

59 Minute Quick Start Sample Agenda for Live Events

Introduce yourself:

Welcome your customers and share a little bit about yourself: name, troop, grade level, how long you've been a Girl Scout, why you like being a Girl Scout, etc.

Introduce the product:

- Let your customers know that you are selling nut and candy items and magazines
- Talk about some of your favorite items

Share troop goals:

- Tell your customers how your troop is hoping to spend the money earned from the Fall Fundraiser program

Share your goals:

- Let your customers know what your goal is
- Share how much you have sold so far
- Consider making a fun visual aid to show your customers (i.e. goal poster, chart, etc)
- If your troop has opted into rewards, let your customers know which reward you are hoping to earn and why

Gift of Caring:

- Let your customers know that they can donate \$6 which will go toward donating nut and candy items to military troops through the organization Soldier's Angels. Let them know that if you get 5 people to donate, you will earn a cool patch.

Share your skills:

- Let your customers know what you have been learning and what skills you are developing during the Fall Fundraiser Program: goal setting, money management, decision making, business ethics, people skills, etc.



Best Practices:

- Promote your event to friends and family and encourage them to invite a friend
- Be excited and smile during your live event
- Practice what you will say ahead of time
- Wear your favorite Girl Scout attire (uniform, shirt, etc)
- Find a quiet space with good lighting and add some fun decoration
- Reach out to GSHPA for one sample item to feature during your event (need one week notice). Consider making a fun recipe with the product
- Leave time at the end to answer customer questions. This way you won't lose your train of thought during the event.
- If you are able, post your link so your customers can order from you right away
- If you are able, post an image of the girl order card so customers can see the ingredients and prices
- Send a thank you to all of your attendees (even if they didn't make a purchase)
- Follow up with your customers at the end of the program
 - give them the final update on how close you were to your goal