

# 2019 FALL PRODUCT PROGRAM FAMILY GUIDE



## Welcome to the Girl Scouts Fall Product Program!

The GSC Fall Product program combines skill building with money-earning opportunities for troops. Not only will girls earn money for their troop by selling products, the program also provides an important ingredient for leadership by helping girls develop these five skills:

### 1 Goal Setting:

Girls set sales goals and, with their troop, create a plan to reach them. This matters because girls need to know how to set and reach goals to succeed in school, on the job, and in life.

### 4 People Skills:

Girls learn how to talk (and listen!) to their customers, as well as learning how to work as a team with other girls. This matters because it helps them do better in school (on group projects, sports teams, and on the playground) and, later, at work.

### 2 Decision Making:

Girls decide where and when to sell products, how to market their sale, and what to do with their earnings. This matters because girls must make many decisions, big and small, in their lives. Learning this skill helps them make good ones.

### 5 Business Ethics:

Girls act honestly and responsibly during every step of the cookie sale. This matters because employers want to hire ethical employees — and the world needs ethical leaders in every field.

### 3 Money Management:

Girls develop a budget, take product orders, and handle customers' money. This matters because girls need to know how to handle money—from their lunch money to their allowance to (someday) their paycheck.



## Two Ways To Sell Fall Product!

### 1 In-Person Orders

- Make sure your Girl Scout is registered or renewed for a 2020 Membership. *(Even though it's still Fall 2019 our Girl Scout membership year runs from Oct 1 to Sept 30 and will turn over during the program.)* Girls must have a 2020 Membership to participate in the program. Your Troop Leader should be able to tell you if you are signed up!
- Sign the required permission slip and online safety pledge. We want to make sure that everyone is safe and covered by our GSC insurance when selling. Ask your Troop Leader for details!
- Go door to door with your girl! Talk to friends and family! Ask permission to have your girl visit your office! Have your girl take her order sheet around and get as many orders as she can. Let customers know that you will not be collecting any money until their orders are delivered in person when they come in. *(The only exceptions to this rule is any Military Donations or online sales. Since no physical item will be taken to them, they pay for it at the time of order.)*

### 2 Online Store

- Make sure your Girl Scout is registered or renewed for a 2020 Membership. *(Even though it's still Fall 2019 our Girl Scout membership year runs from Oct 1 to Sept 30 and will turn over during the program.)* Girls must have a 2020 Membership to participate in the program. Your Troop Leader should be able to tell you if you are signed up!
- Sign the required permission slip and online safety pledge! We want to make sure that everyone is safe and covered by our GSC insurance when selling. Ask your Troop Leader for details!
- You will receive an email from QSP with a link for you to create an Online Marketplace for your Girl Scout. This is a personal store for your girl that customers can order from and have items shipped directly to their home. *(All magazines and/or non-food items can only be ordered through the online store.)* Share her store link on your personal Facebook page, your personal social media, and email to collect orders. *(Do not share in social media marketplace style groups or advertisements. This is against the rules of the program.)*
- When sending out personal emails, be sure to only click "Girl Delivered" as an option if they are close enough for you to deliver!

# PRACTICE, PRACTICE, PRACTICE!

## Does **SHE** know the answers?

When selling door to door or at a booth, it is very common to get questions from a customer about your products. But it is just as common to get questions about Girl Scouts too! So prepare your girl to answer these questions:

### **What is your favorite thing about being a Girl Scout?**

Do you go camping? Do you love helping others? How about just hanging out with your friends? Let people know how fun and diverse Girl Scouts can be. One week you might build a robot, and the next week sleeping under the stars!

### **What is your favorite chocolate or nut flavor?**

This question gets asked a LOT! Know which ones you like, but be prepared to offer other suggestions for the customer. For example you may love chocolate, but maybe they can't eat sweets - so have several back up online items and military donations in mind to tell them about.

### **What is your troop planning to do with the money you earn?**

Every troop uses decision making and goal setting skills to figure out how to use their hard-earned proceeds before the sale. Are you planning a campout? Saving for a trip? Is your troop planning to use part of their earnings for a service project? Tell them about it!

### **What fun things have you done with your troop?**

#### **What badges have you earned?**

Now is the time to brag about your troop and accomplishments! Maybe you made blankets for a local shelter; maybe you learned how to surf; or code computers; or you might have had an EPIC sleepover that you will never forget - and while you were having fun, you were earning badges too!

### **How much money does your troop make off a purchase? Where does the rest go?**

Most customers know that the troop doesn't keep all the profit when selling an item (someone has to make the chocolates!), but many don't realize that 45% of the proceeds go to troop profits, girl recognitions, funding LOCAL GS camps and programs for ALL the girls in the area.

### **I'm going to take 2 chocolates and a can of nuts. Here is a \$20 - can you get me change?**

Of course, she can! Many adults volunteering during a sale hold back on letting girls handle money. Let the girls do it! Nearly all customers have the patience to allow the girls time to figure out costs and count back change. Customers know it's a vital skill to learn and the girls need practice!

## PROGRAM CALENDAR FOR FAMILIES

### **August 15th to September 5th:**

Your girl will be receiving a packet from her Troop Fall Product Chair. The Troop Fall Product Chair could be a troop leader, or sometimes it's a parent or volunteer involved in the troop. This packet has all the supplies she will need to start the program.

