales program, you'll be offering pet lovers a specially curated box filled with wag-worthy toys and tasty treats that will have dogs doing backflips! We have three different boxes to choose from this year so there's something for everyone. This is your chance to unleash your inner entrepreneur, show off your super seller skills, and make tails wag with delight. Gear up, girls—let's make this sales season a paw-tastic success!

Please Note: Supplies are extremely limited! Boxes are expected to sell out!

Profile Pic or Social Post Graphics:



Zoom Backgrounds:



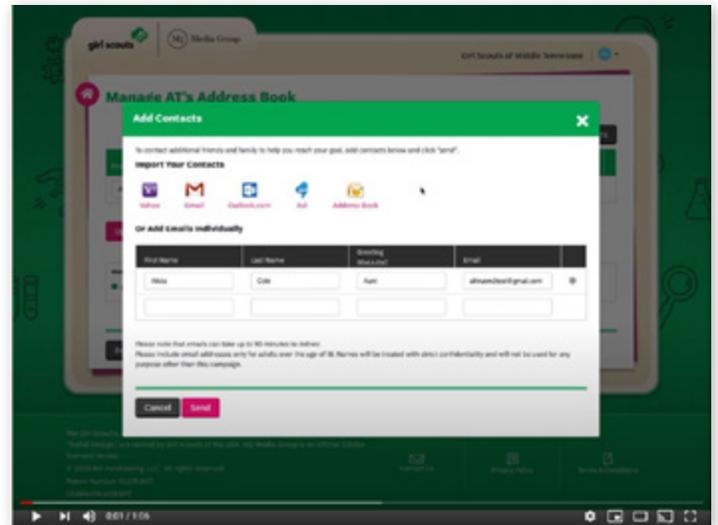
Training and Resources

Videos

How to register online for the Fall Product Program:
<https://youtu.be/CJ44cZaM1NU>



How to enter and add more email addresses:
<https://youtu.be/qbTmab5pIPc>



Elevator Pitch - It's Your Time to Shine

So what is an elevator pitch?

A short, practiced sales speech is often called an “elevator pitch,” and is used by many successful sales people. Imagine you are in an elevator with a potential customer. How will you quickly convince a customer to buy fall product from you before the door opens and the customer is gone?

Once you have crafted your perfect elevator pitch practice on your adults at home!

Example elevator pitch:

“Hi, my name is Daisy. I am in 6th grade and I am participating in the Girl Scout Fall Product Program. I've been selling fall product now for 6 years. This year, my goal is to sell 400 fall product items. With the profits from my sale, my troop will be setting up a literacy mentoring program for elementary school students in the community and providing them with books to read at home. Would you be willing to buy a few cans of nuts, candy and magazines to help me meet our goal?”



Sales Tip: Write your own elevator pitch with [this template](#).

Don't forget to include the important points but to also add some personal touches, such as mentioning your favorite products. Share why you participate in the Fall Product Program and how it helps you and your troop participate in awesome programs!

Promote Fall product with Perfect Printables!

Thank You Cards

A Thank-you card is a special way to show gratitude towards the people who gave their support during the Fall Product Program. Encourage your Girl Scout to attach thank-you cards to their customer's Fall Product order before they are delivered.



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Goal Tracker Chart

Use this fun chart to unlock your selling potential! Print out this chart and hang it up somewhere you will see it everyday to help remind you of the goals you're striving to achieve. Set your goals, track your progress, and celebrate your success!

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Your Name

Discuss what activities your troop would like to do this year

Determine how much money you will need to make that happen

Set a fall product goal based on your troop budget

\$ My individual goal \$ My troop goal

Share your goals with friends and family

- 1 Start by going to your council's website and clicking on the link to participate in the online portion of the program.
- 2 Enter your goals and your progress will appear on your online site for friends and family to see.
- 3 Check the dates of the product program and make sure to have all orders before the end date.
- 4 Practice telling customers about the benefits of buying and reading magazines. You might even suggest specific magazines to friends and family based upon your knowledge of their interests.
- 5 Thank every customer, whether they buy online or in person.
- 6 Make sure to follow all Girl Scout safety activity checkpoints for computer/online use and council sponsored product program. Only contact people you and your family know.

Mark your progress in the water as you get closer to reaching your goal.

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Go there with 'Care to Share'!

Care to Share Donation Program

Girl Scouts are experts at giving back, let your customers know how easy it is to do the same through the Care to Share Donation Program! Care to Share is a virtual way to support Girl Scouts that allows girls to sell fall products as a service project without having to handle or store actual boxes of product. This program benefits Girl Scout troops and councils while supporting the patriotic care packages sent to members of the armed forces serving overseas and local first responders.

Girl Scouts of California's Central Coast partners with local military and community organizations to provide fall product to those who serve us. Products will be included in patriotic mailings or delivered to community police and firefighters! Products can be donated virtually through online donation or when Girl Scouts are selling directly. Visit www.girlscoutscoc.org/caretoshare for more info!



Care to Share!

Support Girl Scouts while supporting first responders and troops overseas.

Ask me how!



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