

Service Unit Communication Coordinator Quarterly Webinar



January 28, 2015

Melanie Larsen, Communications Manager, mlarsen@girlscoutsla.org

Webinar How To:

The screenshot shows the GoToWebinar interface. On the left, a vertical toolbar contains several icons. Two red arrows point to the microphone icon and the hand icon (representing chat or help). A third red arrow points to the 'Audio' section on the right side of the interface.

Attendee List (7 | Max 101)

Attendees (6) **Staff (1)**

NAMES - ALPHABETICALLY

	Kay Chilson
	Linda harmon
	lynn m-c
	Sandra Hardy
	Tracy Jackson

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Audio

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Dial: +1 (914) 339-0030
Access Code: 995-139-673
Audio PIN: 14

If you're already on the call, press #14# now.
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Talking: Sheila Kennedy

Questions

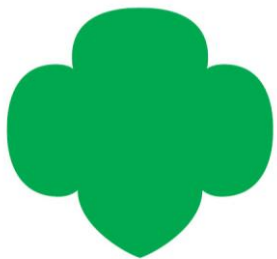
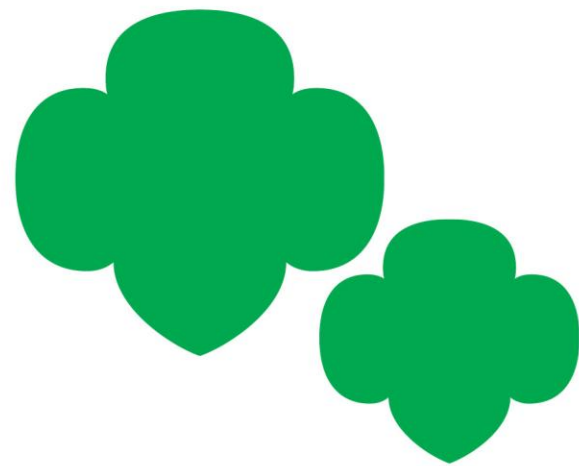
[Enter a question for staff]

EOA Curriculum Review
Webinar ID: 137-537-579
GoToWebinar

You must use the access code and audio pin on your dashboard, in the upper right corner of your screen.

Communication Coordinator Agenda – 1/28

- Hot items to know about as CCs
- National Girl Scout Cookie Weekend
- Cookie Contests
- **Publicity:** Cookie Program PR toolkit
- **Social Media:** “How to” Resource
- **Email:** Schedule & Best Practice Tip
- **Website:** Shutterfly Tips & Discussion
- Upcoming dates
- Open discussion/questions



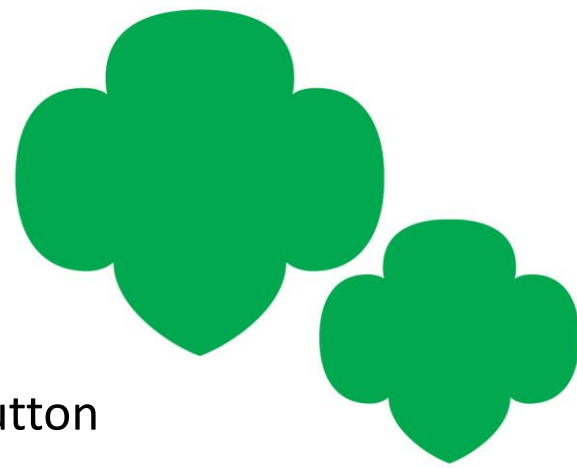
What's going on?

Hot Items

- Customer Care FAQs:

For Volunteers → I am a Volunteer → Customer Care FAQs button

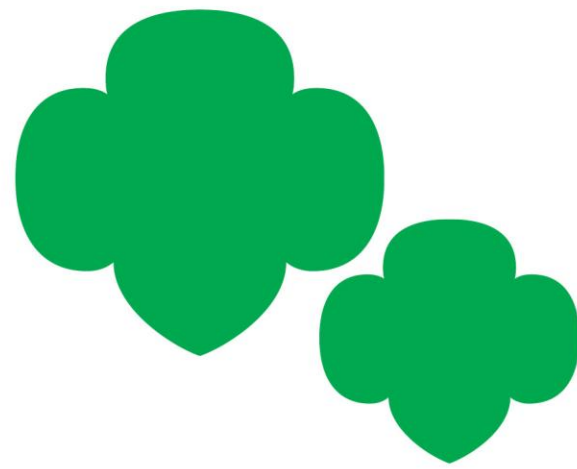
- Cookie program
 - Deliveries (Jan. 30-31), Go Day (Feb. 1)
 - Cupboards open Feb. 2, volunteers needed
 - Booth Sales (Feb. 13-March 8)
 - National Girl Scout Cookie Weekend, Feb. 28
- Amended property recommendations
 - April 18 vote, register for AMVR starting Feb. 11
- World Thinking Day, Feb. 22
 - Theme: We Can Create Peace Through Partnerships
- Made With Code
- *Greater* Camp Guide (programs May-September)
 - On website now; registration opens Feb. 15
 - Ad leads? Email Noreen Jung, njung@girlscoutsla.org.



