September 25, 2025

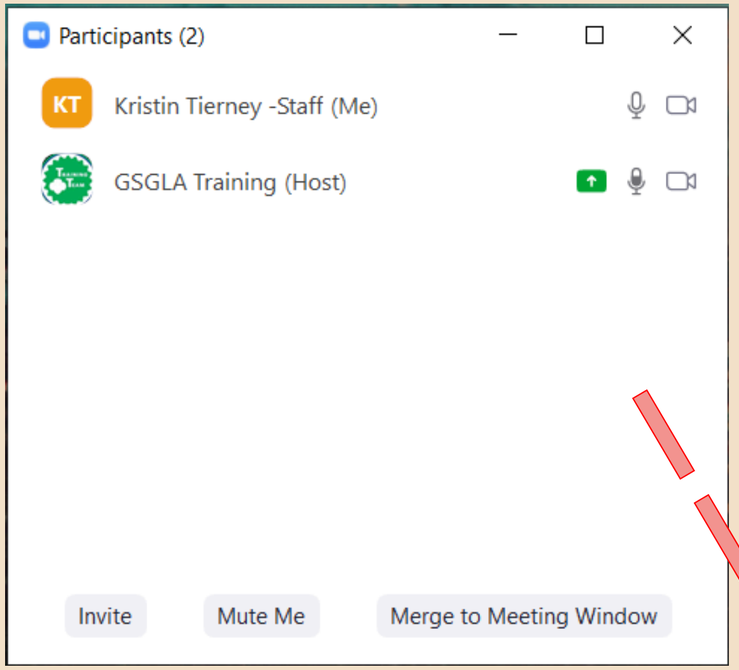
Fall Product Program

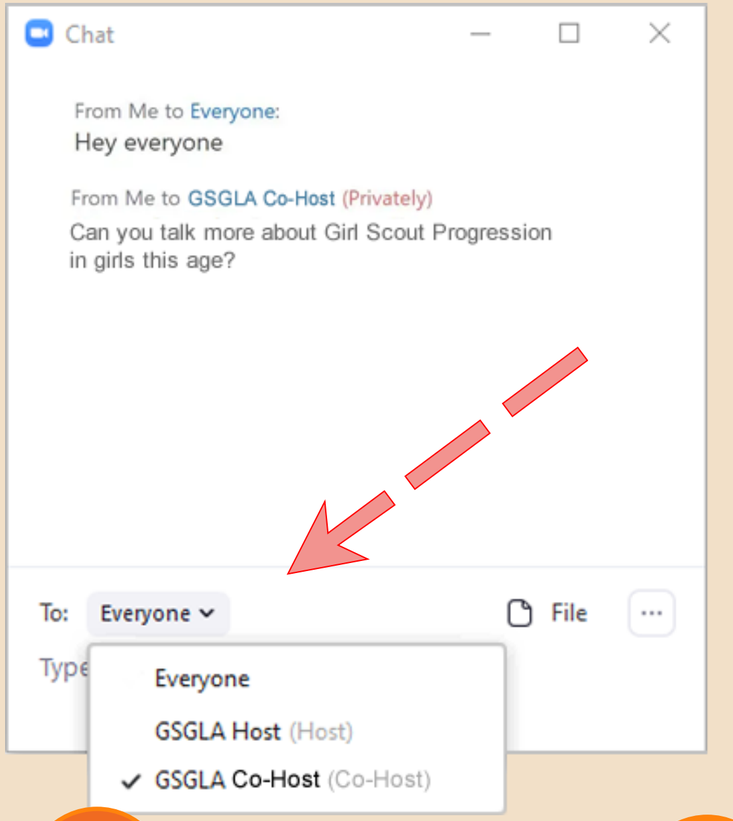
Hosted by GSGLA Marketing & Communications Team

