Badgerland Fall Fundraiser
Community Volunteer | Service Unit Volunteer
Product Sales Lead Training
2021

We Appreciate You!
Because of your leadership, the 2020 BFF Program was a success!
Thank you for the guidance and support you provided to volunteers, parents, and girls.
1. Welcome  
2. Creating a pathway to participation  
3. Connecting the program and the GSLE  
4. Being a resource for product knowledge  
5. Understanding program specifics  
6. Promoting success thru earned rewards  
7. Wrap-Up reminders

Creating a Pathway to Participation
Why should troops participate in BFF?

• The program is designed to be a GSLE learning experience centered on entrepreneurship & the five skills
• Troops fund their year-round experiences and adventures using money earned during the program.
• Troops create real impact in their communities thru community service initiatives using monies earned during the program.
• The program helps support the overall Girl Scout Experience for all Badgerland girls

Rise Up - by Supporting Troops & Girls

You are directly impacting the future of girls by...
  • Facilitating this girl-led entrepreneurial program.
  • Assisting girls in earning funds to support their amazing girl-led adventures and service opportunities locally, nationally and globally.
  • Providing girls with the opportunity to share their skills to make the world a better place.

You are providing girls with life-changing experiences by helping them spread the product program story.
Ways to Participate in BFF

• In-person using a nut order card

• Online sending emails and sharing link on social media to purchase magazines and nuts/chocolates

Connecting the Program and the GSLE
Trainings & Experiences happening at Badgerland

- Community & Service Unit Training
  - September 12 – Virtual or In Person

- Troop Training
  - September 19 – Virtual or In Person
  - September 22 – Virtual only

- Girl & Family Training
  - Family BFF Forum: September 26 on Zoom
  - BFF Rally: October 2 in Madison

Existing Entrepreneurship Badges

Daisy:
- Count It Up
- Making Choices
- Talk It Up
- Toy Business Designer

Cadette:
- Budgeting
- Business Creator
- Business Plan
- Comparison Shopping
- Entrepreneur
- Financing My Dreams
- Marketing
- Think Big

Brownie:
- Budding Entrepreneur
- Give Back
- Inventor
- Making Games
- Meet My Customers
- Money Manager
- Philanthropist

Senior:
- Business Etiquette
- Business Startup
- Buying Power
- Customer Loyalty
- Game Visionary
- My Portfolio
- Social Innovator

Junior:
- Business Jumpstart
- Business Owner
- Cookie CEO
- Customer Insights
- Product Designer

Ambassador:
- Entrepreneur Accelerator
- Good Credit
- On My Own
- P&L
- Research & Development
New Entrepreneurship Badges in 2021

**Daisy:**
Cookie Goal Setter
My First Cookie Business

**Brownie:**
Cookie Decision Maker
Meet My Cookie Customers

**Junior:**
Cookie Collaborator
My Cookie Team

**Cadette:**
Cookie Market Researcher
My Cookie Venture

**Senior:**
Cookie Boss
My Cookie Network

**Ambassador:**
Cookie Influencer
My Cookie Business Resume

Badge Connections (besides entrepreneurship)

**Daisy Journey:**
5 Flowers, 4 Stories, 3 Cheers for Animals

**Brownie Badges:**
Eco Friend & Philanthropist

**Junior Badge:**
Animal Habitat

**Cadette Badge:**
Animal Helpers

**Senior Badge:**
Eco Explorer

**Ambassador Badge:**
Eco Advocate
Skills Girls Learn by Participating in BFF

- **goal setting**: Girls learn how to set goals and create a plan to reach them.
- **decision-making**: Girls learn to make decisions on their own and as a team.
- **money management**: Girls learn to create a budget and handle money.
- **people skills**: Girls find their voice and build confidence through customer interactions.
- **business ethics**: Girls learn to act ethically, both in business and in life.

Being a Resource For BFF
Product Knowledge
Purchasing Online Nuts/Chocolate

- Customers have the option to choose girl delivered or direct ship
- Customers pay for all products online at the time of checkout

In-Person Nut/Chocolate Items

Delicious selection of items NEW PRODUCTS!
Mint Treasurers

![View One](image1)
![View Two](image2)

Girl Scout Uniforms Tin - $10

Mint Treasures individually wrapped with Girl Scout logo

Deluxe Pecan Clusters

![Bunny Clusters](image3)

$10 Bunny Tin
Sweet & Salty Mix

$9 Pop-Top Can

Caramel Apples

$8 Boxed Chocolate
Ruby Medley in Pop Top Can - $9
Nut & Seed Blend in 18oz Jar - $11

Bunny Holiday Tin

Additional products available in holiday tin:
Caramel Treasures $10
Chocolate Covered Pretzels $10
Online Exclusive Items

The direct ship online store offers the complete lineup of Girl Scout branded nut and candy items PLUS online exclusive items.

