







### Reaching for the Stars

2011 Fall Product Program
Troop Fall Product Chair Training





### THANK YOU!





...for being a positive influence for girls

#### You are here because you care

You play a very important role in the success of the Fall Product Program

Teamwork - Leadership - Communication

Girl Scouts gives every girl access to life-changing experiences that inspire her to do something big.



#### **Big Picture of FPP**

Girls learn real life skills that help them right now and in their future



Goal Setting
Decision Making
Money Management
People Skills
Business Ethics



Troops earn early start-up funds to cover registration costs & Fall and Winter activities (pre-cookies)

Service Units have the opportunity to earn funds for operating expenses

Supports council programs for all girls





#### How to be a SUPER TROOP

- ✓ Early Bird by June 1, 2011 DONE?
- ✓ Turn in 2010-2011 Troop Finance Reports by June 1, 2011 DONE?
- ✓ Participate in Fall Product Program Now!
- ✓ Participate in Cookies 2012 Of course!
- ✓ Register as a "SOS" Troop So easy!
- ✓ Earn the Super Troop Patch!

See your Service Delivery Specialist – Membership for information on how YOU can be a SUPER TROOP

#### **Changes for 2011**

|               | 2010  | 2011   |
|---------------|---|--|
| ricing        | \$5/6/8   | \$5/7/9  |
| oothing       | Full  | None – Orders only   |
| order Taking  | 15 days   | 21 Days  |
|               |   | No Roundups 🎕  |
| ddress Books  | Yes   | Retired  |
| Supboards     | Yes   | N/A  |
| CH Debits     | 2   | only 1   |
| inance Policy |   | \$300 / parent   |
|               |   | NSFs   |
|               | oothing<br>Order Taking<br>Address Books<br>Supboards<br>ACH Debits | ricing \$5/6/8 Soothing Full Order Taking 15 days Address Books Cupboards Yes ACH Debits 2 Inance Policy |

#### **Recognitions & Proceeds**

Nuts & Magazines are combined and UNITIZED in one recognition plan

1 can = 1 unit

1 magazine = 2 units

© Council goal is 50 units per participating girl



- Troops recognized for achieving 50 unit PGA
- Service Units rewarded for 40+ unit PGA and participation increase over last year





20% QSP

#### **Girl & Troop Recognitions**



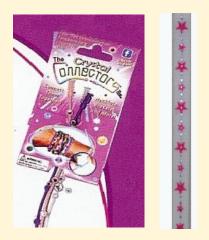
Rocker Patch (25+,50+,75+,100+ Units)

Participation Patch (10 Units)

GOC Patch (6+ GOC cans)



Movie Tickets (50 Unit Troop PGA )



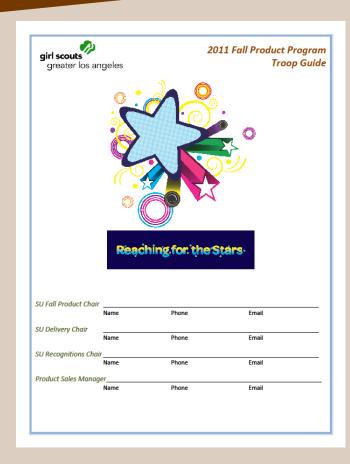
Crystal Connectors Bracelet & Star Shoelaces (50 Units)



Custom T-shirt Hannah Honey Bear (100 Units)



#### **Troop Guide**



#### **Detailed Instructions for TFPCs**

- Master Timeline
- Materials Checklist
- Trophy Nut Product & Pricing
- QSP Magazine Instructions
- Details for Nut Delivery Day
- Policies, procedures, checklists, and guidance for every step



Being prepared and meeting deadlines is critical to the troop's success.

The Fall Product Program Troop Guide makes it easy!

You will know what to do, how to do it, and when it is due.



#### **Products & Pricing**



# Butter Toffee Peanuts #1 Seller!



Spicy Cajun Mix



## \$5/can

#### **Fruit Slices**







Cranberry
Trail Mix

**NEW for 2011** 



Dark Chocolate

Cashews

\$7/can

**NEW price point** 



#### **Select Mixed Nuts**



#### **Products & Pricing**



Chocolate Almonds

#2 Seller!



**Chocolate Raisins** 

# \$7/can

#### Whole Cashews

#3 Seller!







#### **Products & Pricing**



#### **Peppermint Bark**

**NEW for 2011** 



**NEW for 2011** 



**Peanut Brittle** 

Note the 100<sup>th</sup> Anniversary Design









#### Girl Order Card, outside



### Troops review the following with girls

- Fill in Important
  Information Section
- Review Proceeds & Recognitions
- Set Goals Girlsshould write in troop and individual

goals

- Write in how troop will utilize proceeds
- Girls should print the Goal Getter Certificate
- Review safety & selling rules & pointers

#### Girl Order Card, inside

#### Parents review the following with their Girl Scout:



- Fill in first name & troop #
- Learn about the 12 products for customer questions
- Ask customers to fill in name, address, phone & items ordered
- Double check quantities for reporting I/O
- Scan or email IO to TFPC by deadline
- ©Continue selling!