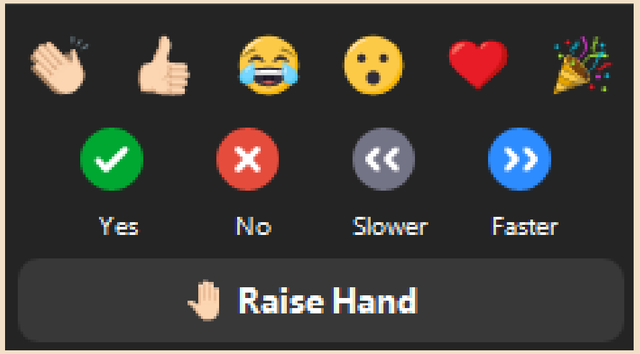
girl scouts greater los angeles



Webinar How To







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Webinar Code of Conduct



I affirm that my comments during this webinar will only be supportive, positive, and appropriate.



I affirm that I will give my complete attention to all speakers and presenters.



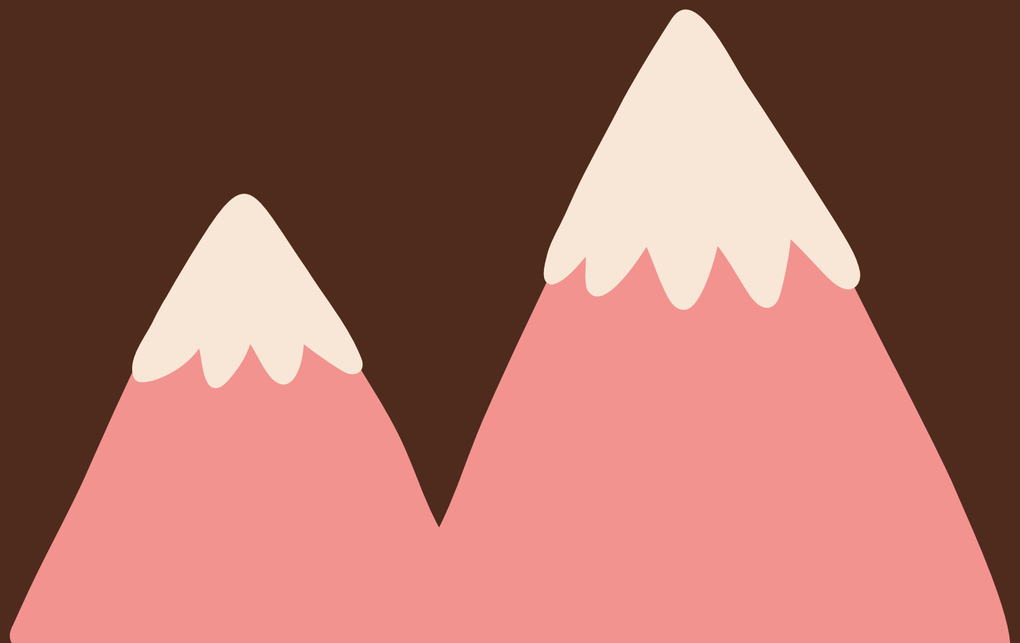
I affirm that I will contribute thoughtful, friendly, and helpful participation during this workshop.



I affirm that I will show respect to my fellow Girl Scouts, GSGLA Staff, volunteers, and guest speakers.



What are you excited for?





Agenda

- Intro
- What is Fall Product Program?
- Products & Rewards
- Setting Goals
- Marketing Breakdown
- Tips from fellow Girl Scouts
- The Art of an Elevator Pitch
- Breakout Activity
- Group Sharing
- Q&A
- Farewell



What is
Fall Product Program?



BRAVE.
FIERCE.
FUN!

Fall Product Program

What?

A program where Girl Scouts reach out to family and friends to take orders for chocolates, nuts, magazine subscriptions, and specialty products.

Who?

Girl Scouts of all ages and grade levels participate alongside their troop.

When?

Every fall, at the start of the Girl Scout year.
September 26-November 23

Why?

Participating is a great way to build comraderie with your troop, earn funds to support troop activitires, and get engaged in the new Girl Scout year.


girl scouts
black pepper & sea salt naturally flavored
cashew halves


butter toffee peanuts


holiday mix


pecan caramel supremes


chocolatey covered almonds


butter toffee cashews


butter toffee cashews




peanut butter elephants




fruit slices






spicy cajun mix




girl scouts
mini gummi butterflies


fun peanuts


girl scouts
dark chocolate sea salt caramels















New & Refreshed Products!