National Girl Scout Cookie Weekend, Feb. 28

Earn a chance to be a “golden ticket” booth!

- Make sure you have signed up to booth on Feb. 28!
- Sales booster: Who could resist this sweet prize?
- Download fliers on Cookie Central to help advertise and draw attention to your booth.
- Join the excitement online! Follow and re-tweet our golden ticket “clues” and teasers on Twitter at @GirlScoutsLA.
- Tweet and post on Instagram a #SamoaSelfie.



Cookie Contests/Campaigns

Let's Start Samoa Troops! Recruit new troop leaders during cookie season & earn prizes

girlscoutsla.org/samoatroops

1. Talk to people about how to become a troop leader. (Tools online.)
2. Gather contact info & report by March 8.
3. Recruit confirmed by April 17, start earning prizes!



Cookie Contests/Campaigns

Cookie Mobile Contest!

- Entries due Feb. 6
- Email photos to cookies@girlscoutsla.org
- Voting will be on Facebook w/o Feb. 10



MOST ARTISTIC: Guiliana, Troop 08082



MOST ORIGINAL: Hailey, Troop 02215



BEST USE OF COOKIES: Karis, Troop 04156



BEST USE OF THEME: Maelia, Troop 01592

Cookie Contests/Campaigns

Girlscoutsla.org → Cookie Central →
Contests, Learning, & Fun

Bling Your Booth, win \$500

- Troop could win \$500
- Pick a theme, decorate booth
- Upload pic to GSUSA Facebook w/ troop #, sales goal
- Share your entry, collect votes




104.3 MYfm \$5K Cookie Buy

104.3MYfm

- Troop could win \$5,000 sale to MYfm
- Cookies go to Bob Hope USO
- Nominate troop on MYfm Facebook page
- Collect votes
- Dates coming soon – will post to GSGLA FB page

Publicity - Cookie PR Toolkit

 www.girlscoutsla.org/pages/for_volunteers/Cool_Tools.html#communication

Communication

Website/Social Media

[Troop/Group Website Guidelines](#)

The following two forms can be used by the SU communication coordinator and/or website/social media facilitators to request information from their SU for posting on the SU website, social media, etc.

[Service Unit Request to Post Form - Fillable Word Doc](#)

[Service Unit Request to Post Form - Print Version](#)

[How-to's of Online Communication](#) - Resources for getting started with Twitter, Facebook, and Shutterfly

(Event flier design cheat sheet, which includes logo and trademark usage, and templates is under [Special Events/Money Earning](#))

Public Relations

Important: The following templates and tools can be used to publicize service unit news to local media by all SU communication coordinators and/or publicity facilitators *who have completed the required [GSGLA Publicity Training](#)*. **All volunteers must send drafts of press releases to pr@girlscoutsla.org for approval before sending to local media.**

[Press Release Template](#)

[Media Alert Template](#)

[Media Contacts Excel Table](#)

[GSGLA Editorial Style in a Pinch](#)

[GSGLA Fact Sheet](#)

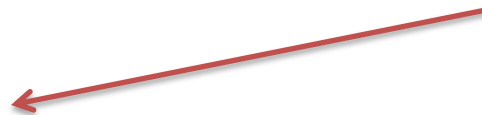
[Photo Consent Form - Minors](#)

[Photo Consent Form - Adults](#)

[Cookie Program - Booth Sales Press Release Template](#)

[Cookie Program - Cookie Season Op-ed Tips & Examples](#)

For Volunteers →
I am a Volunteer →
Resources & Tools



Publicity – Booth Sales PR Template

[YOUR CITY/NEIGHBORHOOD] GIRL SCOUTS TO SELL GIRL SCOUT COOKIES OUTSIDE OF LOCAL STOREFRONTS, FEB. 13–MARCH 8

Help girls gain leadership and business skills by purchasing Thin Mints, Samoas, and more

[YOUR CITY, DATE] – Get ready: **[# OF GIRLS IN YOUR SU]** Girl Scouts in the **[YOUR CITY/NEIGHBORHOOD]** area will set up cookie shop in front of local storefronts, Feb. 13 through March 8. (Door-to-door sales began Feb. 1.) Girl Scout Cookies are \$5 a box, except for the new (and very limited) gluten-free Toffee-tastic, which is \$6 a box.