#### "Get a Can, Give a Can"

#### How it works:

- Girls/troops collect \$5 monetary donations for product, and give customers a GOC receipt if requested
- Troop records the number of "virtual" \$5 cans in GreenBeans
- GSGLA sends product to our Gift of Caring partners
- Girls receive the GOC Rocker Patch for 6 or more cans

#### **Operation Gratitude**

Sends care packages to those on active duty in conflict areas

#### Bob Hope Hollywood USO at LAX

Hospitality Suite for arriving/departing service men & women

#### Los Angeles Regional Foodbank

Distributes to 100+ LOCAL food banks







#### **Troop / Girl Resources**

#### **Additional Resources**

- Selling Tips
- Safety Tips
- Super Seller Game
- Fallen Stars Game
- My Journal
- Thank You Cards









Super Seller Game





Thank You Cards

Click on the image below to download a Thank You card to send with your 'thanks' emails.











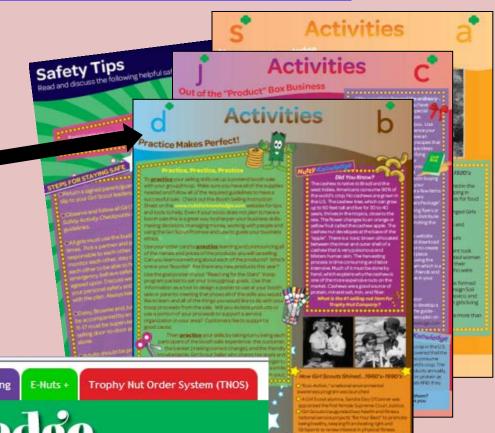


Go to: www.nutsforknowledge.com

#### Click on 4 tabs to access:

- Games
- Age Level Activities
- Additional Resources
- Goal Setting



















#### Troop / Girl Resources

Goal Poster



#### **Goal Setting Resources**

- **Goal Setting Poster**
- **Goal Chart**
- **Goal Getter Certificate**



Goal Setting Chart



#### **Technology**













Phone

Email

Texts

facebook

twitter

- Girls notify family and friends about the products & their goals for the program.
- Scan and email copy of the Order Card; girls should keep their card as a customer list for cookies/next fall
- Orders can be taken via computer
- Money cannot be accepted via the internet
   (i.e. no PayPal, credit cards, etc.)



### Trophy Nut "Initial" Order Procedures



- Collect Trophy Nut orders (and Direct magazine orders!) from parents and enter quantities in GreenBeans by the IO deadline
- 2. Enter actual orders for each individual girl
- 3. Utilize "Additional Product" (formerly Initial Booth Sale ) for any extra product desired
- No Auto Roundup for troops
- 5. Initial Order quantities are final no changes allowed
- No boothing or cupboards this year-utilize troop to troop transfers
- 7. Troop should collect/deposit all customer payments throughout the program
  - "Promptly & Frequently"
  - "Starts the clock" for any collection issues (Magazine checks)

### Trophy Nut "Initial" Order Delivery to Troops

- 1. Your SUFPC will confirm your delivery date and time of pick-up
- 2. Bring a print out of your order from GBs to verify you are receiving the correct # of cans/cases.
- 3. Count cases before signing for anything! Troops are responsible for all product you sign for!
- 4. Receipt ALL transactions (M-3)
- 5. Do not separate at the delivery station. Separate girl orders at home before notifying families.
- 6. Distribute girl money envelopes with product.
- 7. Store all "Additional product" safely until needed
- 8. Remind girls to remit funds back to the troop ASAP



**Chocolate Melts** 

#### **Cupboards – What Now??**

- Plan ahead via "Additional Product" for extra product hard to estimate what they need – proceed with caution
  - You may want a small volume on hand, as there will always be additional demand
  - Focus on more popular flavors that you can move easily
- 2. Can find more via Troop to Troop transfers
- 3. Council will also have <u>small</u> quantity available (leftovers)
  - But we expect these to disappear within a few days
- 4. Help to develop alternative sales
  - QSP Online Sales #1 growth area
  - Nut Direct Sale such as a Walkabout / Nutmobile
  - Residential "lemonade stand" is OK
  - Adjust Cookie plans upwards



#### **Exchange Policy**

- 1. Damages exchange for same item only
- 2. Damaged is a dented/compromised can



- 3. Melted chocolate is not considered damaged-store safely
- 4. No returns Troop to troop transfers only











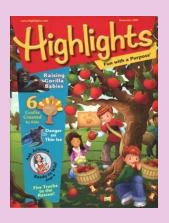
#### **Magazine Facts**

- People already buy magazines
- More than 92% of all adults read magazines
- Average family subscribes to 4 magazines a year and spends over \$125 annually.
- Amazing \$ potential for troops!
- More than 90% of the 300 million annual subscriptions go directly to the publishers
- Anyone and everyone can renew their favorite magazines from their favorite Girl Scout!
- Educational and a great way to promote reading



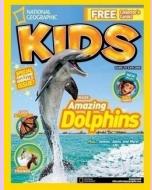
#### Reading for Kids' Sake

- Special Girl Scout Booklet promotes all 34 children's publications
- Magazines are a great way to promote reading for fun for children
- 7 of QSP's top 12 magazines are children's publications
- © Children's publications account for over 30% of all Girl Scout orders