Gift of Caring

The Gift of Caring program allows customers to give back to the community while supporting Girl Scouts.

- Benefits Los Angeles Regional Food Bank, USO, and Operation Gratitude
- $7 donations provide Trophy Nut products to community partners
- Customers make a tax-deductible gift that gives back twice
- Troops earn proceeds, girls receive credit, and can earn rocker patches

Bob Hope USO

OPERATION GRATITUDE

LOS ANGELES REGIONAL FOOD BANK

Fighting Hunger. Giving Hope.

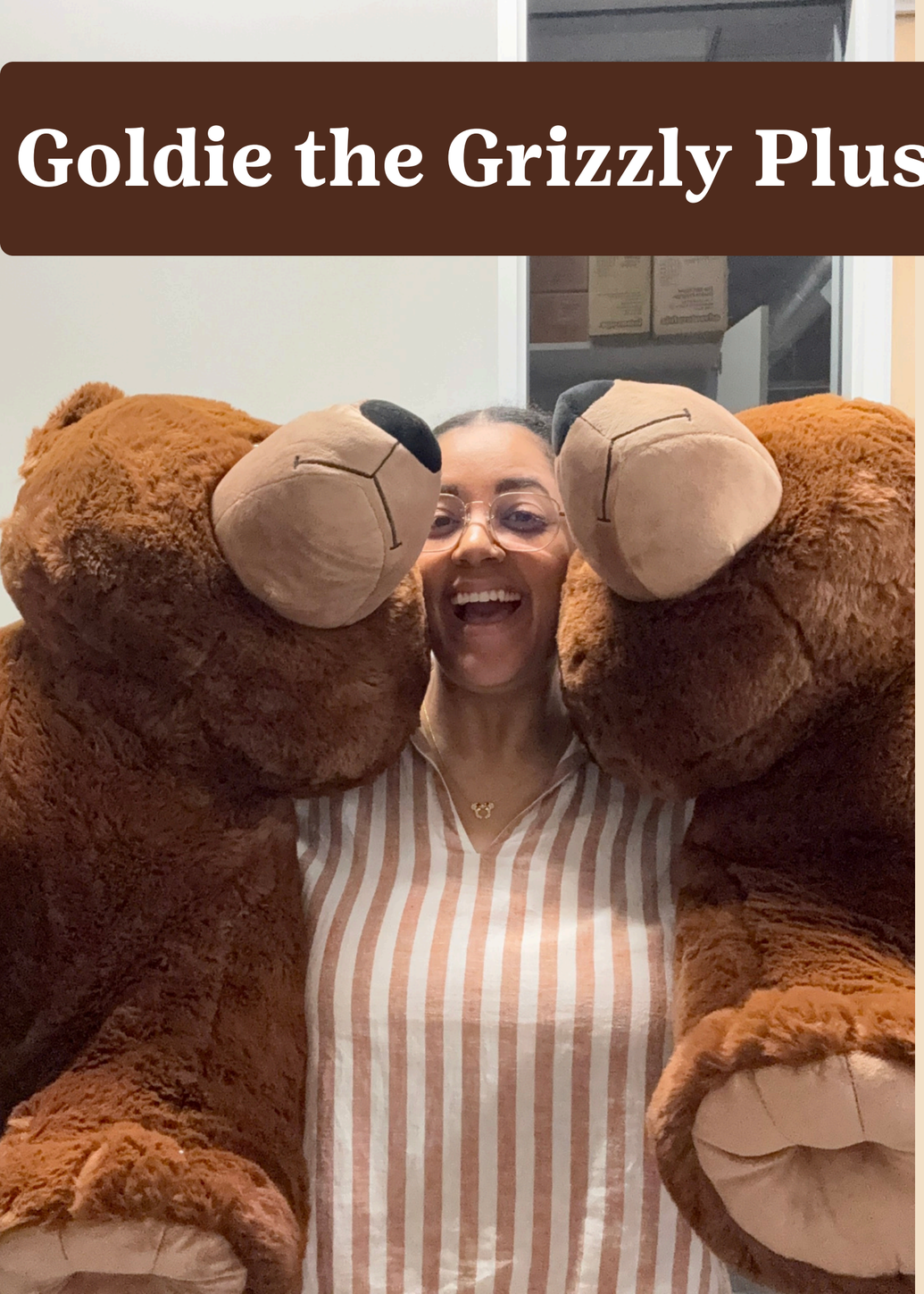
Beary Nice Rewards!