When you buy Girl Scout Cookies you do two things:

- **You help girls gain important life skills.** By running her own cookie business and working with others, Girl Scouts learn money management, people skills, goal-setting, decision-making, and business ethics.
- **You help fund local Girl Scout troop activities and leadership programs**—like STEM (Science, Technology, Engineering and Math) activities, camp, and field trips **[YOUR CITY/NEIGHBORHOOD]** Girl Scouts participate in all year long. Girl Scouts fund important community projects at the local level, too, so when you buy Girl Scout Cookies in your neighborhood, you are keeping your dollars in your community.

There are seven Girl Scout Cookies offered this year: Thin Mints, Samoas, Tagalongs, Trefoils, Do-si-Dos, Savannah Smiles, and the new Rah-Rah Raisin, a crunchy oatmeal raisin cookie with Greek yogurt-flavored chunks. There is also an extremely limited new gluten-free Toffee-tastic cookie this year, which is a crunchy, buttery cookie with golden toffee bits.

Customers can also support Girl Scouts by donating money in any amount to go toward the Gift of Caring program, which sends cookies to soldiers overseas and local nonprofit partners like the LA Food Bank. **[insert any local goals for Gift of Caring, or information about how the SU participated in Gift of Caring last year...]**


And on Saturday, Feb. 28, Girl Scouts will celebrate National Girl Scout Cookie Weekend and Samoas' 40th birthday with a “golden ticket” treasure hunt in which customers can participate. Golden tickets will be randomly placed on boxes of Samoas at cookie booth sales, and if a customer gets one, he or she will win a month's worth of cookies. Plus, one lucky winner will get the grand prize: an entire year of cookies! Follow @GirlScoutsLA on Twitter to get clues and increase your chances of finding a golden ticket.

Girl Scout cookie booth sale locations in [YOUR CITY/NEIGHBORHOOD] are listed below. **[Booth sale times vary, but usually take place roughly 3–7 p.m. on weekdays, and 8 a.m.–8 p.m. on weekends. Insert any timing info]** Customers can also download the free Cookie Finder mobile app to locate a booth sale by zip code. Or, go to girlscoutcookies.org.

[list store locations where girls will be boothing in your SU]

About Girl Scouts of Greater Los Angeles

Girl Scouts of Greater Los Angeles serves more than 40,000 girls in partnership with more than 20,000 volunteers throughout the diverse communities of Los Angeles County and parts of Kern, San Bernardino, and Ventura counties.



Key resource for sensitive issues/difficult questions with GS members and customers: **Cookie Program FAQs on website.**

Sensitive questions from media:
Always send them to
pr@girlscoutsla.org

Publicity – Cookie Season Op-ed

What can a Girl Scout Cookie buy? An experience of a lifetime

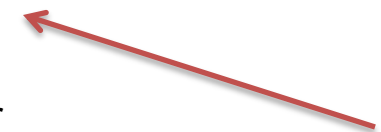
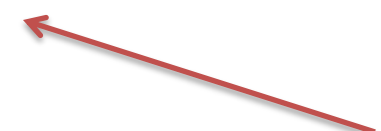
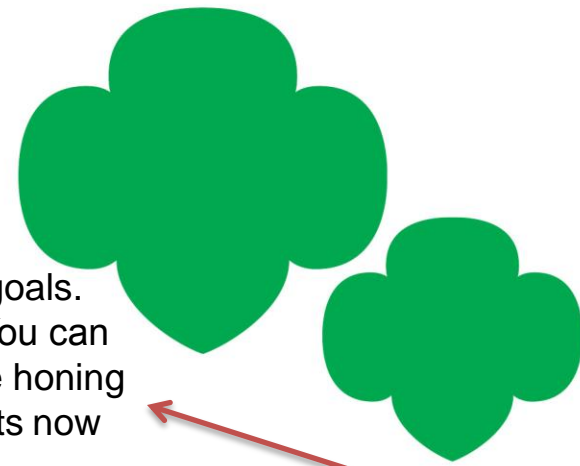
Every bite of peanut buttery or chocolate minty deliciousness helps a girl realize her goals. That's because every Girl Scout Cookie has a mission: to help girls do great things. You can support that mission right now, as Girl Scouts in **[YOUR CITY/NEIGHBORHOOD]** are honing those entrepreneurial skills by selling cookies at booth sales in front of local storefronts now through March 8.