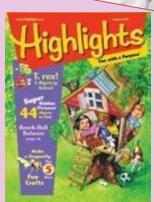














#### **Online Program Activities**

# Online learning activities designed to enhance the troop program activity pieces

#### www.qspbeareader.com/activities











#### **Goal Setting Activities**

Every troop should be setting a separate magazine goal, and then set girl goals to fulfill the troop's goal





girl scouts **Alicia's Progress Page** A Message from Alicia's Family: Please help me reach my goal! (This message can be customized by the girl) A Message from Girl Scouts Nation's Capital: The message that appears here is customizable by the Girl Scouts council, and is set in the same place that the online reports are located. When composing the message, councils have basic formatting capabilities, such as making text bold, and changing font sizes and colors. We need your support! Girl Scouts Nation's Capital is having a magazine sale and needs your support! Click My Goal: \$1000 the "Support Us" button below to get started - you'll be able to choose from hundreds of popular magazines at up to 85% off newsstand prices, and your purchase will benefit Amount Raised: \$684 Girl Scouts Nation's Capital! Best of all, your order will earn Alicia credit towards fun Support Us! Customer Service | Contact Us

for the troop



Girl's goal tracked online



#### **More Activities**

Creating Positive Habits
Time Management & Product Sales
Money Management
Famous Female Inventors

Tracking Goals
Own Invention
Adaptations
Snack Foods
Money Diary
Our Community
Decades Challenge



### 2 Ways to Earn

#### **Magazine Direct Orders/Renewals**

Traditional order form for in person orders - girl collects order forms and payments.



Girl enters email addresses of family & friends - customers shop online for magazines & books! No payment to collect - customer pays QSP online!

Troop receives 20% of the subscription price under BOTH methods!

Address book campaign has been retired







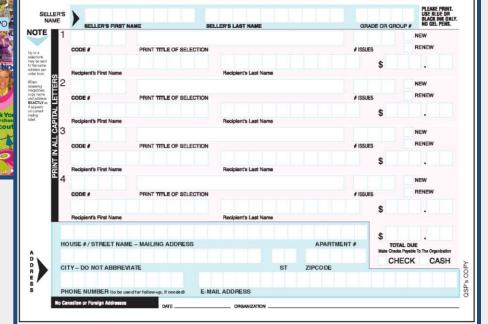




#### **QSP Direct Sales**



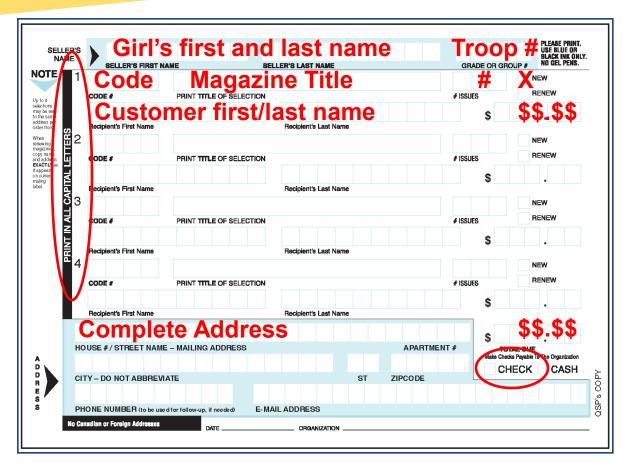
- Girls use these forms for in-person orders
- PRINT IN ALL CAPITAL LETTERS
- Forms with missing information cannot be processed! Review all forms.
- ◎ NEW! 4 orders per form / fewer forms







#### **QSP Direct Sale Orders**



- Verify that troop has filled out form clearly & completely
- Do not accept cash or checks- troops deposit \$\$ in their accounts
- Troops must enter order totals into GreenBeans for credit
- Incomplete orders can not be processed!

41% of 2010 orders were online!

#### **Customers love it!**

- © Convenient to pay by credit card; magazines arrive sooner
- Great online selection Digital magazines, too

#### Girls and parents love it!

- No paper order forms or money to handle
- Turn in <u>one</u> Detailed Order Report per girl to TFPC after program ends!

#### Troops love it!

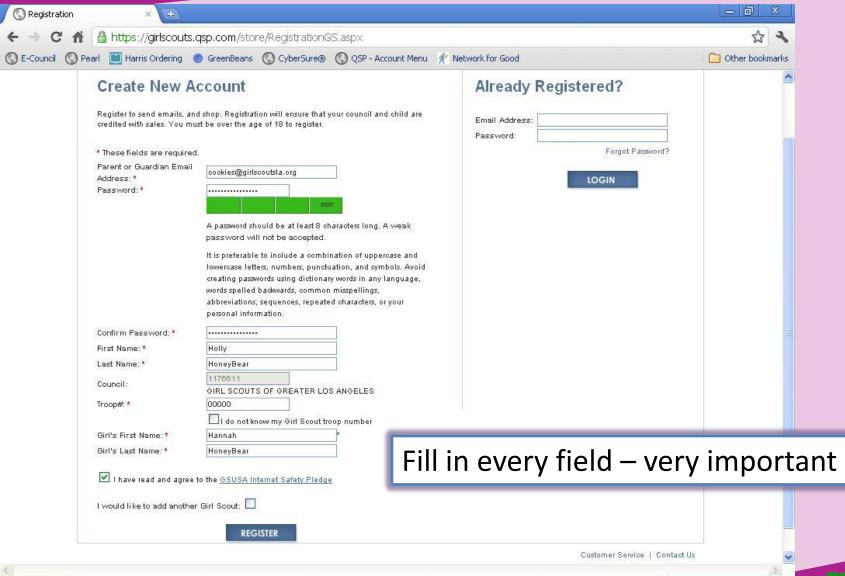
Proceeds automatically deposited into troop account