6oz Almond Butter Cups
6oz Almond Cran-Orange Crunch
8oz Barbeque Snack Mix
7oz Black Forest Trail Mix
8oz Coconut Cashews
6oz Cookies & Cream Cups
15oz Gourmet Blend
20oz Gourmet Caramel Corn w/ Almonds & Pecans
15oz Jumbo Cashews
6oz Mocha Cups
6oz Mint Treasures in the 2020, 2019 & 2018 GS Tin

Online Shipping Chart

<table>
<thead>
<tr>
<th>Product Subtotal</th>
<th>Standard</th>
<th>2-Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0.01 - $15.00</td>
<td>$9.05</td>
<td>$19.90</td>
</tr>
<tr>
<td>$15.01 - $30.00</td>
<td>$10.75</td>
<td>$25.85</td>
</tr>
<tr>
<td>$30.01 - $45.00</td>
<td>$12.25</td>
<td>$30.15</td>
</tr>
<tr>
<td>$45.01 - $60.00</td>
<td>$14.75</td>
<td>$33.25</td>
</tr>
<tr>
<td>$60.01 - $75.00</td>
<td>$20.75</td>
<td>$38.25</td>
</tr>
<tr>
<td>Every additional $15</td>
<td>+ $3.75</td>
<td>+ $7.75</td>
</tr>
</tbody>
</table>
Community Care Program

Give the gift of snacks. Community Care Program Nut donations count toward girl/candy rewards and troop proceeds. Girls earn the Care to Share Patch with 6+ Community Care Program donations.

- Customers can make $8 donations towards nuts to be donated to a local cause.
- Troops earn proceeds and girls earn credit towards nut recognitions.
- Girls earn the Care to Share Patch by selling 6 or more units.

Understanding Program Specifics
Girl Online Experience

Create a virtual likeness

Creating avatars makes participating fun and get results with PATENTED Girl Scout platform

Launch Your Campaign

- Girls log in as a first-time participant or as a returning user from last year
- Spanish experience available
Registering an Account

- Zip code validation ensuring girl is in correct council.
- Participant information and secure password setup.
- Troop number selection or “I don’t know/see my Troop#/Group#”
- Participant can edit nickname
- Answer questions about girl goals and what Girl Scouting means to her

Personalize Her Campaign

- Girl designs her own virtual likeness choosing from over 3 billion avatar feature combinations
- Upload a photo or video to share on your storefront
Promoting Her Campaign

- Girls share their online storefront link with family and friends by sending emails or “share my site”
  - Email is most popular option
  - 27% of online sales come from social media
  - Girls’ business cards preprinted with their storefront code
  - NEW! – Share your store with family and friends using your smartphone
- Easier for returning girls with customer email addresses saved year over year
- Option to include last name so friends and family know who is sending the email
- Simplicity of one click renewals for customers previously purchasing magazines

Girl’s Campaign HQ

Navigation tools for all aspects of the program
- E-mails/Social Media/Texting
- Printable business cards with girl’s online store code
- Manage paper orders (nut card sales entry)
- Rewards earned and actions need to receive rewards
- Door hangers with QR code and girl’s personal storefront code
- Reports
- Avatar’s room with troop photo
Customer Emails

- Family and friends receive emails with links to shop for magazines and nuts/chocolates and can hear the special message recorded by their favorite Girl Scout.

