

Girl Scouts of Eastern Oklahoma  
**FALL PRODUCT SALE BULLETIN**  
October 2011

The logo features the text "Reaching for the Stars" in a stylized font. "Reaching" is in blue, "for the" is in white, and "Stars" is in yellow. The text is set against a dark blue rectangular background.

**Order Taking: Sept 30 – Oct 16, 2011**  
**Product Delivery: November 5-16, 2011**

### **New Troop? Late Registration?**

If your troop recently registered and you missed the product sale training, there may still be time to make sure your girls are included in this great program activity and money-earning opportunity. Just call your Service Unit Fall Product Sale Coordinator to arrange to get your training and materials. Fall Product Sales are a good way for new troops to get some start-up money!

### **Remember to review all safety checkpoints with your girls prior to the sale.**

Safety tips, program resources and activities are downloadable at <http://www.nutsforknowledge.com>. (Your troop will also receive these at the Fall Product Sale activity training.)

### **Online Ordering Programs**

In addition to all the nuts, chocolates and magazine vouchers on the order card, girls are able to connect via email to family and friends using our vendors' online order systems. This is an opportunity for the girls to increase their earnings potential by expanding their market in a safe, modern method, and is a great way for girls to reach their out-of-town supporters. Customers pay online by credit card and products are shipped directly to them or to gift recipients. The Girl Scout and her troop will be credited with the purchase and will receive all proceeds and recognitions associated with the purchase.

**New This Year – E-Nuts Plus** is the Trophy Nut online product program. Girls send emails to family and friends inviting them to the private E-Nuts Plus site to order any of the over 30 Girl Scout products, along with additional holiday and gift items (a shipping/handling fee is added).

**Updated E-Connect Online Magazine Program** – This is the second year for our participation in this program, which is even easier to use this year. Girls can personalize emails to family and friends to direct them to the specified website, where they can purchase from a fully customized online magazine newsstand especially for Girl Scouts, where customers have access to over 700 magazines.

Your Troop Fall Product Sale Manager received all the information on these two options at training.

### **Practice Safe Online Marketing**

As always, safety is our primary concern when girls are doing any activity, including using the Internet. This includes girls using secure sites and software, and girls 13 and over being permitted to use social networking sites to promote their own sales. Girls and their parents cannot make financial transactions online when girls are marketing Girl Scout products. However, customers may submit orders and online payment for magazines and nut products, because product is not handled directly by the girl. Girls send out emails in a protected environment, to customers who then choose products online. Remember that our Fall Product Sale at GSEOK is "friends and family."

Before girls do any online activities (whether sending emails to friends and families or visiting their vendor sites, or using social media to tell friends about the arrival of products), girls should read and discuss the Girl Scout [Internet Safety Pledge](#). More information about the guidelines for online marketing is available to download at: [www.girlscouts.org/program/gs\\_cookies/cookie\\_activity.asp](http://www.girlscouts.org/program/gs_cookies/cookie_activity.asp).

## Goal Getter Patch Program

Again this year, girls can earn a patch by completing the following steps. The activities can be done at the troop meeting, or at home with an adult's guidance.

### 1) Complete the Checklist

Girls earn the Goal Getter Certificate by downloading and completing the Becoming A Goal Getter CHECKLIST and using the Goal Worksheet at <http://www.nutsforknowledge.com/goal.asp>. This will help with setting goals and will prepare the girls for order taking.



### 2) Prepare the Certificate

Once girls have completed the checklist, they have earned the CERTIFICATE. Click on the Goal Getter Certificate and type in the first name only in the first field. In the next field type the troop/group number, and in the third field type personal learning and sales total goals. Then it is ready to print out and attach to the order form.



### 3) Earn the Patch



When girls receive orders totaling the number they set in the goal listed on the certificate, they will have earned the Dream Big patch in honor of their goal achievement. This will be ordered and received with the other patches and incentives. Girls in troops taking the cash option may participate in this program and receive a patch.

## Care To Share Patch Program

Each girl who takes orders for three Care To Share items (special column on the order card) will automatically receive the Care To Share patch. The troop will select their Care To Share organization and distribute the products. This could be part of an ongoing service project, and the organization could also be your Cookie Sale Gift of Caring recipient.



## Super Troop Incentive



**NEW!** Earn a copy of *The Girl's Guide to Girl Scouting* for your troop. To receive a book troops must have at least 80% of registered girls participating (placing orders), with a per girl average (girls selling) of at least 25 items, and must participate in all three parts of the sale – order card, E-Nuts Plus, and E-Connect. All money and reports must be turned in on time. A certificate will be provided after the sale and you will be able to get the appropriate grade level book from our store.

## Special Girl Scout Store Promotion

When your troop participates in the Fall Product Sale Program by attending training and placing a Fall Product Sale order, your troop will receive a **15% discount** on one total purchase in our store from November 5 to December 29, 2011. Discount will be available one time only per eligible troop and **only during the dates specified**. Eligible troops will be listed in the store; no voucher will be provided. This is a good time for troop leaders to coordinate a purchase of badges, books, etc. This 15% discount may not be applied to *The Girl's Guide to Girl Scouting*, which is being offered at a 25% discount during this time.

**If you have any questions**, call your Service Unit Fall Product Sale Coordinator, or contact Kathy Brandon, Director of Product Sale Programs, [kbrandon@gseok.org](mailto:kbrandon@gseok.org), 918-745-5224 or 800-707-9914, ext. 224; or Elizabeth Robb, Product Sales Specialist, [erobb@gseok.org](mailto:erobb@gseok.org), 918-745-5256 or 800-707-9914, ext. 256. See our Council website at [www.gseok.org](http://www.gseok.org) for many links and downloads.