

2022 Girl Scout Fall Product Program Promotional Toolkit



The 2022 Girl Scout Fall Product Program is here! Let's show the world how girls run their awesome businesses. Thanks for helping your troop members "Go Bright Ahead" on their next entrepreneurial adventure this fall. With your help, girls will earn funds for troop activities while learning new skills, exploring business confidence, and making memories with their friends.

This kit will be your guide through the program—explore its contents and use these resources to promote the hard work your girls are doing this season. Inside you'll find:

- graphics
- social media posts
- hashtags

The resources you find here will help your troop promote the program and reach your fall product program goals.

Key Dates

Make sure you know when important upcoming dates are! Mark them on your calendar, so you don't forget.

Sat., Oct. 1–Sun., Oct. 23, 2022

- Girls participate in the online program, take orders, and collect payment.

Fri., Oct. 14

- Troop Opt-Out forms due to council.

Sun., Oct. 16

- Deadline to earn the 2022 patch by sending 18 or more emails.

Mon., Oct. 24 by 11:59 p.m.

- Caregivers enter girl order rewards choices into the M2 system.

Tues., Oct. 25 by 11:59 p.m.

- TFPC deposits all collected money into a troop bank account.
- TFPC confirms all girl orders and rewards are entered into the M2 system.

Tues., Nov. 8

- Amount due to council is automatically deducted from troop bank account by ACH.

Mon., Nov. 14–Fri., Nov. 18

- TFPC picks up product from SUFPC and distributes them to girls.



Go Bright Ahead with Social Media

Social media is an excellent resource for promoting the fall product program! You can share how the fall product program helps your girls achieve their goals, let people know when and what products are available, and thank people for their support.

Use the following graphics to teach your friends and family about the fall product program on Facebook, Twitter, Instagram, and more!

Facebook and Twitter Profile Covers



Profile Photos



Say It with a #Hashtag

Hashtags are used in social media to make it easier for users to find posts related to a common topic. Create a hashtag by placing the # symbol in front of a word or phrase with no spaces. Using hashtags can help you reach a wider audience.

Want to try using hashtags in your posts? Here are a few you can use:

#GirlScoutsOH #GSOHFallProduct2022 #Entrepreneur #GSOH #GirlScoutStrong #GirlScouts #FallProduct2022 #GoNuts #OhioCommunity #ColumbusOhio #CozySeason

Use these hashtags, and you might even see your posts on GSOH's Facebook, Twitter, or Instagram



Share Your Me2 Avatar

Girl Scouts registered to participate in the online program can customize their website and collect orders online—they can also create a customized avatar! Share a side-by-side of you and your avatar and ask your friends and family online how similar they are. By encouraging people to comment on your posts, more people will see them! Be sure to include information on how to order!

Copy That: Messaging for Your Supporters

Are you ready to spread the word about the fall product program? Help your followers on social media learn about the products available and how the proceeds help your troop. Here are some example posts you can use. Experiment by writing and testing your own! Don't forget to share the link to your store, too.

Facebook and Twitter

My Girl Scout goal is to _____ this year. You can make it possible by purchasing nuts, candy, or magazines during the Girl Scout Fall Product Program! They make great gifts, PLUS you're supporting me as I become a leader of tomorrow. It's a win-win!

I'm NUTS for Girl Scouts—and for running my own business! Support me during the Girl Scout Fall Product Program by getting cans of nuts or candies from me from October 1-23.

Buy some Mint Treasures for a friend because, yes, they're tasty, but you'll also be helping Girl Scouts learn goal setting, money management, and more!

My Girl Scout wants to _____. And when you support her through the Girl Scout Fall Product Program, you'll help her achieve her goal!

Need holiday gifts? Our Girl Scouts have you covered! From nuts and candy to magazines, you can find something for everyone! And you'll help girls learn business ethics and people skills simultaneously!

As entrepreneurs, Girl Scouts learn money management, business ethics, goal setting, and so much more! Help my girl learn by getting some nuts, candy, and magazines today!

Nuts, candy, magazines—oh my! Support our troop and goals by purchasing Girl Scout Fall Product Program items today.

Running low on snacks? Stock up on tasty nuts and candy with your local Girl Scouts and support our goals during the Girl Scout Fall Product Program!

Instagram

My Girl Scout goal is to _____ this year. You can make it possible by purchasing nuts, candy, or magazines during the Girl Scout Fall Product Program! They make great gifts, PLUS you're supporting me as I become a leader of tomorrow. It's a win-win! Visit the link in the bio to make your purchase! #GirlScoutsOH #GSOHFallProduct2022 #Entrepreneur

Need holiday gifts? Our Girl Scouts have you covered! From nuts and candy to magazines, you can find something for everyone! And you'll help girls learn business ethics and people skills simultaneously! Click the link in the bio to purchase gifts now! #GirlScoutsOH #GSOHFallProduct2022 #Entrepreneur

As entrepreneurs, Girl Scouts learn money management, business ethics, goal setting, and so much more! Help my girl learn by getting some nuts, candy, and magazines from the link in my bio! #GirlScoutsOH #GSOHFallProduct2022 #Entrepreneur

My Girl Scout wants to _____. And when you support her through the Girl Scout Fall Product Program, you'll help her achieve her goal! Get nuts, candy, and magazines at the link in my bio! #GirlScoutsOH #GSOHFallProduct2022 #Entrepreneur



Graphics

You can use these graphics on Facebook, Instagram, or Twitter.



Zoom Backgrounds

Your Girl Scout can hold virtual booths for friends and family with these Zoom Backgrounds!