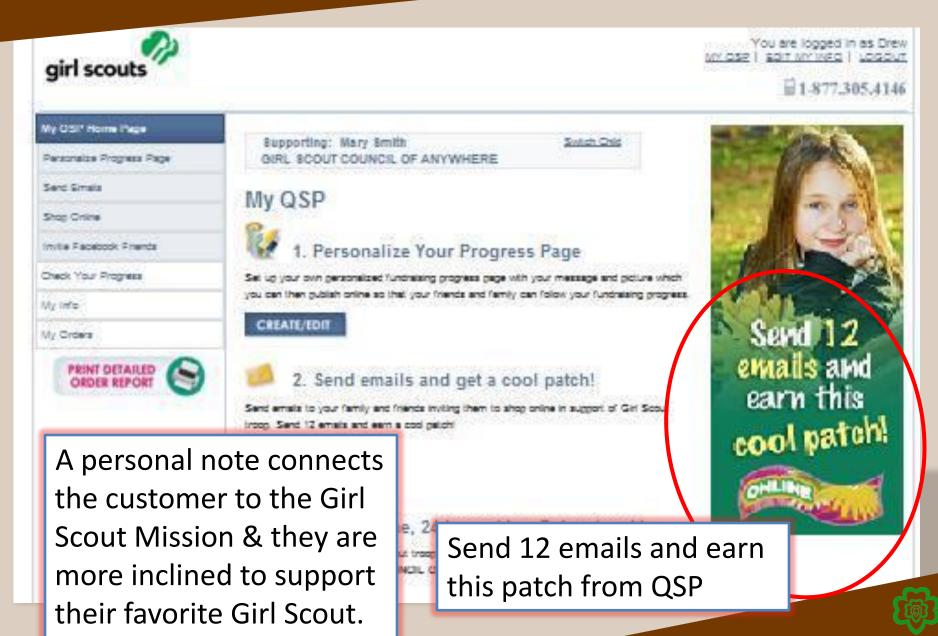
#### Online - Login



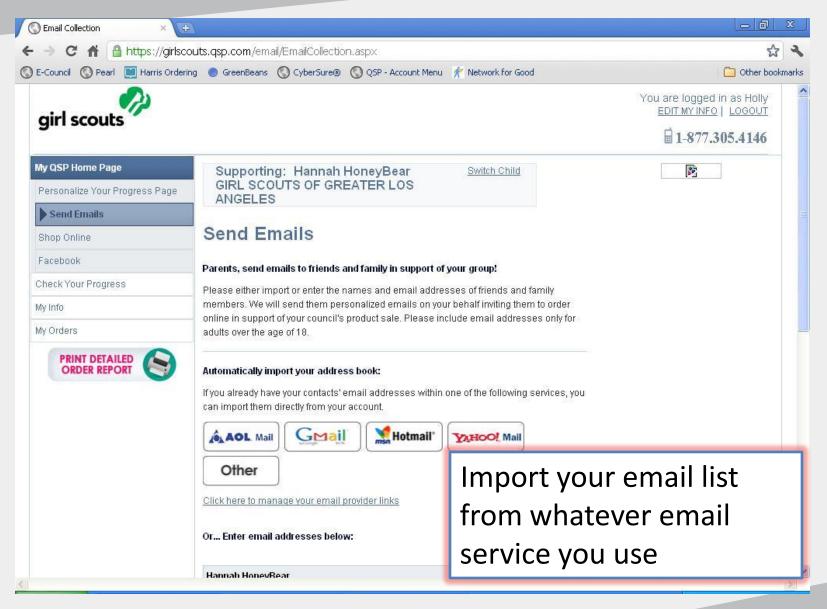
#### **Create Account**



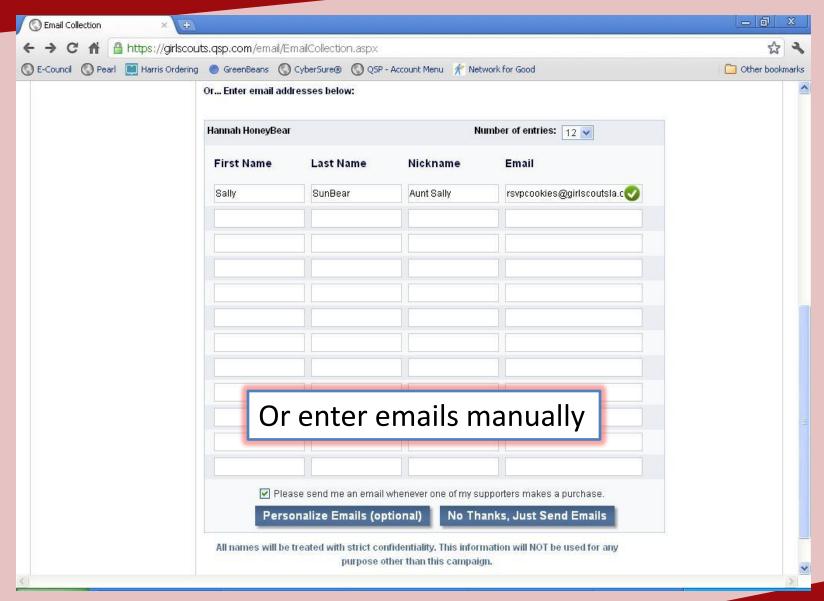
#### **Girl Personalization**



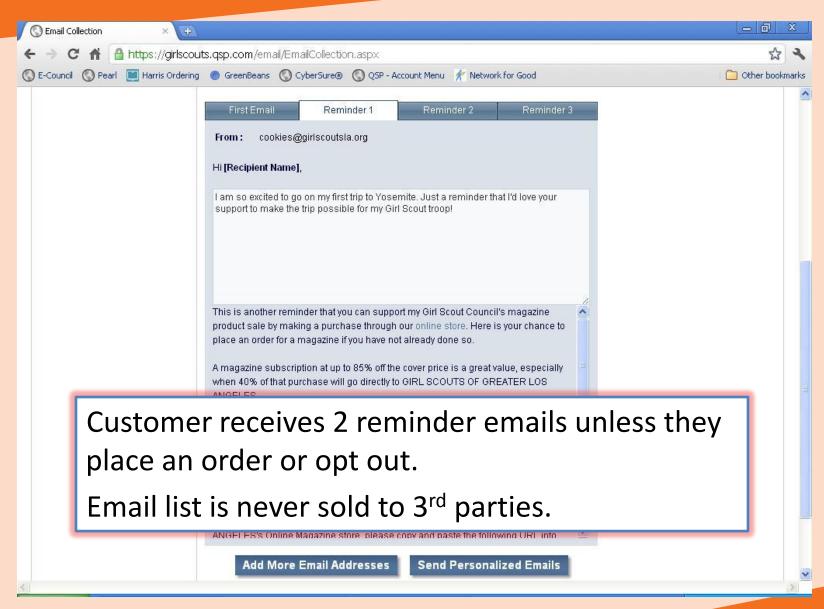