Online Storefronts
Customers can choose to shop for magazines and/or nuts.
Purchasing Online Nuts/Chocolates

- Customers have the option to choose girl delivered or direct ship
- Customers pay for all products online at the time of checkout

Parents Enter Order Card Items & Reward Choices

Parents/girls enter the total of each item using the nut order card into the M2OS system prior to the end of the program

Nut order card totals will be tabulated and added to all online sales totals in reports

All in-person nut orders must be entered into M2OS system to be processed
Reports

• Reports Broken Out By Sales Categories
• View All Girl Delivered Items Sold Online By Customer To See Which Products To Deliver
• Report Emailed To Parents At End Of Program
Welcome To Your Campaign

- Prior to Fall Product Program start, volunteers receive email invitation to M2OS
- Click link embedded in email to setup password
- After login, volunteers can return to council’s M2OS landing page

Getting Started

- Watch troop training video
- Create your troop leader avatar
- Within M2OS, launch parent/guardian email blasts (PGEB) announcing troop participation in the fall product program
- Manage nut card orders (after girl entry for any girls who didn’t enter their own paper orders)
- View reports
Parent & Guardian Email Blast

- Troop leaders can launch an email directly to parents with a link and instructions on how to participate
- Parent email addresses will be uploaded by council
- Volunteers can edit or enter any missing parent/guardian emails
- PGEB has a 74% open rate and is the EASIEST way to encourage your girls and parents/guardians to participate online

Troop Dashboard

- Headquarters for managing a troop campaign
- All program management tools on one site
  - Enter nut order card items
    - Click on girl name to enter order card items
    - If girl is missing, contact council to have her added to M2OS
- Message the girls in your troop
- Assist girls with reward choices
Girl Rewards

- Rewards are automatically calculated for girls
- To view rewards, choose the Rewards link from the Troop Dashboard
- If girls didn't make choices, troop volunteers can make reward selections for them
- Detailed reports of earned rewards available under Reports link or through the Delivery Tickets link

Troop Banking & Payments

View troop financial information including:
- Troop sales summary
- Gross sales
- Total paid online by customers
- Total proceeds earned
- Balance due council
- Girl payments (if entered by troop)
Reports

- Click the reports link from the troop dashboard to view total sales or sales by product category
- Click a girl name to view the specific details of individual girls
- Link on dashboard troop summary/amount due report

Service Unit Dashboard

- Send messages to troops
- Manage troop admin users
- Manage/edit girl and troop products
- View troop financials and payments made to council
- Troop sales summaries
- Delivery tickets
Service Unit Task

- When first log in – need to verify:
  - Delivery Address for candy/nut product
  - Shipping address for rewards – no PO boxes as these are shipped via UPS or FedEx.

Delivery Tickets

- Print delivery tickets by SU, troop or girl
- Available for products and rewards for easier picking and packing
- Option to include financials
2021 Girl Rewards (rewards are cumulative...earn as you go!)

**Sell 15+ Combined Items**
- Fluffy Heart Keychain OR
- Individual Squishie

**Sell 50+ Combined Items**
- Super Seller Patch AND
- Tie Dye Kit (Socks & Shoestrings) OR
- Badgerland Bucks OR Philanthropy Donation OR
- Baby Penguin

**Sell 35+ Combined Items**
- Penguin Necklace OR
- Lip Balm

**Sell 75+ Combined Items**
- Tattoo Pens OR Scented Pen & Flipping sequin Pencil Case OR Badgerland Bucks OR Philanthropy donation
2021 Girl Rewards (rewards are cumulative...earn as you go!)

Sell 100+ Combined Items
- 100+ Patch
- Disco Room Light OR Plush Blanket OR Badgerland Bucks OR Philanthropy Donation

Sell 150+ Combined Items
- Friendship Bracelet Hydro Kit OR Carabiner Cup OR Badgerland Bucks OR Philanthropy Donation

Sell 125+ Combined Items
- Large Penguin OR Crossbody Bag OR Badgerland Bucks OR Philanthropy Donation

Sell 150+ Combined Items
- Good Vibes Light OR Penguin Lunch Bag OR Badgerland Bucks OR Philanthropy Donation

2021 Theme Patches
- 6+ Community Care Nut Items Sold

- 15+ Nut/Candy Items sold
- 18+ Emails Sent
- 3+ Magazines Sold
Personalized Patch

Girl chooses name, nickname or initials for her patch

Girl makes selection between two patch backgrounds

Opportunity to provide mailing address after login

Personalized patches ship directly to girls as earned throughout the program

Earned by:

Sending 18+ Emails & selling $325 in total sales

2021-22 BFF & Cookie Crossover Patch

- As a Girl Scout member, girls work to create change and to spread kindness in the world around them.