Goldie the Grizzly Plush Contest



Fall Product Program participants are eligible to enter to win one of two giant plush grizzly bears!

Requirements:

- Create a personalized Avatar on M2OS.
- Send 18+ valid emails through the M2OS platform by October 19, 2025.
- Must share storefront link via social media or text.
- Upload a personalized video to M2OS that speaks about the Gift of Caring (GOC) program.
- Upload a personalized voice recording onto M2OS.

The contest runs September 26 through October 30 at 4:30 PM.
Submit your entry here:
https://www.gsglavolunteerapps.org/fallproductcontest/

Setting Goals

Specific	Get clear with who, what, when, where, and why?
Measurable	How can you tell you're achieving your goal? How can you keep track?
Actionable	What are some steps you can take to accomplish this goal?
Relevant	Does the goal make sense? Is it reachable? Who will benefit from it?
Timeline	When would you like to accomplish this by?

Setting Goals

Specific

Measurable

Actionable

Relevant

Timeline

Goal Example:

Earn the small grizzly plush!



Marketing

What comes to your mind when you hear the word “Marketing”?





Target Audience

A group of people that are most likely to purchase your product or service because it add values to their life in some way.

Challenge:

What are some benefits to a customer if they buy fall product?

The Four “Ps”

- **Product**
- **Price**
- **Place**
- **Promotion**





Traditional Marketing

What is it?

Marketing a product or service through offline media.

Examples:

Newspapers, TV, billboards, radio, window displays, phone calls, or texting.

- **Call your family members**
- **Text your friends**
- **Give an order form**
- **Pass out business cards**
- **Put up door hangers**

Example:

We know that our teacher loves to give holiday gifts to her teacher friends at work and support Girl Scouts.

Give her an order form at school and tell her about all the great items to gift this holiday season!



Digital Marketing

What is it?

Marketing a product or service through the internet.

Examples:

Social media posts like photos and videos, emails, or using websites.

- **Email past customers**
- **Post store link on private socials**
- **Go Live to answer questions**
- **Create graphics on Canva**
- **Make promo videos**

Example:

We know that our cousin just adopted a new puppy and is a Girl Scout alum!

Send her an email and let her know that you're selling a Girl Scout theme Bark Box perfect for her new pup!