[Insert personal anecdote. Example: As a cookie mom for three years, I have seen how this leadership experience has helped my daughter not only gain goal-setting, decision-making, money management, people skills, and business ethics—she is using these skills to do positive things to benefit our very community. Last year, our troop hosted a park clean-up and food drive using funds earned from the cookie program. Of course, we also used the funds to go camping and have visited a museum, too.]

All proceeds from the cookie program stay local. In fact, it's one of the few youth programs in the nation that allows girls to make a decision on where a portion of the profits are applied. There's always a reason to buy one more box: This year we have a new Rah-Rah Raisin Cookie—an oatmeal raisin cookie with Greek yogurt-flavored chunks. And if you still want to support without actually eating the cookies, you can donate a portion of money to our Gift of Caring program, for which we donate cookies to soldiers overseas and local food banks.

I hope you'll get out there and support Girl Scouts this year. Remember to ask the girls about their goals: What do they plan to do with their cookie proceeds this year? I think you'll be amazed at the variety of answers. Girl Scouts helps girls set goals and dream big.

For more information about Girl Scout Cookies or to locate a booth sale nearest you, go to girlscoutcookies.org and enter your zip code. Thank you for your support.





Blake Kernen

♥ Become a fan



A 8th grader from Morristown-Beard School, New Jersey

The Girl Scout Promise

Posted: 04/16/2013 10:55 am EDT | Updated: 06/16/2013 5:12 am EDT

3.1k

701

47

1

10



f Like

f Share

Tweet

Pin it

Comment



I did it again. I ate the last Girl Scout cookie in my house. The 2013 Samoa season is officially over for me. And, even though it happens just about the same time each year, I'm still never quite ready for it.

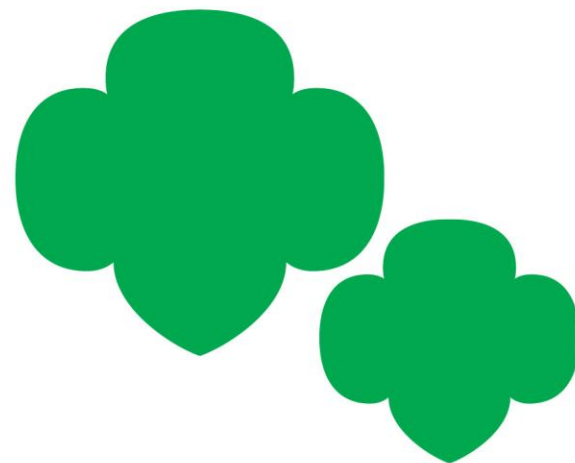
When it comes to selling cookies, you could say Girl Scouts take the cake. They sell about [200 million boxes each year](#), which brings in more than [\\$700 million](#) in revenue. (Dad, Girl Scout cookies are not

made out of Girl Scouts, a joke he had to share with the CEO of Girl Scouts. I don't think she loved it quite as much as he did.) During the selling season, Girl Scout cookies become the bestselling cookie in the country, [stealing](#) the top spot from the other favorite, the Oreo.

So there's no doubt about it: Girl Scouts sell a ton of cookies each year, but that's really not their most important product. Girl power is, and if you're familiar at all with the Girl Scout program, you know there's plenty of this to go around. For the past 100 years, Girl Scouts have been inspiring and empowering girls to be the best they can be. It's about building courage, confidence, and character.

Girl Scouts make a promise to serve God, country, and to respect each other. We also strive to live by the Girl Scout Law, by being considerate, courageous, and trying to make the world a better place. And guess what? It works. *Forbes* magazine [calls](#) Girl Scouts the "ultimate pipeline for women leaders, in their families, their communities, their organizations, and their country." And, there are numbers to back that up: [80 percent](#) of women business owners were Girl Scouts, and [two-thirds of the female members](#) of Congress were also.