- To earn this crossover patch, girls must:
  - Participate in the 2021 Fall Product Program by creating an avatar, selling 18+ emails, and selling 30+ BFF Items
  - Sell 300+ packages of cookies during the 2022 Cookie Program
# Troop Rewards

**Troop Rewards (choose 1 theme) | For all girls to enjoy their success together**

<table>
<thead>
<tr>
<th>Troop Reward Theme</th>
<th>Troops with 2 or more girls selling $450+ PGSA</th>
<th>Troops with 1 girl selling $500+ PGSA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Fun!</td>
<td>Receive 1 ticket per girl to a great attraction near you. Tickets will also be provided to adults to meet safety ratio.</td>
<td></td>
</tr>
<tr>
<td>Cookie Fun!</td>
<td>VIP Entrance Into Cookie Kick-off Event VIP Cookie Lanyard for each girl Coolde Booth Marketing Swag!</td>
<td></td>
</tr>
</tbody>
</table>

**Troop Proceeds: 25%* of total sales**

*If your troop is a Junior level OR higher, you may choose to NOT take girl/troop rewards and earn 28% profit. Girls will still receive ALL earned patches.
Penguin Pop-up Party: November 13

Exciting pop-up reward for ALL Badgerland Fall Fundraiser participants!

Girls can earn an invite to our exclusive Penguin Party at the Zoo just by selling in the BFF Program during October. Meet penguins, polar bears and all the animals that love the cold. Save the date to earn this special Girl Scout celebration!

Earn the Volunteer Patch

Service Unit Product Sales Lead
• Earned for $1 in total Service Unit sales

Troop Fall Product Coordinator
• Earned by achieving $1,100 in total Troop sales.
Wrap-up Reminders

BFF Important Dates

- Troop Product Coordinator Training
  - Sep 19 & 22

- BFF Rally
  - October 2

- In person Sales end
  - October 24

- In person order card and money turned into Troop Coordinator
  - October 25

- BFF Family Forum
  - September 26

- In-Person and Online sales begin
  - October 4

- Families enter girl in person orders and reward choices
  - October 24
BFF Important Dates (continued)

- **October 26**: Troops enter missing orders and/or reward choices
- **By October 27**: PSL’s must verify shipping and delivery addresses for Rewards and Candy/Nuts
- **November 13**: Attend Party with Penguins event at Henry Vilas Zoo, Madison
- **Week of December 13**: Rewards received
- **October 27**: Online orders for Online Girl Delivered, Direct Ship Nuts, and Magazines ends
- **By November 5**: Deposit money into Troop Bank account
- **Week of November 15**: Candy/Nuts delivered to communities

Join the Facebook Page for PSL & Cookie Cupboards

[https://www.facebook.com/groups/241993480744849](https://www.facebook.com/groups/241993480744849)
### PSLs Needed: Is there a community near you that you could help?

| SU3 - Albany | SU16 - West Madison |
| SU3 - Brodhead | SU18 - Merrimac-Prairie Du Sac-Sauk City |
| SU4 - Argyle | SU19 - Baraboo |
| SU4 - Benton | SU19 - Reedsburg |
| SU4 - Hazel Green | SU19 - Wisconsin Dells |
| SU7 - Brooklyn Oregon | SU20 - Seneca |
| SU7 - Edgerton | SU20 - North Crawford |
| SU9 - Cuba City | SU22 - Waunakee |
| SU9 - Dodgeville | SU24 - Lodi |
| SU9 - Mineral Point | SU24 - Portage |
| SU9 - Platteville | SU25 - Wonewoc |
| SU10 - Bagley-Bloomington-Mt Hope-Patch Grove | SU26 - West Salem |
| SU10 - Boscobel | SU28 - Onalaska |
| SU10 - Cassville | SU29 - Alma Center |
| SU10 - Waukesha-Stueben | SU62 - Beloit |
| SU15 - Madison | SU62 - Janesville |
| SU16 - Verona | SU62 - Milton |

### What’s Next?

1. Hand out paperwork to troops
2. Remind troops to login to M2OS, watch training video and create their avatar
3. Encourage troops to send the Parent/Guardian launch email to participants
   - Girl’s setup their own campaign on M2OS, so troop leaders don’t need to
4. Emphasize the simplicity of online girl delivered items
   - Money collected online and items automatically added for the girls
   - Girl simply deliver the items
5. Secure a location for delivery – email Sally by October 10 if you have a day/date preference.
BFF Customer Care
2 Teams to Meet Your Needs

Badgerland Council
Customer Care
info@gsbadgerland.org
800.236.2710

M2’s Customer Care team is cross-trained to handle tech support, volunteer/participant and customer inquiries. 100% customer satisfaction guarantee.

Thank You
Sally Egan
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