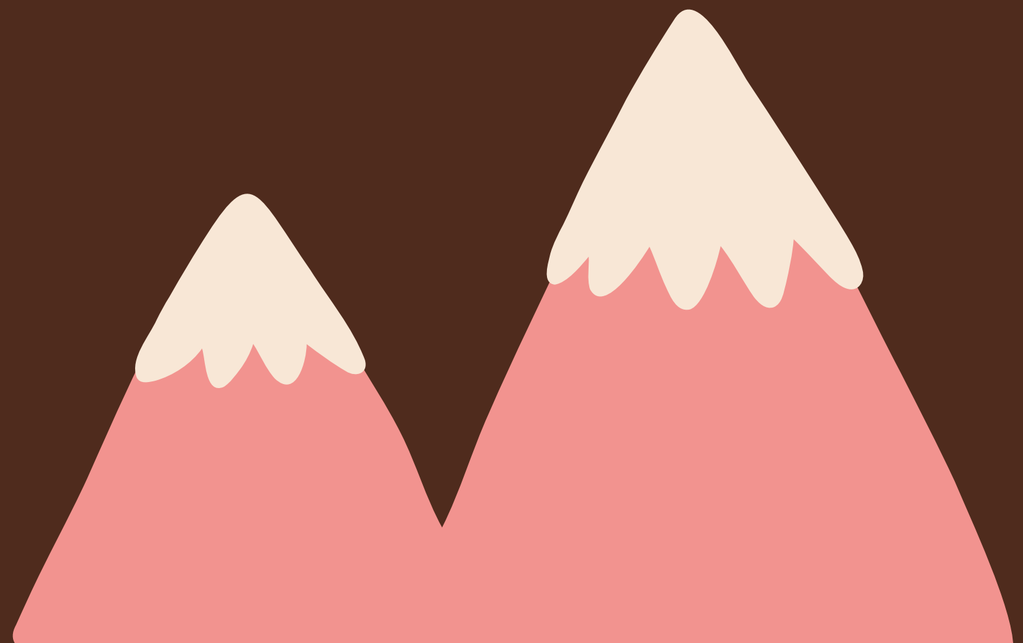


Dos and Don’ts of Digital Marketing

These guidelines will help keep Girl Scouts safe, protect their privacy, and ensure fairness.

Dos	Don’ts
Add your M2OS link to private social pages.	Post your M2OS link on resale sites (eBay, Facebook Marketplace, etc.)
Direct friends & family to your lemonade stand in your neighborhood.	Direct message people you don't know personally or purchase paid advertising.
Post a video & include your personal link.	Post content with your personal info.
Ask customers to share your personal link with friends & family.	Share personal links on or with media

What is one goal you have?





Selling Tips



Tip #1

Know your products and the pricing.



Tip #2

Practice your sales pitch with friends or family.



Tip #3

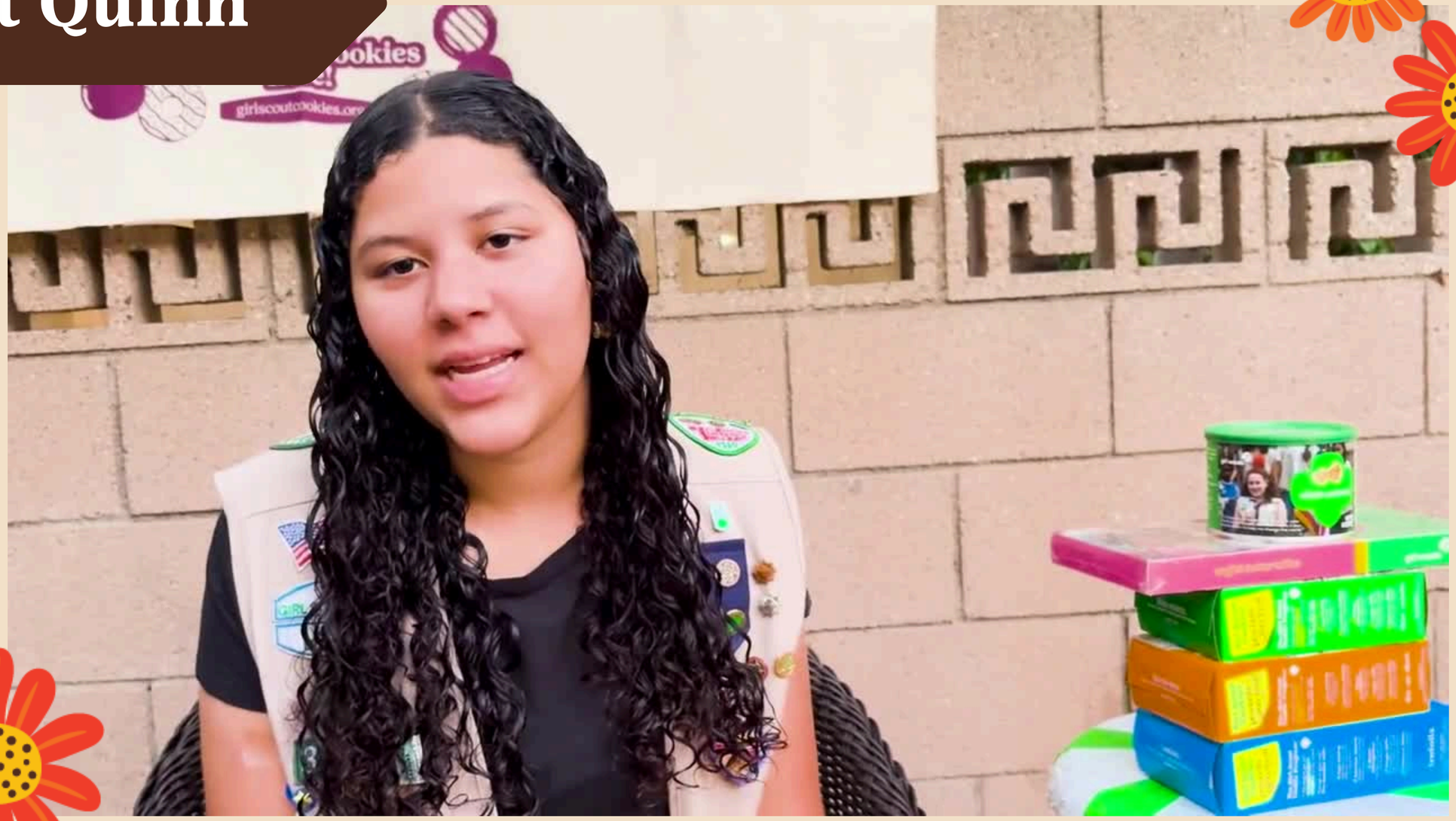
Plan lemonade stands or walkabouts.