### **September 6th:**

Fall Product Program officially begins! Your girl can start taking orders in person, over the phone, or door to door. In the spirit of the Girl Scout Law, everyone should do their best to be 'honest and fair' by not taking orders before this date. *\*Tip: She can start selling online even earlier! Online sales can start immediately after training from the Troop Fall Product Chair and she sets up her online marketplace.*

### **September 23rd:**

Girl order forms are due back to your Troop Fall Product Chair on this date so she can put in the first order for the troop. After you hand this in, you can still take more orders! The Troop Fall Product Chair can order more products as the sale continues.

### **October 21st to 24th:**

This is the expected date range for Fall Product items to be distributed to troops for delivery. Contact your Troop Fall Product Chair for your exact delivery date. Remember, don't take any payment from customers until you deliver their product!

### **October 25th to November 3rd:**

Booth sales begin! All troops are allowed to start selling products at your community approved booths. All booth locations must be cleared through your Troop Fall Product Chair before selling.

### **November 3rd:**

This is the last day of the Fall Product Program. All money should be turned in to your Troop Fall Product Chair by this date. There will be a slight continuation of online sales until December 2nd and you can ask your Troop Fall Product Chair for more details.



# FAQ About Fall Products



## Stop Here for Important Answers First!

We want to make sure you are totally prepared for an awesome Fall Product Program. Customers love getting a fast answer to some of our most frequently asked questions right on the spot!

### What are the delivery options if someone buys online items?

Online sales are a great way to get awesome items like Tervis Tumblers, magazines, great smelling candles, or boxed greeting cards. And there are two ways to have them delivered! Customers can have them shipped directly for a fee, or if they live close by they can choose Girl Delivery\* and have your girl take them right to their doorstep with money being collected online.

\*PLEASE NOTE: "Girl Delivery" for online items ONLY applies to the items found on the girl's order card. Anything other than those 15 food selections of nuts and chocolates must be shipped directly to the customer.

### Do my customers have to pay for their item right now?

Girls collect payment for nuts and candy ordered on their order card at the time of product delivery, with a few exceptions. Any military donations should be collected immediately and tracked. Customers also pay for online orders at the time the order is placed, including the "Girl Delivered" orders. Girls will never collect money for any orders placed online.

### When going on a Walkabout, what do I do if nobody is home?

Don't worry! Girls can print and hand out business cards and flyers from the website that include your girl's unique store code. They can hand these out to customers who wish to purchase/renew magazine subscriptions, nuts and chocolates to be delivered, or any of our other great online items. Since there is no personal information other than the girl's first name and store code - you can leave them at front doors if nobody is home.

### Is going on a "Walkabout" safe?

A Walkabout is a term we use for door to door sales. For safety, we require all girls to have an adult with them when going around a neighborhood - even their own. Have fun with it! Bring along another GS friend as well, and practice your skills together!

### How do Military Donations work?

Our Military Donation, or "Troop to Troop", program was developed to send products to military personnel or military organizations. Girls can collect donations in person, online, door to door, or at booths. Girls still receive credit and profits from these donations. Customers can donate any amount, and girls can divide their end of sale military donation total amount by \$5.00 to figure out how many military items they get credit for. Customers will select if they would like their donation to go towards nuts or magazines, but they cannot select a specific flavor or magazine. However, for recognitions, all donations will be counted as part of their "nut sale" total and also toward a "military donation" recognition, regardless of what the customer picks. At the end of the sale and when a council-wide total has been determined, Ashdon Farms will ship the nuts to various military locations, and GSC will do the same with military magazine vouchers.

### When will magazine subscriptions begin arriving?

Orders usually begin arriving in 3-4 weeks. Some magazines take longer than others depending on their mailing cycles. A customer can also choose to renew/extend a subscription they are already receiving.

### When will customers receive their nut and candy orders?

Nuts and candy will be delivered to GS Communities by Nov 24th. Your Troop Fall Product chair will let you know when they receive them and when you will be able to pick them up for delivery.

### Uh oh! I left the products in my car and they melted!

Our nut and candy products are kept in a climate-controlled facility and are transported in climate-controlled trucks. We cannot accept returns due to poor storage after receiving them from the delivery agent. Troops take on the care and delivery of items once they are picked up from the Community. It is their responsibility to keep them cool and protected. The only exception to this rule is that occasionally there will be a packaging error and a box will be empty. These items can be exchanged for an item of the same variety.

### Can we take personal checks?

The Troop Fall Product Chair will decide and communicate with guardians if the troop will/won't accept checks. (We do not recommend it! Troops will have to cover any fees assessed for bad checks and report it to their local police department.) If your troop still decides to take them, keep the following in mind: When accepting checks in Florida, you need a driver's license number and two phone numbers written on the check. All checks must be written out to your troop ("Troop 1234") and must be deposited directly in the troop bank account.

### Help! I have so many more questions!

We've got you covered - first contact your Troop Fall Product Chair, they should be able to handle 99% of any questions you may have. Second, if they don't have the answers, ask for contact info for your Community Fall Product chair. Then if all else fails, you can always contact us directly at the council at 1.800.367.3906 or email us at [customer-care@citrus-gs.org](mailto:customer-care@citrus-gs.org).