For me, it may have been all those badges I wanted to earn and all those cookies I wanted to sell. I was an entrepreneur and I didn't even know it. I had to set my goals



Social Media

New “How-to” Resource *Thanks Comm. Go Team!*

 www.girlscoutsla.org/pages/for_volunteers/Cool_Tools.html#communication

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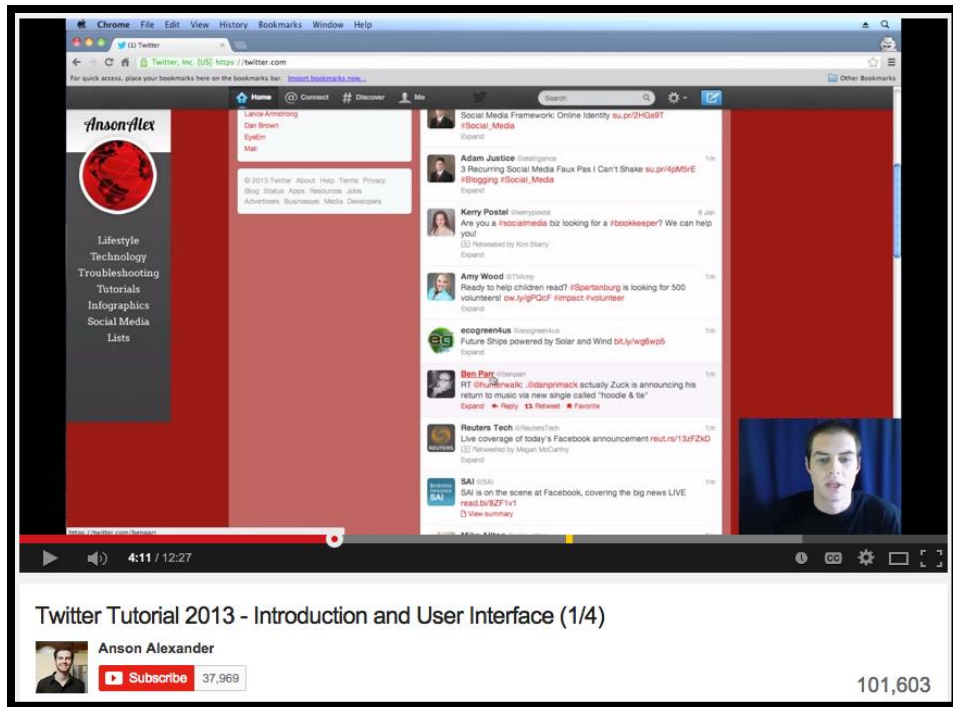
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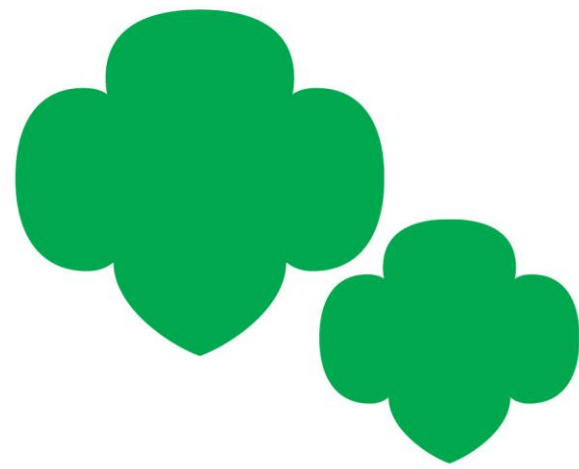
Social Media

How-to's of Online Communication *Thanks Comm. Go Team!*



Email/Newsletters – Council Schedule

- *Great News!* – monthly, first Thursdays
- Seasonal: Cookie Gram – weekly, Tuesdays
- *Great Friends!* – monthly, third Thursdays
- Troop Level News – monthly, third Wednesdays
- SUM News – weekly, Fridays



Email/Newsletters – Council Schedule

E-mail Address

mlarsen@girlscoutsla.org

Girl Scout Level

Email Lists

- ☒ Brownie Newsletter Email List
- ☒ Cadette Newsletter Email List
- ☒ Cookie Program News
- ☒ Daisy Newsletter Email List
- ☒ Fall Product Program News
- ☒ Great Friends (Alumnae, Non-traditional Volunteers, and Donors)
- ☒ Great News! GSGLA's Membership News
- ☒ Junior Newsletter Email List
- ☒ Multi-Level Newsletter Email List
- ☒ Press Release Email List
- ☒ Property Plan Updates
- ☒ Senior & Ambassador Newsletter Email List
- ☒ Summer Camp News

WHAT'S NEW

We Need Cupboard Volunteers!
Customer Engagement Initiative
Volunteer Essentials Updated
New Shop Hours
Cookie Starting Inventory
Reward

Customer Care: 213-213-0123

DOCUMENT SEARCH

Type document keyword here

GO

GREAT NEWS!