#### **Import Email List**



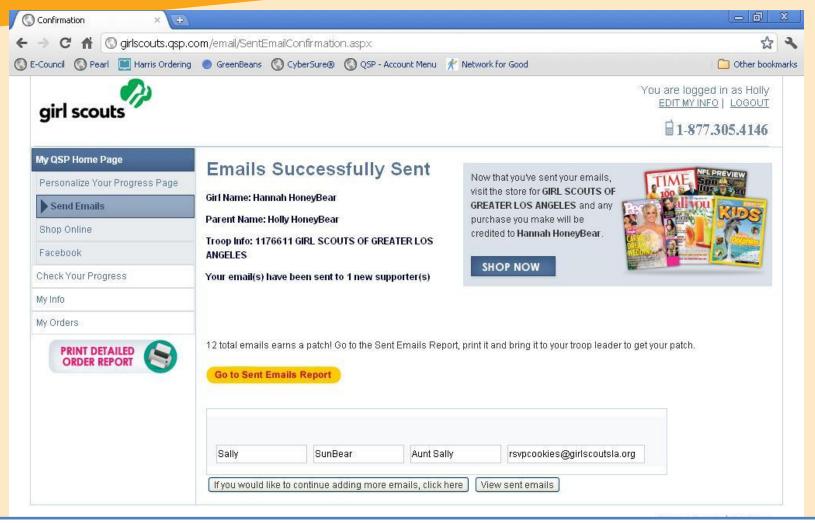
# **Enter Emails Manually**



# Reminder Email Message

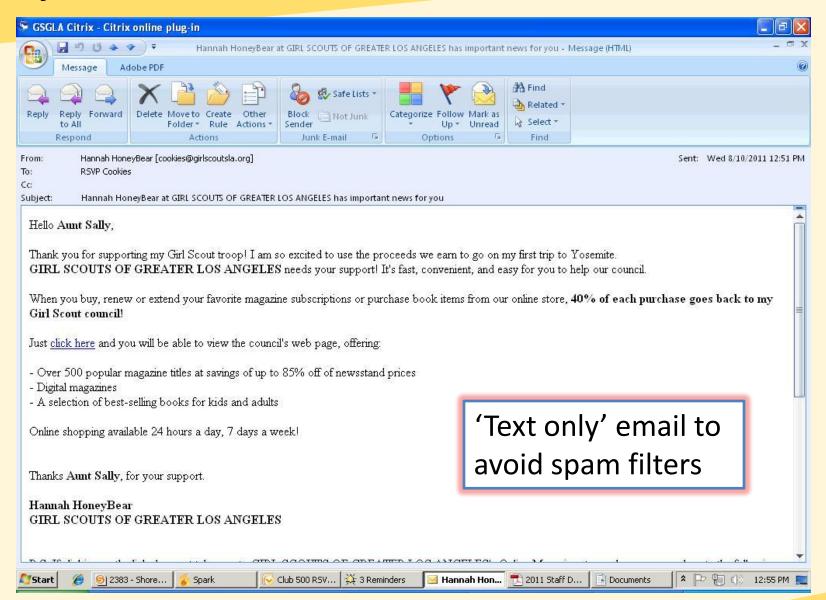


# **Email Confirmation**

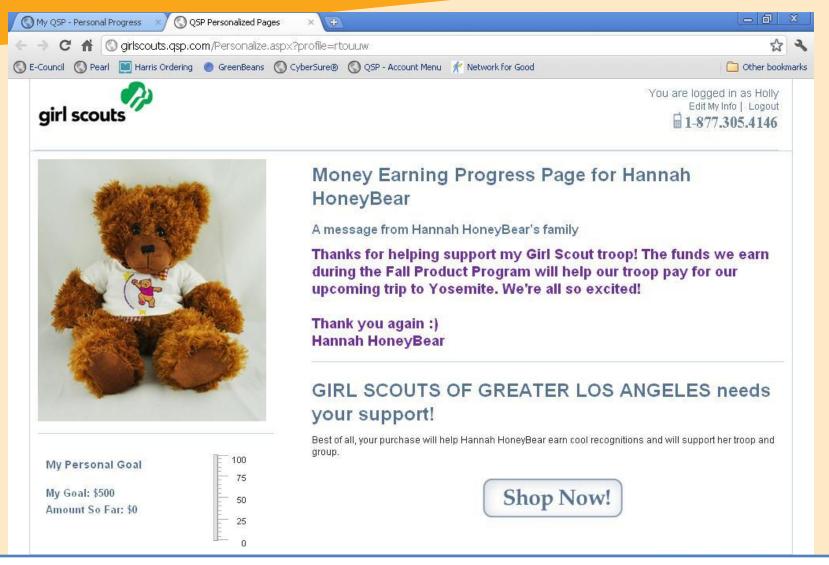


Girls can check here to see if any email addresses have bounced and make any necessary changes.