Tip #4

Custom thank you notes.

Meet Quinn



Meet Saela



Tips for Fall Product Progam



- Take the time to know your product - Chocolates/Nuts, Magazines, etc.
- Make sure to email EVERYONE you know!
- Make your own presentations, videos, photo collages to let people know you are selling Fall Products
- Always share on social media sites with safety precautions - Only respond/email people you know and are familiar with



More Tips from Saela

- Set reasonable goals - Reach targets you know you can hit
- With goals, also make/set plans with your troop sisters and leaders on what you plan to do with the Fall Product money
- Always send out a Thank You when someone supports
- This Fall, be a G.I.R.L. (Go - Getter, Innovator, Risk Taker, Leader). Chase your goals, try new things, and lead with courage, because confidence is key!



Elevator Sales Pitch

A sales pitch is as quick as an elevator ride - about 30-60 seconds to sell a product or an idea.

Practicing can help us feel more confident when talking to customers about Fall Product.



What you could talk about:

- The top seller or your favorites.
- What you use the funds for
  - Camp
  - Programs
  - Travel
  - Highest Awards (Bronze, Silver, Gold)
  - Service projects
- How they can support the community by donating a can.
- Important dates.

The Art of a Great Fall Product Sales Pitch

1. The Hook:
Attention grabber.

Start with a friendly hello or fun fact about Girl Scouts or a product.
“Did you know I’m learning to run my own business?”

2. Why it Matters:
Why will this help your troop?

Explain what your troop will use the funds for. “Our troop wants to plant a garden at the park this Spring.” or “This will help us attend the 2026 Girl Scout Convention.”

3. The Value:
Share the impact.

Share how you’re learning to run your own business, earning badges, leading in your community, building life skills, and going on adventures making memories that will last a lifetime.

4. The Proof:
Show that others are supporting.

People like to be a part of something bigger than themselves. Share why others are supporting - talk about a top selling product or Gift of Caring information.

5. Call-To-Action:
Ask & thank them for their support.

Ask them “would you like to support my troop?” and thank them “Thank you for helping Girl Scouts like me learn, grow, and give back!”

Instructions

- In your breakout groups, brainstorm and ponder each question on the worksheet.

- Individually, fill in each blank space to create your elevator speech/sales pitch.
    - You will have 10 minutes for this activity.

- Be prepared to volunteer to practice your speech aloud with the whole group.