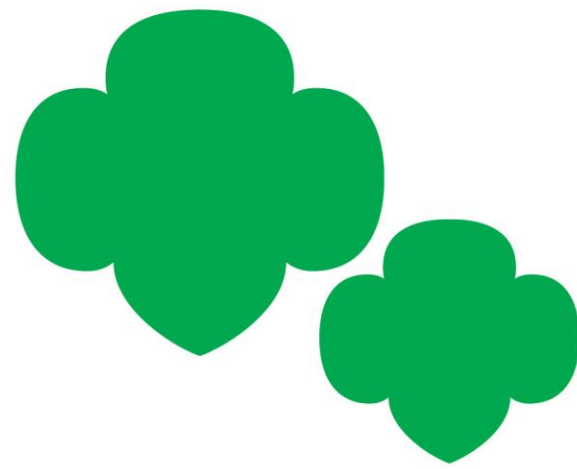
Sign up for enews by entering ema

GO

Email/Newsletters – Best Practice Tip

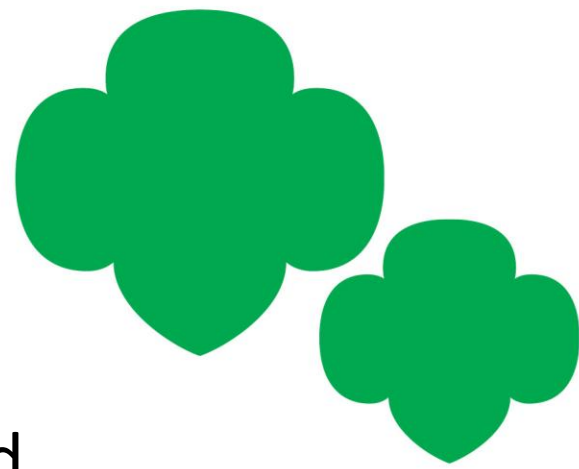
Subject Lines – Don't sell, TELL.

- Words to Avoid: Help, Reminder
- No Repeats, Cut to the Content
- Subject Line Length: 50 characters or fewer; however, targeted audiences appreciate additional info
- In-the-know people are more likely to open!
 - Ask your SU what works for them re: timing, let them know you are doing a newsletter, etc.



Website – Shutterfly Tips

- Make sure it's all up-to-date.
- Give a “tour” of your site at a SU meeting, and highlight most important areas.
- Add an idea page for troop leaders (activities, etc.)
- Could opt to make it members-only, so info is secure.



Website – Shutterfly Open Discussion

- Do you have any Shutterfly tips or tricks to share?
- What lessons have you learned from creating/managing a SU or troop website?
- Have you engaged older girls through your website in any ways?



Upcoming Dates

Cookie deliveries, Jan. 30-31

National Girl Scout Cookie Weekend, Feb. 28

Early Bird Registration Webinar, March 25

Annual Meeting & Volunteer Recognition
Ceremony, April 18

SUM Meetings

April 20 Marina Del Rey

April 21 Montrose

April 22 Santa Clarita

April 23 Webinar

**Next Communication
Coordinator Meeting:
Wed., April 29
7:30-8:30 p.m.**

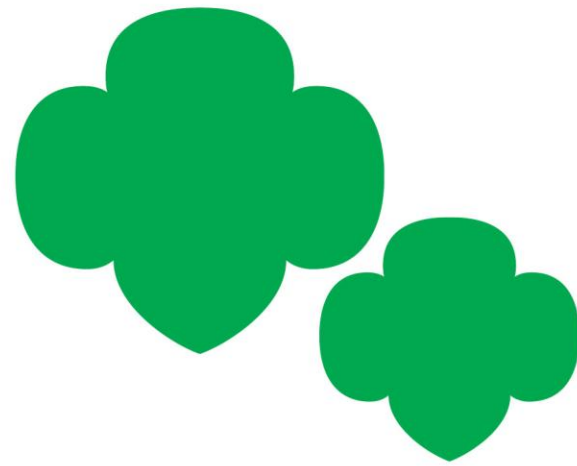


Discussion

Ideas for April webinar?

How are you making this position work in your service unit?

Any enlightening experiences to share with other CCs?



Thank you!

Next meeting:

Wednesday, April 29, 2015, 7:30-8:30 p.m.

Melanie Larsen, mlarsen@girlscoutsla.org

Leah Zimmon, lzimmon@girlscoutsla.org