# **View of Customer Email**

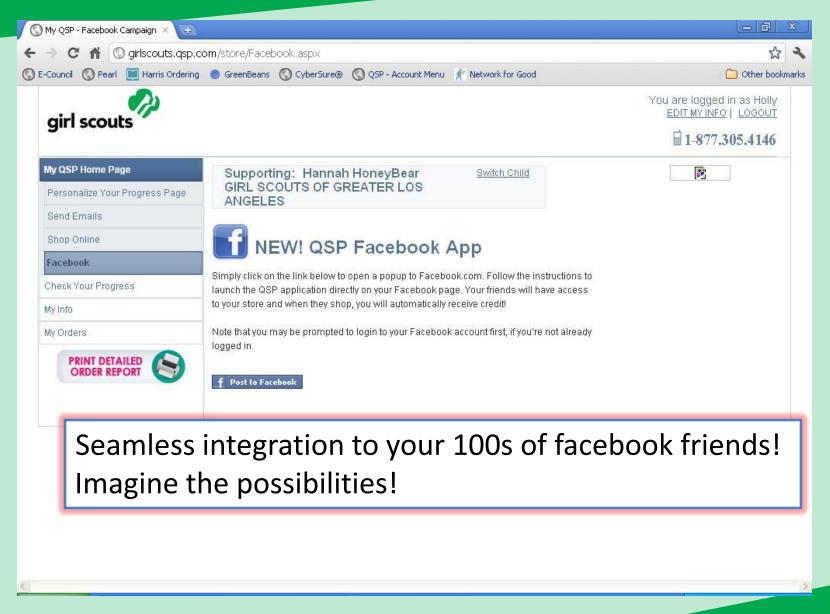


#### What the Customer Sees

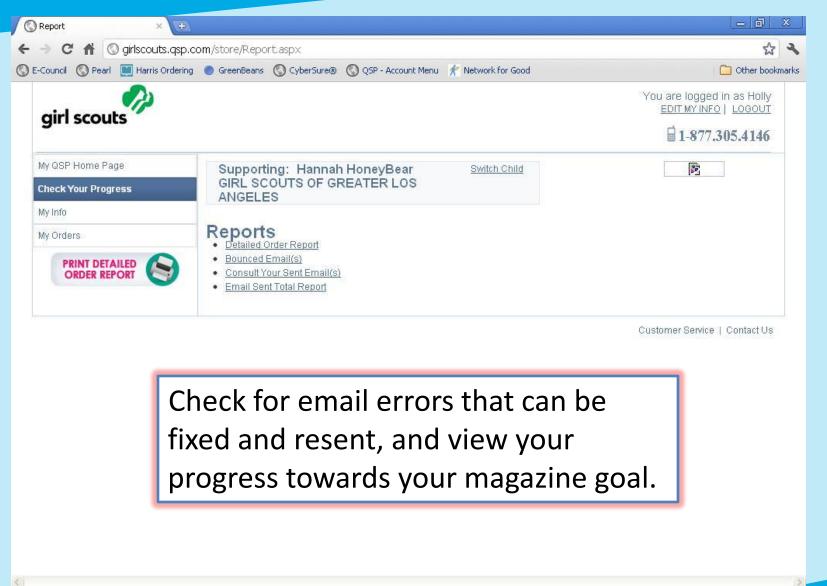


Once a customer clicks on the link in the email they are directed to the girl's page.