Worksheet



Fall Product Sales Pitch

Welcome to the Girl Scout Fall Product Sales Pitch Worksheet!
This worksheet will help you make a great pitch for selling fall product.
First, read the questions in the first column to think about your pitch.
Then, look at the example answers in the second column for ideas. In the third column, write your own answers to make your pitch. Remember, your pitch should show your excitement about Girl Scouts. Have fun and be yourself!

gsgla

Questions	Example	Your Pitch
Who are you and what are you selling?	Hello! I'm Sahara, a Girl Scout Junior and I'm here to offer you delicious snacks like the chocolate raisins!	
Why do you want to sell Girl Scout Fall Products?	Selling Fall Products helps me learn business skills and supports our troop's activities.	
What makes these Fall Product so special?	We not only have tasty snacks, but we have scented candles, magazines, and even Girl Scout themed dog toys!	
How does purchasing fall products help you and your troop?	When you buy our products, you're not just enjoying a treat; you're helping our troop fund camping trips and community projects.	
What are your goals for this season?	My goal is to sell at least 75 units so that I can earn the small grizzly plush.	
How can the customer buy fall products?	You can buy nuts, candies, and other sweets from my order card. Or you can order those plus more on my online storefront. Here's the link...	

Share Your Sales Pitch!



Additional Resources

Fall Product Program Webpage from GSGLA

Read the latest Nut-e-Grams

Contact Customer Care via Email

Share Your Story



Send us your Fall Product Program photos and videos for a chance to be featured on GSGLA Instagram, Facebook, TikTok, and more!

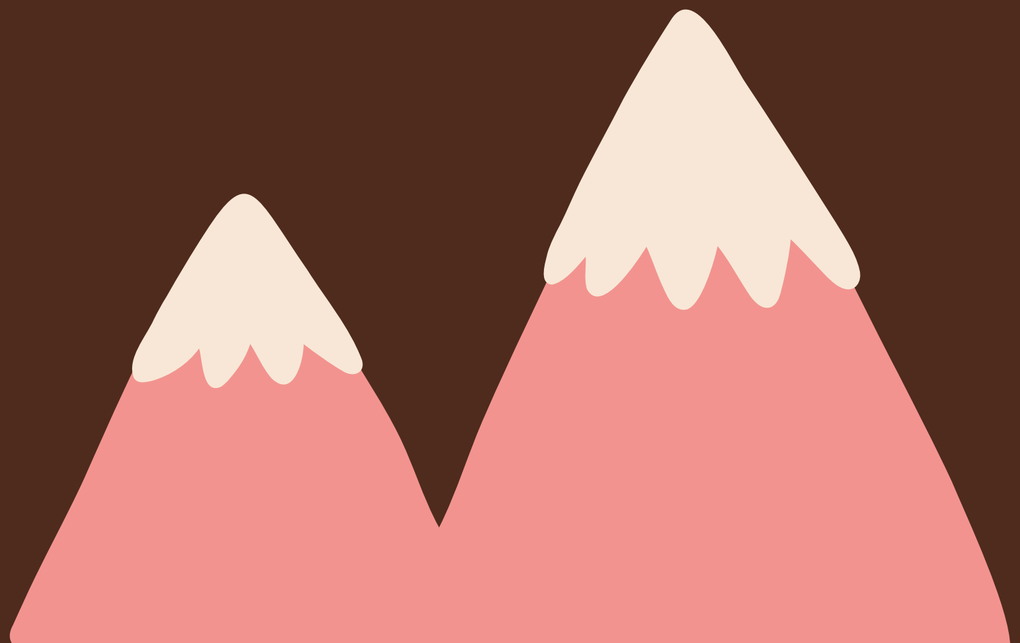
Submit them to: communications@girlscoutsla.org

@gsgla @girlscoutsla





Any Questions?





Upcoming Events

Don’t miss out! Explore what’s happening and register on gsEvents.



Santa Monica Pier Takeover!

October 11, 2025



Emerging Leaders Mentorship Programs

Multiple Dates in October



gsEvents

Find events near you!

gsgla

Thank You!