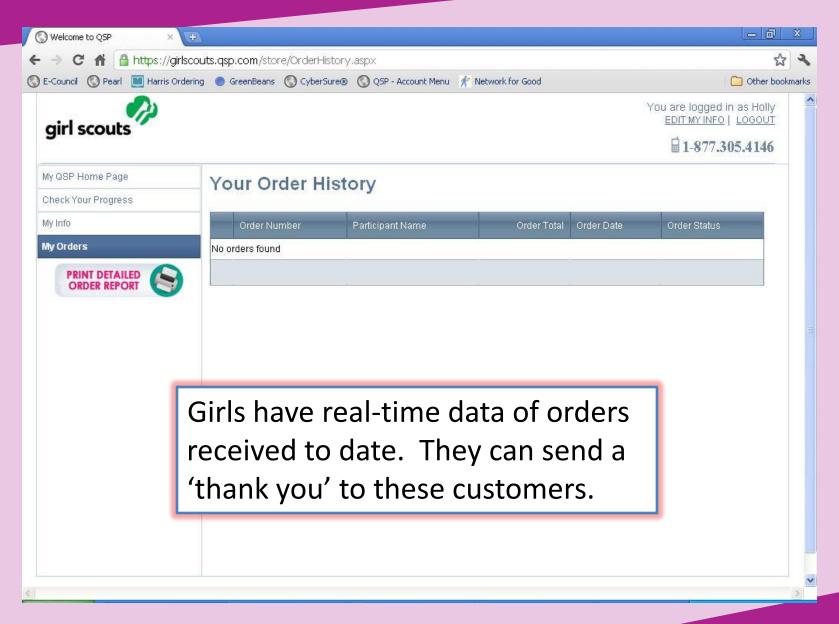
### Facebook App Interface



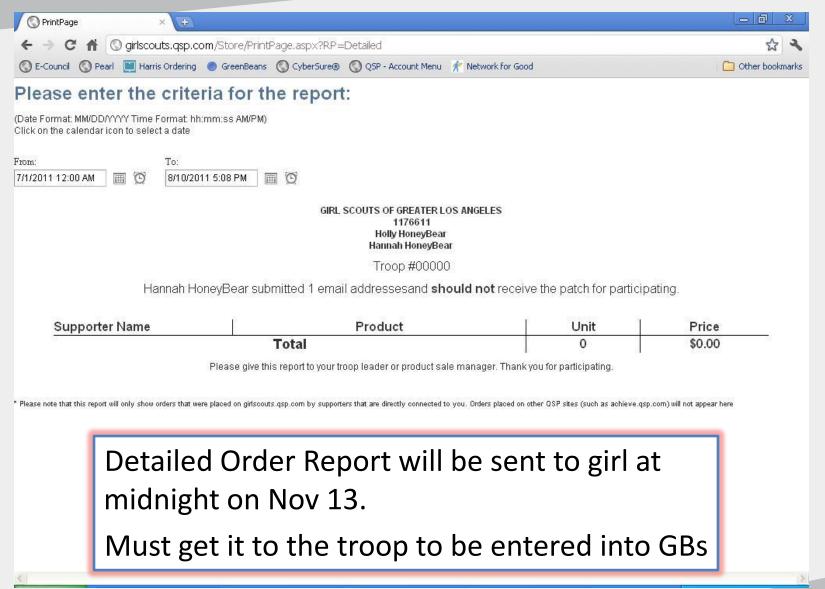
# **Check Your Progress**



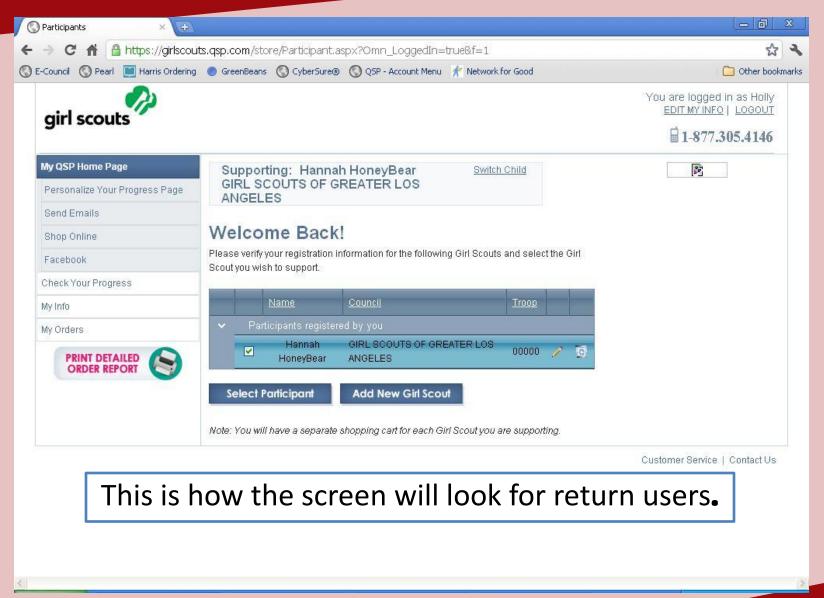
#### Girl Orders Received



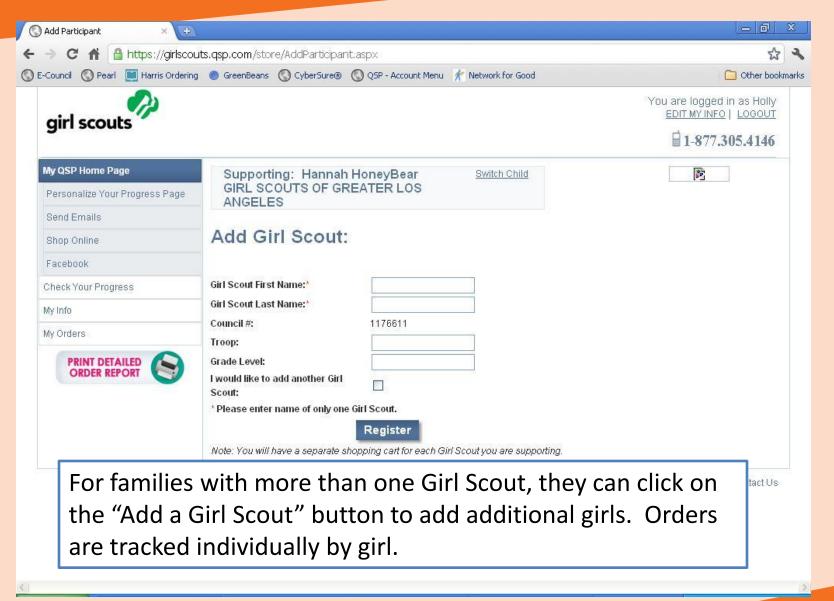
### **Detailed Order Report**



# **Next Time Login**



#### Add a Girl



# Fall Product Central Homepage







#### **GreenBeans Basics**

GB Manual posted online (no videos)

- report any
- Log in as soon as you receive your invite and report any difficulties to your Service Unit Fall Product Chair ASAP.
- Only one log in per Troop. Call SUFPC if you need multiple roles.
- May use Fall 2010/Cookies 2011 log in & password.
- Invites come from <a href="mailto:notify@quickbase.com">notify@quickbase.com</a> add to your address book and check your spam filter!
- Log in frequently throughout the program to view updates on your Dashboard. Deadlines, reminders, & info will be posted here.
- Helpful Hint: Put troop # in the subject line of all email for easy reference. Include contact info with all correspondence.







#### **GreenBeans Procedures**

- Refer to the Master Timeline and Checklists in your Troop Guide and the Troop GreenBeans Guide to keep you on track.
- Be sure your troops is set up correctly in the system well before I/O deadline. You don't want to be left behind because your login isn't working.
- Submit nut I/O and QSP Direct Orders by Oct. 22. Complete QSP Direct Sales Transmittal form as a summary and turn in to your SUFPC w/your orders. (Make sure all forms are accurate!)
- All QSP orders (Direct and Online) must be entered in to GB for credit
- Enter allocations, GOC, Troop Transfers & Online Orders by Nov.20 at 11PM
- Last day to authorize the ACH Debit is Nov. 28
- Discrepancy Reports due Dec. 1 for parents who still owe

#### **Finances**

#### Two New Policies

- 1. \$300 parental credit limit for bad debt
  - Troop cannot not collect (i.e. "they didn't turn it in")
  - Girl order should have a customer behind it
  - Parents who ignore payment deadlines should not be given additional product
  - Roll out information now so it's well known for cookies

# 2. Troops responsible for NSF fees caused by negligence

- Note deadlines and amounts due
- Debit taken on the date specified the troop authorizes via ACH form
- Deposit funds Promptly and Frequently -identify bad checks prior to the debit
- MUST use the notes section in GB to communicate PRIOR to debit date if the total amount due is not in the account for any reason
- Troops will be responsible for bank fees charged to council due to NSF,
   i.e.: NSF, account closed or other preventable default







- Troops collect QSP Online Detailed Order Reports
- Enter online sales in GBs to claim 20% proceeds and record girl sales towards recognitions



- Add GOC sales, T2T transfers and allocations (if any)
- **QSP Online Detailed Order Reports due to SU**
- Final deposits, ACH Debit authorization, & Discrepancy Report to PSM for any outstanding money
- Recognitions are distributed approximately 4-6 weeks after the close of the program (Early Jan.)







#### Don't Miss This!!!



October 29, 2011

5 Program Areas – Business Smarts Adventure Park 10,000+ girls – Largest girl Expo in the country Registration is now open! Funshop registration opens Sept 1



Thank you for spending your time with us for this important traini

Together, let's inspire girls to keep "Reaching for the Stars"!

